

TIGER'S from Bay of Bengal roar

SPECIAL EDITION

**WORLD
TOURISM
DAY 2020**

GLOBAL COMMUNITY UNITES TO CELEBRATE "TOURISM AND RURAL DEVELOPMENT"

27 September, 2020

**TOURISM
& RURAL
DEVELOPMENT**





Md. Mahbub Ali, MP

State Minister

Ministry of Civil Aviation and Tourism
Government of the People's Republic of Bangladesh

12 Ashwin 1427

27 September 2020

Message

This year, "World Tourism Day-2020" is being celebrated around the world with an emphasis on the role of the tourism industry in improving the living standards of rural people through their active participation. The theme of this year is "Tourism and Rural Development". On this occasion, initiatives have been taken to celebrate the day in Bangladesh through various programs.

The theme, announced by the United Nations World Tourism Organization (UNWTO), emphasizes the role of Tourism in order to improve the quality of life by creating opportunities for greater participation of rural people in the tourism industry. There is a need to get involved the community people in the rural-based-tourism scheme to carry out tourism activities in the places of attraction so that they can enjoy the benefits of this industry. The development of the tourism industry will be possible if the rural population can be included in the policy making process of local tourism development.

In the field of rural tourism development, if effective steps are taken keeping the distinct culture, heritage and culture of each village intact and maintaining the ecological balance, it will play a pivotal role in ensuring sustainable tourism. Bangladesh is a country of endless tourism potential. We have thousands of years of history, tradition and culture. There is also natural beauty and biodiversity. The culture, food habits, handicrafts, sports and festivals of the long cherished society will be able to contribute to develop the tourism industry largely. That must attract the domestic and foreign tourists.

We have to ensure the economic development of the rural population by engaging them in tourism industry by utilizing the immense tourism potential of Bangladesh. The present government is continuing this activity through the agenda of "Village will be city". I hope that private entrepreneurs will work together with the government to contribute to the development of the country by delivering the benefits of tourism to the rural population through the successful implementation of the concept of "Tourism and Rural Development" in response to this year's theme.

I wish the overall success of World Tourism Day-2020.



Message



Md. Mohibul Haque

Senior Secretary

Ministry of Civil Aviation and Tourism
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12 Ashwin 1427

27 September 2020

"World Tourism Day-2020" is being celebrated in Bangladesh like other countries of the world with the aim of ensuring the participation of local people in tourism activities through rural development. This time the main theme of the day is "Tourism and Rural Development". Initiatives have been taken to celebrate the day in Bangladesh by organizing various programs on this occasion.

In this year's theme, emphasis has been laid on rural development in the advancement of the universal tourism industry. I firmly believe that involving people from local and small ethnic groups in the labor-intensive tourism industry will make a significant contribution to the development of local tourism as well as to the national economy. Local people need to be involved in the tourism profession while maintaining the balance of rural culture, tradition and environment.

Bangladesh is a country of immense potential in the field of tourism. There are innumerable tourist elements scattered all over the country. As most of the tourist attractions of Bangladesh are located in rural areas, there is an opportunity for rural people to participate in tourism activities. This scope needs to be expanded. The development of rural tourism will diversify products and create many types of small and medium entrepreneurs. In order to keep the wheel of the rural economy in motion, the local people need to devise appropriate publicity and marketing strategies for the local people to showcase their rich rural culture, festivals, food, handicrafts in an aesthetic way. Recognizing the rapid development and economic importance of the global tourism industry, the formulation of a Tourism Master plan has been undertaken for the development of the country's tourism industry, which is a timely step. With the implementation of this plan, the tourism industry will become one of the major foreign exchange earning sectors in the country.

Along with the development of rural infrastructure, there is a need for government initiatives as well as private entrepreneurs to come forward to ensure adequate facilities for the tourists. Although very short, some entrepreneurs have started working in this field. Besides, necessary steps have to be taken to encourage foreign investment. Above all, in order to involve the people in this activity, it is necessary to organize awareness programs locally. The role of rural tourism industry should be played through the concerted efforts of all to rescue the tourism sector from the challenges of pandemic situation caused by COVID-19 as well as bring it back to a better state. With the development and growth of the tourism sector, the development of the country as a whole will accelerate and the quality of life of the people will improve.

May World Tourism Day 2020 be successful.



Message

Jabeed Ahmed
Chief Executive Officer
Bangladesh Tourism Board

12 Ashwin 1427
27 September 2020

It is indeed a great pleasure that the World Tourism Day, 2020 is being observed in Bangladesh with huge enthusiasm like other countries in the world. The theme of this year "Tourism and Rural Development" which is very much relevant in the present context, emphasizes the socio-economic development by ensuring rural development through Tourism.

Taking into account of the huge tourism potentials for achieving the SDGs by 2030, the Government has made some significant policy decisions. Prioritizing the issues of sustainability, the Government introduced tourism related components in the 8th Five Year Plan for giving importance on community tourism. Bangladesh has prioritized tourism as thrust sector in its national industrial policy. The National Tourism Policy has been announced in 2010 where Rural Tourism, Eco-tourism, Responsible Tourism, Community Based Tourism (CBT) are of utmost importance for the development of sustainable tourism.

Bangladesh Tourism Board (BTB) has been established as National Tourism Organization with the responsibility to implement various policies taken by Government for the promotion, marketing and development of tourism industry. BTB is working intensively with both public and private sectors for making the relevant stakeholders as well as the local community aware of the development of the rural tourism and spread its benefits among all by involving the local people in tourism. For this purpose, BTB is organizing various training, awareness seminar, workshop, conference, country familiarization tour, tourism fair etc. In order to make Community Based Tourism popular in the country BTB is extending all sorts of cooperation to the private entrepreneurs.

In addition to sustaining and reviving the labor-intensive tourism industry, which has been disrupted by the pandemic situation caused by Corona Virus, there is no alternative of developing rural tourism to make it a key part of national economy. Because rural tourism development paves the way for sustainable income with financial security for all.

I strongly believe that for the implementation of the theme of World Tourism Day, 2020 the coordination of both public and private initiatives is required. With the integrated endeavor of all relevant stakeholders, Bangladesh can be an ideal tourist destination to the world tourists. Creating a positive impact on our national economy, the advancement of rural tourism will move forward Bangladesh on the highway of development.

I wish all the success of the World Tourism Day-2020.

**“Tourism and Rural Development”
World Tourism Day 2020; Bangladesh perspective**

This year, World Tourism Day is being celebrated under the theme “Tourism and Rural Development”. Every year since 1980, September 27 has been celebrated as World Tourism Day under the auspices of the United Nations World Tourism Organization (UNWTO). In this year's theme, emphasis has been laid on the socio-economic development of the rural people and the country by conducting tourism development activities while upholding its own culture and heritage without harming the environment and ecological balance. In 1971, we achieved an independent Bangladesh under the leadership of Father of the Nation Bangabandhu Sheikh Mujibur Rahman. In 1972, immediately after independence, as an extraordinary leader, realizing the potential of the tourism industry and its contribution to economic development Bangabandhu Sheikh Mujibur Rahman established Bangladesh Parjatan Corporation. Considering the growing impact of global tourism, Hon'ble Prime Minister Sheikh Hasina established the Bangladesh Tourism Board in 2010 as a national tourism agency. Under the Ministry of Civil Aviation and Tourism, Bangladesh parjatan Corporation and Bangladesh Tourism Board, along with other private stakeholders, are working to make Bangladesh one of the leading tourist destinations in South Asia. One of the growing sectors of the economy in the world today is the service sector and the tourism industry is the largest of it. Tourism is actually considered as an integrated and labor intensive sector of various industries, services and functions. Rural tourism has become quite important at present among the various categories of tourism. The concept of rural tourism can bring back the socio-economic and environmental well-being of the rural community by reviving the conventional notions of tourism and ensuring the sustainable development of a particular country. Over time, the issue has taken on a much wider scope, including the rural environment, water and land based activities, cultural activities, culture, traditional food, health. It provides a great opportunity for tourists to experience the carefully nurtured traditions, way of life and culture of the local people of a region which is not available in urban areas. In contrast to conventional tourism, rural tourism provides an ideal opportunity to get accustomed to the local heritage of a country in the vicinity of natural beauty. The heart of Bangladesh's beauty lies in its villages. There are 6036 villages in the country, each with its own customs and traditions. The tourism sector can benefit greatly from the rich cultural heritage of these regions. Rural tourism is one of the most promising tourism sectors in Bangladesh. Improving rural tourism, increasing employment will directly affect our GDP sector. The development of this sector requires proper policy formulation, infrastructure development, human resource development, adequate investment for services and facilities in tourist destination areas, preparation of rural people for tourism in their areas, public-private partnership, guidelines for sustainable tourism development. We have to make each village a single tourist destination. These destinations are visited by tourists from urban areas of the country, so that employment is created along with financial activities in rural areas. One of the notable promises of the current Government's election manifesto 2018 is “Villages will be cities” which is very much in line with the theme announced by the United Nations World Tourism Organization this year. The main objective of the government in transforming the village into a city is to bring the emergency facilities of the city to the village without destroying the agricultural land and rural heritage. And the services that will prevail are improved access to health care, education, electricity, potable water, employment, and communication for the rural people. And all these are but collective tourism activities. In other words, the rural tourism program is an important part of the government for the transformation of villages into cities. Rural tourism development can play a more effective role than micro-finance in boosting rural employment and rural economic conditions. Foreign tourists need to be attracted to keep the wheel of rural economy moving. Foreign tourists mainly come to see the people of our country and their diverse lifestyles. Foreigners are also attracted to our villages, our rivers, our history, traditions and culture. For this we have to present various rural traditions such as rural social system, traditional farming of agricultural land, pre-harvest and many pre-harvest rural ceremonies, finishing, boating, folk music, indigenous food etc. with aesthetics and professionalism. Tourism is an innate human instinct. People can learn about different cultures, civilizations, traditions and nature by visiting different places. Known as the green land of natural paradise, Bangladesh is a country with endless potential in terms of tourism. All the elements to attract any tourist in the world exist in this country of immense beauty. At present Bangladesh is one of the fastest growing tourism markets in the world. The corona virus crisis has had a huge impact on the global tourism industry which will present a new picture of the future of the industry. At present, the tourism sector contributes about 11 percent to the world's GDP. In 2019, the number of tourists in the world was about 1.5 billion. The World Tourism Organization (WTO) predicted that the rate would increase by another 4 to 5 percent this year. But the impact of the epidemic has hampered this puce Tourism industry is an emerging industry in Bangladesh. The tourism industry has seen tremendous improvement in the last few years. The tourism master plan was launched late last year to reshape the tourism sector, which stalled the Corona epidemic. The sector has already incurred a loss of around Tk 14,000 crore. Since tourism is not a productive industry, it is time to make up for this loss. Improving the quality of life has greatly increased the thirst for travel among the common man and is making a que contribution to socio-economic development and job creation. In order to revive the shattered tourism sector, various countries of the world have started limited tourism activities in compliance with hygiene norms. In order to mobilize the ailing tourism sector of Bangladesh, the tourist centers are being opened in phases following a limited range of hygiene regulations. Policies have been formulated with various guidelines on how to operate tourist centers in the presence of Covid-19. Instructions have been sent to various hotels, motels and tourist centers. The Bangladesh Tourism Board has been working with all stakeholders to determine the extent of the damage caused by the corona virus and the long-term impact of the tourism industry. The recommendations made by UNWTO in three phases to help revive the global tourism sector from the unprecedented challenges of COVID-19 as well as to bring it back to a "better state are coordinated by the Bangladesh Tourism Board with the tourism industry and the sector BTB working on various plans and its implementation to srve the 4 million manpower involved from the disaster. The hardworking people of the village are the main driving force of the development of the country. The potential future of the country lies in their tireless work. In the current context of Bangladesh, rural tourism development is essential to alleviate poverty and create massive employment, accelerate the rural economy and make emergency and modern services available to the villagers. Therefore, the youth of the village should be developed as skilled human resources by providing necessary timing on tourism. Therefore, in order to move the epidemic ridden tourism sector forward and to implement the socio-economic development of Bangladesh i.e Vision-2021 and 2041, the development of rural requires the concerted efforts of all government initiatives as well as private entrepreneurs.

Abu Tahir Muhammad Zaber
Director (Joint Secretary)
Bangladesh Tourism Board



Village

**the Harmony of
nature and life**

You will feel one with the nature in the idyllic beauty of Bangladeshi rural life. This is the place where you can get breath in fresh air, hike through the zigzag roads, play in the wide open fields, jump into the nearby pond for a quick bath and so much more. You will get fresh foods from farms and last but not the least you will get the affection of the lovable people. You must visit at least one village of Bangladesh to throw away your monotony and get the authentic essence of life.



The natural beauties of village will leave a profound impact in your mind. Because here the lifestyle of people changes with the changing of season. You can see how people live a simple but happy life in the simplest manner. They have the magical power to spread their happiness inside you and this is the best part in them.

LIFE IN VILLAGE



PROFESSIONS OF VILLAGE PEOPLE

Rural people are hardworking. Mostly the village people are engaged in farming. As Bangladesh is an agricultural country, most of the people earn their livelihood by cultivating various crops. Besides people are also engaged in pottery, fishing, weaving and many other professions.



FISHING

Bangladesh is a riverine country and these rivers are full of hundreds of species of fish. The people living by the banks of these rivers make their livelihood by catching fish. Fishing is one of the most important professions of Bangladesh both commercially and culturally. Myriads of songs and poems and novels have been written about the fishermen of Bengal. There is even a genre of folk music in Bangladesh dedicated to the riverfaring fishermen.

FARMING

Farming is the main occupation of most of the village people. Once there was a time, the villagers were engaged in farming only a few crops like rice, jute and some selected crops. But now they have become more diversified. Now you will see farmers farming fruits, vegetables, flowers, fishes, poultry etc.



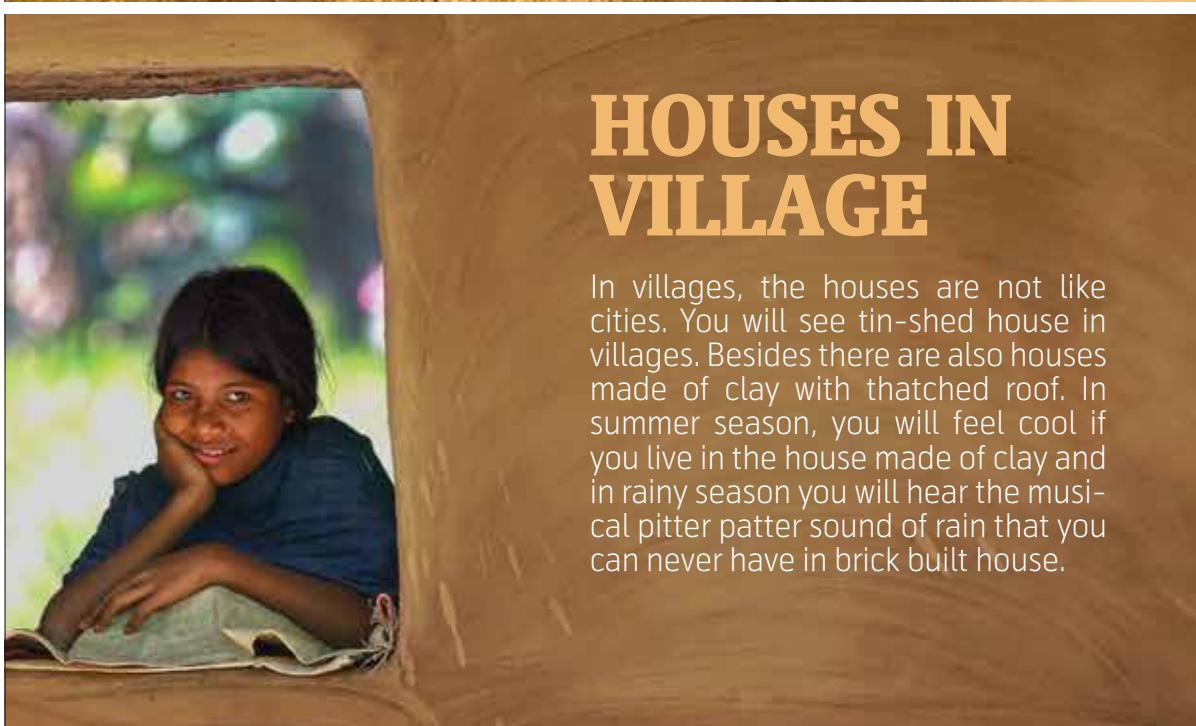
POTTERY

Pottery is another major profession in Bangladeshi villages. There are many pottery villages in Bangladesh where majority of people earn their livelihood by making various crafts. These potteries carry the culture and tradition of our country. The potters make daily necessities, toys and crafts for home décor.



HOUSES IN VILLAGE

In villages, the houses are not like cities. You will see tin-shed house in villages. Besides there are also houses made of clay with thatched roof. In summer season, you will feel cool if you live in the house made of clay and in rainy season you will hear the musical pitter patter sound of rain that you can never have in brick built house.



VILLAGE CHILDREN

The village children play various fun folk games like kanamachi, dariyabadha, gollachut etc. Kabadi is the national sport of the country and is immensely popular nationwide. Children also play football and cricket -two of the most popular sports in the country. Bangladesh is one of the only 12 test cricket playing nations in the world.





FAIRS & FESTIVALS

Village fairs are common in almost every village in Bangladesh. Village fairs are held in celebration of various occasions like Eid, Puja, at the birth anniversary of a famous personality, Bengali New Year etc. This is one of the best opportunity for the village people to get together and pass a great time.



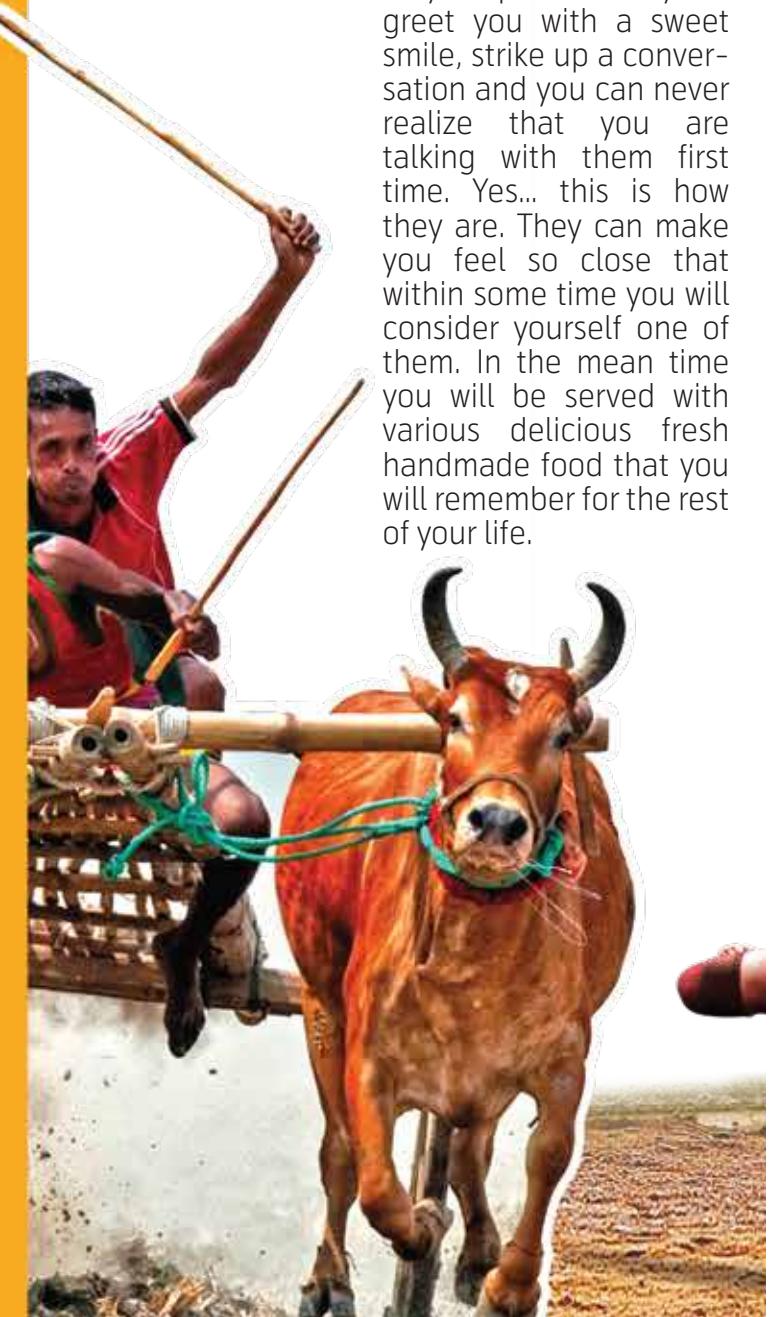
Nobanno Utshob

Nobanno Utshob is one of the popular cultural and traditional festivals in this country. This festival is also known as New Harvest Festival. The Bengali terms Nobanno means 'New Rice' or 'New Crop'. From the ancient times, the Bengali people celebrate this festival with joys and hopes. The Bengali people generally celebrate this Harvest Festival with food, music, and dance and on this day they also wear traditional costumes.



GAMES AND SPORTS

Some major Bangladeshi Folk sports are Kabadi, Bolikhela (wrestling), Bull Cart Race, Nouka Baich (Long-boat Race). Annual sporting events at villages are celebrated with great fanfare.



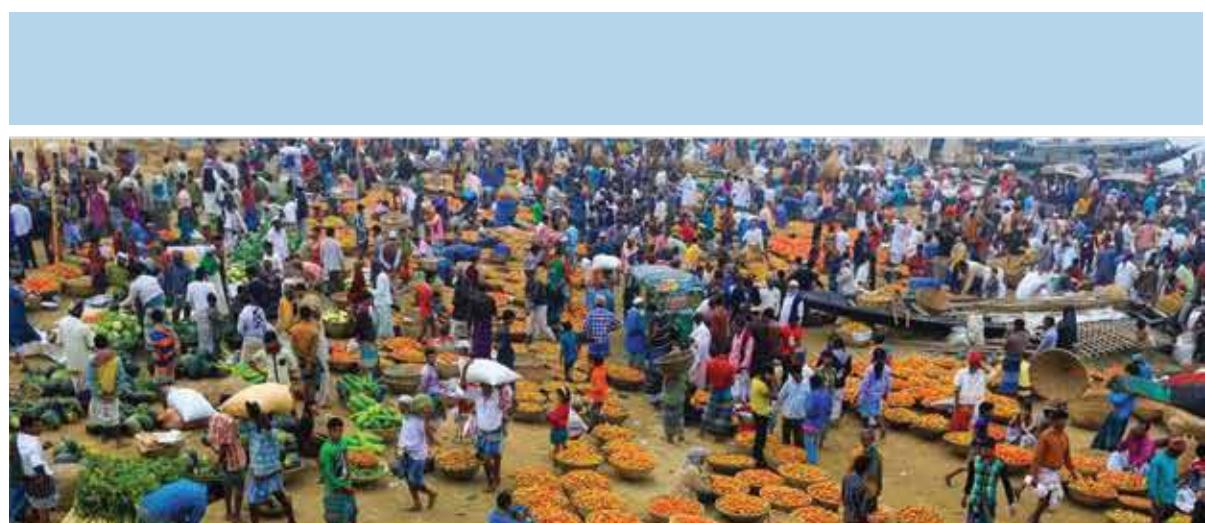
HOSPITALITY OF VILLAGE PEOPLE

The village people are very hospitable. They will greet you with a sweet smile, strike up a conversation and you can never realize that you are talking with them first time. Yes... this is how they are. They can make you feel so close that within some time you will consider yourself one of them. In the mean time you will be served with various delicious fresh handmade food that you will remember for the rest of your life.



Actually village itself is a beauty because everywhere it is green, freshness, calm and quiet where you can find the true essence of life. Always it is decorated with the ornaments of nature like trees, birds, fresh air and at every season it changes its decoration with time. Like sometimes it hides itself into fog and sometimes gets wet into water. Sometimes it smiles with sun and sometimes play with trees and flowers.

NATURAL BEAUTY OF VILLAGE



VILLAGE BAZAAR

In villages a market place where people get all the commodities are called haat. In every village there is a 'haat' that sits once in a week and you will find fresh produces here which farmers bring directly from their farms. Potters, blacksmiths, weavers also sell everyday commodities here.



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