



# World Tourism Day

27 September 2025

WORLD  
TOURISM  
DAY 2025 | TOURISM AND  
SUSTAINABLE  
TRANSFORMATION



টেকসই উন্নয়নে পর্যটন  
TOURISM & SUSTAINABLE TRANSFORMATION

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CHIEF ADVISER  
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REPUBLIC OF BANGLADESH

12 Ashwin 1432  
27 September 2025

## Message

I am delighted to learn that, in line with the rest of the world, Bangladesh is celebrating World Tourism Day 2025 under the initiative of the Ministry of Civil Aviation and Tourism.

Tourism is now recognised globally as one of the key drivers of sustainable development. The tourism industry plays a crucial role in socioeconomic development directly and indirectly in Bangladesh as well. Its growth is accelerating the overall development of tourist regions on the one hand and is fostering awareness for the preservation of our heritage, culture, and environment on the other. In this context, this year's theme declared by the United Nations Tourism Organization, "Tourism and Sustainable Transformation", is both timely and meaningful.

Bangladesh is one of South Asia's prospective tourist destinations. Our rich history and heritage, breathtaking natural beauty, architectural landmarks, diverse ethnic traditions, unique culinary culture, and warm hospitality can always attract both domestic and international tourists. The Interim Government is committed to harnessing this immense potential to ensure sustainable development.

Integrated initiatives are being implemented to conserve the environment and biodiversity in tourism-rich regions, safeguard local culture, generate employment, ensure efficient use of resources, expand small and cottage industries, minimise single-use plastics, and enhance waste management.

Our younger generation must come forward to ensure the proper growth of the tourism industry. In the post-July Uprising Bangladesh, I expect everyone to act responsibly from their respective positions-working to reduce unemployment and poverty while also safeguarding the environment by harnessing the potential of tourism. I wish every success for all the programmes undertaken on World Tourism Day 2025.

(Professor Muhammad Yunus)



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

12 Ashwin 1432  
27 September 2025

## Message

Since 1980, World Tourism Day has been observed globally on 27 September at the initiative of the United Nations World Tourism Organization (UN Tourism). The objective of raising public awareness about the role of tourism and disseminating its social, cultural, political and economic significance. This year's theme is "Tourism and Sustainable Transformation".

The Government is prioritizing sustainable and green tourism in order to maintain a balance between economic growth, environmental sustainability and the preservation of cultural heritage. This requires good governance, a sense of responsibility towards the environment, active participation of local communities and the application of modern and international best practices. Under the leadership of the Ministry of Civil Aviation and Tourism, the number of domestic tourists in Bangladesh has already increased significantly. Alongside traditional tourism, the Bangladesh Parjatan Corporation and the Bangladesh Tourism Board have undertaken initiatives to promote specialized forms of tourism such as eco-tourism, tea tourism, adventure tourism and gastronomy tourism.

As tourism is linked to 22 other industries, it creates multidimensional employment opportunities, benefiting everyone from rickshaw-pullers to tea vendors. Through tourism cottage industries, handicraft businesses and artisans are able to showcase their products to visitors at tourist destinations. The promise of the tourism sector has also been illuminated by the visionary younger generation inspired by modern technology. In recent years, the number of young people choosing travel as a profession has grown. They are presenting tourist-friendly destinations and historical landmarks of Bangladesh to the global audience through documentaries and compelling visual presentations on social media. Many young people have also become entrepreneurs with limited investment-organizing tours within and outside the country, investing in resorts and restaurants and engaging in initiatives such as houseboats, cruises and leisure vessels in the haor areas-thereby creating new employment opportunities. Private universities are now offering higher education programs in *Tourism and Hospitality Management*. These academic opportunities not only benefit the country's tourism industry but also open up new career pathways for the youth.

Through effective communication, active participation, coordination and the establishment of strong relations among public and private tourism stakeholders, as well as with national and international tourism organizations and enterprises, Bangladesh has the potential to emerge as an ideal destination for global travelers. We remain hopeful that tourism in Bangladesh will continue to progress while ensuring the proper conservation of our country's rich biodiversity, without causing any adverse impact on the environment and ecosystem. At the same time, it is our expectation that this highly promising sector will make a significant contribution to the national economy and play a vital role in building a prosperous and developed Bangladesh.

May World Tourism Day 2025 be observed with great success.

(Nasreen Jahan)

## Tourism and Sustainable Transformation

Nuzhat Yasmin

Today, September 27, World Tourism Day is being celebrated globally. Since 1980, the day has been observed with due honor under the initiative of the United Nations tourism agency, UN Tourism. To make the day more meaningful, UN Tourism assigns a theme every year and also designates a Host Country for the central celebration. The theme for World Tourism Day 2025 is "Tourism and Sustainable Transformation". The Government of Bangladesh has translated this as "টেকসই উন্নয়নে পর্যটন". This year, the honor of being the Host Country has been bestowed upon Malaysia, an Asian nation. The central event of World Tourism Day will take place in the highly attractive tourism city of Melaka. Under the guidance of the Ministry of Civil Aviation and Tourism, the Bangladesh Tourism Board is celebrating World Tourism Day this year as well through various arrangements.

The theme "Tourism and Sustainable Transformation" is extremely relevant for Bangladesh at this time. Despite being a relatively small and densely populated country, Bangladesh lacks no tourism resources. The world's longest unbroken sea beach, the tea gardens of the Sylhet region, the haors of Sunamganj and Kishoreganj, the Sundarbans in Khulna, archaeological sites scattered across the country, indigenous communities their diverse cultures along with our renowned hospitality have greatly enriched the tourism industry. While we have achieved progress in this sector, there is immense potential for further advancement. Human civilization is facing threats due to climate change. Countries particularly vulnerable to climate change are taking various measures to manage risks. Sustainable management is an extremely effective mechanism to make our beloved Earth livable for future generations. The concept of a circular economy is playing a significant role in advancing sustainable development. Through the practices of Reduce, Reuse & Recycle (3Rs), we are striving to preserve the world's resources for future generations while responsibly utilizing them in the present. Globally, there is a growing trend of positive transformation in economic resource usage. Methods of consumption and utilization that can make development sustainable are now widely practiced.

Through the theme "Tourism and Sustainable Transformation" the tourism industry is portrayed as a powerful catalyst for positive transformation in sustainable economic development. In essence, sustainable tourism points toward sustainable development. To make tourism itself sustainable, good governance and long-term, people-centric planning are essential. It must be remembered that tourism is not just an economic endeavor. Responsible tourism has the potential to open new horizons in social progress, education, employment various socio-economic developments. However, this requires inclusive practices, which ensure social equity and welfare while establishing resilient and sustainable tourism management.

The Agenda-30 or Sustainable Development Goals (SDGs) adopted by the United Nations in 2015 provide a blueprint for positive transformation in socio-economic development. Guided by the mantra "No one left behind" efforts are ongoing to create a hunger-free, poverty-free livable world. Economic growth and job creation (SDG 8), sustainable consumption and production (SDG 12) conservation of natural resources (SDGs 13, 14 15) are directly or indirectly linked to the tourism industry. Achieving these goals requires the tourism sector to adopt sustainable practices in social development, environmental protection, responsible resource use, carbon reduction cultural understanding. Through such measures, tourism can play a direct role in ensuring human welfare and building a livable, beautiful planet. Through a global process of positive transformation, UN Tourism's theme this year, "Tourism and Sustainable Transformation" highlights tourism's significance in achieving SDG targets by 2030.

Bangladesh's main tourist attractions are primarily natural. The Sundarbans, Tangar haor, Cox's Bazar and Kuakata beaches, green hills of the hill districts, dense forests, Sylhet's tea gardens, natural waterfalls are prime destinations for domestic and international tourists. These sites have potential to become even more environmentally friendly. Some initiatives to make certain tourism destinations sustainable are already visible, such as St. Martin's Island. The interim government has undertaken measures to ensure sustainable tourism there, including determining carrying capacity and setting travel seasons. Necessary ECA (Environmentally Critical Area) regulations are being strictly enforced. Similarly, in the Sundarbans, travel seasons and various restrictions have been imposed by the government. These measures have benefited, rather than harmed, the tourism industry.

The greatest advantage of the tourism industry is that it generates numerous decent jobs. By creating business opportunities, it can attract domestic and foreign investment. It also plays a key role in infrastructure development and the preservation of tangible and intangible heritage. These benefits are easily visible in successful tourism countries.

Currently, approximately 2.6 percent of total employment in Bangladesh comes from the tourism sector, with a contribution of around 3 percent to GDP. There is immense potential to multiply this contribution many times over. To harness tourism's potential for achieving SDGs and positive socio-economic transformation, tourism management must first be based on a sustainable foundation. Strategic innovation and digitalization can make tourism management more dynamic. Greater emphasis should be placed on sustainable and green investments, natural resource use, conservation management should be more careful and responsible.

May this year's World Tourism Day be a great success.



Writer : Chief Executive Officer, Bangladesh Tourism Board

Bangladesh Tourism Board  
Ministry of Civil Aviation and Tourism



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Ministry of Civil Aviation and Tourism  
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12 Ashwin 1432

27 September 2025

## Message

Today, 27 September, marks the observance of *World Tourism Day*. This year, the Day is being celebrated across Bangladesh with renewed enthusiasm, as the present Government has elevated World Tourism Day from Category "Ga (C)" to Category "Kha (B)".

The United Nations has declared the theme of World Tourism Day 2025 as "Tourism and Sustainable Transformation". This theme underscores the comprehensive role of tourism in achieving the Sustainable Development Goals (SDGs) by ensuring environmental and ecological protection, cultural preservation, and fairness for local communities.

The fundamental transformation of the tourism industry is anchored on four pillars: conservation of environment and ecology, preservation of socio-cultural heritage, economic empowerment, and improvement of people's quality of life. Sustainable and responsible tourism activities bring balance among people, the environment, and economic growth. However, overtourism or unplanned tourism may pose threats to the environment and ecosystems. To address this, the Government is working to raise awareness among tourists to limit the use of plastic bags, Styrofoam, and plastic straws. Tourism is an effective means that can play a significant role in tackling global challenges such as climate change and sustainable economic transformation. For this reason, it is necessary to reduce carbon emissions in the tourism sector, encourage the production of energy-efficient goods, promote the use of eco-friendly information technology, engage local communities and utilize their experiential knowledge, and ensure the preservation and respect of local heritage and culture. In all tourism-related activities, priority must be given to prudent standards and environmentally responsible behavior by both tourists and service providers. Since environment and tourism are interconnected, collective initiatives must be undertaken to conserve ecosystems and protect biodiversity.

We are investing in education and training for youth with the goal of sustainable transformation. Young people are being supported to acquire tourism-related skills so that they can meaningfully contribute to tourism and thereby to the national economy. Tourism is a promising sector for creating employment opportunities for the youth. Community-based tourism, managed with the participation and ownership of local communities by utilizing natural and tourism resources, is increasingly gaining popularity in improving livelihoods. Eco-friendly community tourism can also play a vital role in protecting popular tourist spots from the adverse impacts of overtourism. It is essential to expand initiatives across the country that empower marginalized communities through tourism, safeguard ecosystems, and preserve local heritage and culture.

To make Bangladesh's tourism sector more diverse and sustainable, we must all extend our support to such initiatives. For the genuine advancement of tourism, there is no alternative to sustainable investment. In this regard, we are prioritizing projects that benefit both the climate and local communities. Through this process, we are not only revitalizing the economy but also conserving our unique natural wealth, ensuring that future generations can equally enjoy it. For the proper management of our natural resources, eco-tourism will play a vital role, striking a balance between environmental conservation and economic development.

On this journey towards the sustainable transformation of tourism, I call upon all stakeholders in Bangladesh's tourism industry to work together. With the participation of all, the tourism sector will emerge as a strong force that ensures not only economic growth but also social progress and environmental stability.

I wish World Tourism Day 2025 every success.

(Sk. Bashiruddin)



CHAIRMAN  
Bangladesh Parjatan Corporation

12 Ashwin 1432

27 September 2025

## Message

World Tourism Day is celebrated worldwide on 27<sup>th</sup> September. The main purpose of World Tourism Day is to highlight the significance of Tourism globally. The theme of this year, announced by the United Nations World Tourism Organization (UN Tourism), "Tourism and Sustainable Transformation" emphasizes on the important role of tourism in both environmental and socio-economic change in line with the Sustainable Development Goals (SDGs). The need for sustainable practices in the tourism sector to protect the resources of planet Earth and ensure the well-being of human communities and environment has been underlined. Under the supervision of the Ministry of Civil Aviation and Tourism, Bangladesh Parjatan Corporation, in collaboration with government and private sector partners, has chalked out various programs across the country to celebrate the day in a befitting manner. Considering the importance of World Tourism Day, Government has upgraded the day to a 'B' category.

Tourism is a powerful driver that creates jobs and strengthens the bonds between people, the environment and places. In a world facing the climate crisis and growing inequality, sustainable transformation is essential to ensure environmental and human well-being. To fulfill the undertaking of sustainable transformation, tourism must be inclusive, equitable, and green. Small and medium-sized businesses, which are considered the backbone of the local economy, must be supported, including ensuring the proper participation of women, youth, and marginalized communities in this industry. The world must be made habitable by conserving biodiversity, protecting ecosystems, and reducing carbon emissions in the tourism sector.

The theme of World Tourism Day 2025 highlights the potential tourism sector as an instrument for sustainable development. To achieve sustainable development, it requires good governance, strategic planning, robust monitoring, and setting priorities consistent with sustainable long-term goals. Tourism is not just an economic sector, it is a catalyst for social progress that creates education, skills, employment and new opportunities for all. To reveal these benefits, a well-thought-out and inclusive approach is essential. This year's theme calls for a commitment to making tourism a platform for systemic and sustainable transformation through effective governance, strategic planning and shared priorities. The sustainable tourism sector can make a significant contribution as a powerful tool for achieving the Sustainable Development Goals through inclusive economic growth, social & cultural development, environmental conservation and engaging local community in tourism business.

Since its establishment, Bangladesh Parjatan Corporation (BPC) has been building planned, environment-friendly and sustainable infrastructure and has been carrying out various activities to involve the local community in tourism sector. The National Hotel and Tourism Training Institute under the organization continues to play a vital role in creating skilled human resources in the tourism sector. BPC, along with other stakeholders, is working to implement the United Nations-declared SDGs by 2030 as well as is committed to the development and growth of the tourism industry, which might contribute to sustainable transformation and an inclusive world.

Happy World Tourism Day 2025!

(Saima Shahin Sultana)