



# World Tourism Day

27 September 2023

## Tourism & Green Investments

### পর্যটনে পরিবেশবান্ধব বিনিয়োগ



**Bangladesh Tourism Board**  
Ministry of Civil Aviation and Tourism



Special Supplement | Assistance : Press Information Department (PID) & Department of Films and Publications (DFP), Ministry of Information and Broadcasting



**President**  
The People's Republic of Bangladesh  
Bangabhaban, Dhaka

12 Ashwin 1430

27 September 2023

#### Message

I welcome the initiative of Ministry of Civil Aviation and Tourism to observe the 'World Tourism Day-2023' in Bangladesh as elsewhere in the world.

The tourism industry is one of the largest service sectors in the world due to its multidimensionality and scope. This industry plays an important role in creating massive employment opportunities fostering economic development in many countries. Tourism sector is highly vulnerable to climate change and at the same time responsible for significant emissions of greenhouse gases. Overcoming the negative impact of Covid-19 pandemic, global tourism is getting momentum and bouncing back slowly but steadily to the pre-pandemic level. Investments in eco-friendly new innovations, initiatives, and technologies for sustainable infrastructure, education, skill and human resource development for the tourism industry can help us to build a better world. I think, this year's theme 'Tourism and Green Investment' is time worthy and appropriate in the current context.

Bangladesh with bounty of unique natural beauty holds great potential for the tourism industry. If we can properly utilize the prospect of our tourism industry, employment opportunities will be created and people's living standards will be improved. Thus it will contribute to the country's economy.

I urge upon all the stakeholders to come forward with a coordinated approach to develop a sustainable tourism industry.

I wish 'World Tourism Day-2023' a grand success.

Joi Bangla.

Khoda Hafez, May Bangladesh Live Forever.

  
Mohammad Shahabuddin

## Tourism & Green Investments

### Abu Tahir Muhammad Zaber

#### Tourism industry

Tourism is a type of economic activity. The tourism activities are carried out through commercial activities such as travel, entertainment, vacations, festivals, fairs, accommodation, food, tourism transport, tourism education, tourism training, tourism technology, tourism publications, souvenir shops etc. The tourism industry has acquired a multi-dimensional form in the National Industrial Policy-2022, in which 12 sub-sectors of the tourism industry including accommodation, food & beverage, vehicles, tourist attractions & entertainment, tourism activities, tourism intermediary, tourism education, tourism media and publications, tourism technology, tourism event, tourism marketplace and tourism related other activities have been incorporated. These also include more than a hundred activities, enterprises, services and businesses. Among the 17 priority industries in the National Industrial Policy 2022, the tourism industry is ranked third and the tourism service is ranked ninth among the 34 service industries.

#### Environment friendly investment in the tourism industry:

There can be 04 main areas of investment in tourism industry. 1. Infrastructure development, 2. Making tourism entrepreneurs, 3. Skill development of tourism service providers, 4. Tourism technology innovation and development and 5. Awareness activities for making tourism friendly citizens.

#### Infrastructure development:

In order to make our country's tourist attractions attractive to domestic and foreign tourists, the following infrastructure development needs to be invested in:

Hotels, Resorts, Sanatorium Homestays, Tree-houses, Tents, Rural Bungalows, Naval Accommodation, Bajras, Restaurants, Catering, Confectioneries, Roadways, Railways, Ships, Airships, Boats, Palanquins, Bullock Carts, Horse Carts, Buffalo Carts, Museums, Exhibition center, handicraft center, documentary, TV program, park, garden, indoor and outdoor recreation center, river and seashore landing station, jetty construction etc. The infrastructure, developed by Hon'ble Prime Minister through Padma Bridge, Elevated Expressway, Bangabandhu Tunnel, Metro Rail, railway extension to Cox's Bazar etc. is contributing to the development of tourism sector. This is a very important advancement in the development of tourism infrastructure. In the future, public and private investment will continue to improve tourism infrastructure.

Infrastructure development must be environmentally friendly. Protecting the environment and surroundings, we have to carry out the development of tourism infrastructure without endangering our flora and fauna; without destroying the mountains, forests, rivers, seas, etc. No vehicle should be made and used for tourist transport in rivers and seas, which may cause destruction and pollution of water and animals. Special consideration should be given when developing and building tourism infrastructure, so that wildlife is not lost, islands and forests are protected. Domestic and foreign investment is necessary for eco-friendly, environment-friendly development. Private investors in eco-friendly tourism development can be encouraged through government incentives or recognition and banks, as part of social responsibility, can introduce low-interest loan schemes.

#### Generating Tourism entrepreneurs

In our country, 7 government universities, 10 private universities, and 14 colleges affiliated to national universities teach tourism and hospitality subjects. About 1000 graduates are produced in Tourism and Hospitality every year from these educational institutions. All of them are included in the list of job candidates. It is necessary to undertake initiatives to turn young people educated in tourism education as entrepreneurs. So that they can engage in self-employment, engage many young people. 12 sub-sectors of the tourism industry that offer endless opportunities for small and medium enterprises include homestays, food and catering establishments, handicraft centers, community-based tourism, online magazines, YouTube channels, event management, marketing and sales of tourism products and services, Co-operative tourist shops, souvenir shops etc. for the purpose. It is important to create confidence by providing appropriate training for entrepreneurship. While providing training to small and medium entrepreneurs in the tourism industry, it is necessary to make them aware of environmental protection so that they can be able to produce tourism products and conduct business while keeping the environment and environment intact.

#### Tourism technology innovation and development

It is important to innovate and use technology to present beautiful tourist attractions to tourists in the most fascinating way. Investment is necessary in order to engage talented youth to innovate and develop tourism technology to use digital, mechanical, electrical, electronics, biological and genetic technologies, biomimicry, tools and devices directly and indirectly related to tourism. Through the use of technology, it is possible to determine the carrying capacity of tourist areas, monitor the responsibility of tourists in eco-tourism areas, make tourism areas plastic-free, and ensure the preservation of the environment and surroundings. Information about tourist attractions can be communicated to tourists in different languages through technological devices. It is the need of the hour to prioritize investing in innovation and development of tourism technology for the development of eco-tourism as well as responsible tourism.

#### Human resource development of tourism service providers

Our tourist attraction is mainly based on natural resources and archaeological resources. Only tourism resources are not sufficient for the development of tourism in a country. For the development of tourism, it is very important to improve the skills of the human resources of the organizations providing services to the tourism area. It will be difficult to attract tourists if the services of the people who provide services in hotels, motels, resorts, amusement parks, entertainment centers, restaurants, transportation etc. are not up to standard. Tourists have a pleasant experience only when service is provided efficiently with a smile. If the tourist experience is pleasant then he will want to come again and again. Moreover, he will encourage his relatives, neighbors, friends and colleagues to visit the tourist attractions. If the experience is not pleasant, he will not encourage anyone to come. Investments must be made in upskilling every tourism service worker. If the service quality of one worker is not up to standard, if the behavior is bad, it tarnishes the image of the entire sector, giving negative branding to the country. It is important to invest in the establishment of training institutes in important tourist areas including Cox's Bazar, Kuakata, Srimangal, and Chittagong Hill Tracts to ensure the recruitment of skilled workers in the tourism and hospitality sector. Environmental protection should be ensured while conducting the training program, only then it will be eco-friendly investment in tourism.

#### Awareness activities

Tourism minded, tourism friendly citizens are very important for tourism development and growth. Public awareness activities need to be undertaken to create tourism minded, tourism friendly citizens. For this, seminars, workshops, discussion meetings, personal motivation etc. can be conducted. Public awareness programs can be implemented jointly by government initiatives, initiatives of universities and colleges, private institutions and organizations and initiatives of tourism workers. Public awareness programs should prioritize community based tourism, eco-friendly tourism and of course eco-tourism. Eco-tourism is about responsible travel to nature-based tourism areas, conservation of the environment and welfare of the local population as well as the overall condition associated with it. It is more than just visiting any tourist attraction. It is to enter into the lap of nature and appreciate its beauty but not to disturb and destroy nature. Tourism development in Bangladesh will be accelerated only if common people can be made aware of this and if common people can be involved in tourism. Investment in human development should be meaningful investment, eco-friendly investment in tourism.

Writer: Chief Executive Officer (Additional Secretary), Bangladesh Tourism Board



**Prime Minister**  
Government of the  
People's Republic of Bangladesh

12 Ashwin 1430

27 September 2023

#### Message

I am happy to know that 'World Tourism Day 2023' is being celebrated in the country in line with the announcement of World Tourism Organization (UNWTO). The theme of the day this year is 'Tourism and Green Investments' which is appropriate in the present context.

Bangladesh has enormous potential to develop tourism because of its variety of tourism products. The country is well connected with other parts of the world by air, road, and sea. With the enormous resources like ecologically panoramic landscape with valleys, deep forests, sandy sea beaches, hills and mountains, lakes and rivers, flora and fauna, ancient and archaeological sites, the ethnic lifestyle of indigenous people, various religious and cultural festivals, and above all, the hospitable people, Bangladesh can attract any tourists from around the world. The tourism industry of the country can be effectively presented in the world arena by upholding the local culture, tradition, environment and values.

Realizing the economic importance of tourism, Father of the Nation, Bangabandhu Sheikh Mujibur Rahman, included tourism in the country's first five-year plan and established the 'Bangladesh Tourism Corporation' in 1972.

The Bangladeshi Awami League government has been providing all kinds of support for the development of the tourism sector. The government has introduced various tourism-related components in the 8th Five-Year Plan. We have also declared in the National Tourism Policy 2010 that ecotourism, responsible tourism, and community-based tourism are given due importance. The Bangladesh Tourism Master Plan has been developed for the advancement of the country's tourism industry.

We are devising a coordinated development plan for flourishing tourism. Tourism will be an important component of building Smart Bangladesh.

I would like to call upon all stakeholders, including government and non-government organizations and entrepreneurs, to come forward for developing eco-friendly, sustainable tourism as a tool for the economic growth of our country. I would also like to urge potential investors from home and abroad to invest in the tourism sector.

I wish 'World Tourism Day 2023' a grand success.

Joi Bangla, Jai Bangabandhu  
Long Live Bangladesh.

  
Sheikh Hasina

**Chairman**  
Parliamentary Standing Committee  
on  
Ministry of Civil Aviation & Tourism.

#### Message

'World Tourism Day, 2023' is being observed in Bangladesh like other countries of the world with the aim of building a smart Bangladesh by accelerating the socio-economic development journey of the country through attracting environment-friendly investments in tourism sector. This year the theme of the day is 'Tourism and Green Investments' which will play an effective role in environmental protection, prevention of global warming and achievement of sustainable development goals.

The government of Bangladesh is working on specific plans to achieve the Sustainable Development Goals (SDGs) announced by the United Nations by 2030. Out of the Least Developed Countries (LDC), Bangladesh is moving towards a middle income country. In this continuation of development, the government is working sincerely to make Bangladesh a developed country as well as a Smart Bangladesh. For this, the government is prioritizing the development of environment-friendly investment in tourism and other sectors. If growth is achieved through the development of environment-friendly investment in tourism sector, everyone in the society will get fair opportunity for development from their respective places.

Green investment is an investment activity that focuses on projects or areas committed to environmental conservation, such as reducing environmental pollution, reducing fossil fuels, conserving natural resources, developing alternative energy sources, cleaning and maintaining air and water, waste management, or any other environment related project. For proper implementation of the theme of this year's World Tourism Day, government and private initiatives need to be coordinated. As the tourism industry is dependent on its natural environment, a long-term plan must be adopted to sustain and improve that environment. Eco-friendly tourism management, investment attraction and development should be prioritized. Bangladesh can become an ideal tourist destination for the world tourists with the joint efforts of all the partners concerned with tourism development. Through the development of tourism industry, Bangladesh will move forward on the highway of prosperity and build a Smart Bangladesh.

I wish all the success of the World Tourism Day, 2023.

Joi Bangla, Jai Bangabandhu.

R.A.M Obaidul Muktadir Chowdhury, MP



**Chairman**  
Bangladesh Parjatan Corporation

#### Message

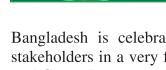
Like elsewhere of the world, Bangladesh also observes the World Tourism Day-2023 underlining the theme 'Tourism and Green Investment' with much fervor and enthusiasm. This year the theme has highlighted the need of more investment in tourism industry for the betterment of people, planet and the prosperity of mankind. The concept of the theme also reflects the UN sponsored Agenda Global Goal – SDG to be achieved by 2030. We all know that sustainable tourism growth can leap forward the development of a nation in an effective and extensive way. Sustainable tourism is an effective instrument for employment generation, poverty reduction and ultimate sustainability of our mother Earth. Bangladesh appreciates the concept of the UNWTO theme that we can make overall development of the nation through green initiatives in tourism as well as undertaking climate-resilient projects.

It has already been proved that tourism industry of Bangladesh has immense potential to be complementary of Bangladesh's efforts to achieve the SDGs by 2030 and build Smart Bangladesh by 2041. Bangladesh has already initiated many programmes for sustainable tourism development in line with the SDGs. For employment generation and poverty reduction, Bangladesh Parjatan Corporation (BPC) is implementing various projects for environment-friendly and responsible tourism development in different parts of the country. For development of sustainable tourism in coastal and other areas of the country, BPC has already created many facilities in Cox's Bazar, Kuakata and Mongla, Sylhet and in the Hill-tracts region. In addition, to develop environment-friendly responsible tourism, BPC is implementing projects at Hatia & Nijhum Dwip, Tangail Haor, Bagerhat and other tourism potential areas of the country.

We invite investment from home and abroad for the sustainable tourism development in the country. Our commitment is to make a balance amongst the three important issues – environmental benefit, economic benefit and community benefit. Now is the time for new and innovative solution, not mere traditional investment that promotes economic growth and productivity. There is no scope to compromise with the environment and local community benefit. Our motto is to ensure due benefit to all including protection of our mother planet.

I wish the World Tourism Day-2023 a great success for all of us of the world.

Joi Bangla, Jai Bangabandhu  
May Bangladesh Live Forever

  
Md. Rahat Anwar, Grade-1

#### Message

Bangladesh is celebrating "World Tourism Day 2023" with the participation of the tourism stakeholders in a very festive environment. The theme of the World Tourism Day 2023 is 'Tourism and Green Investment'. This theme is very significant for encouraging investment in the development of tourism industry by keeping the environment, surroundings and needs of future generations intact. At the same time, the theme emphasizes the achievement of the global agenda of Sustainable Development Goals.

Bangladesh has become one of the most important tourist destinations in South Asia. Bangladesh is blessed with abundant and multidimensional tourism resources to attract domestic and international tourists. Various tourist attractions including sea, mountains, wetlands, forests, archaeological heritage, year-round diverse festivals and fairs, Mongol Shuvajatra, urban life, eco-tourism, tea garden, diverse lifestyles are available here. Every year the number of domestic and foreign tourists is increasing here. The increasing number of tourists in Bangladesh will play a positive role in the development of tourism industry and national economy as well. It is now needed to ensure modern and world-class services at various tourist attractions for the growing number of tourists.

The Greatest Bengali of all times, the Father of the Nation, Bangabandhu Sheikh Mujibur Rahman introduced the tourism industry in Bangladesh by establishing the Bangladesh Parjatan Corporation in 1972. With spirit of our Father of the Nation, the tourism industry is moving firmly towards a new horizon through an open vision and diversified dimensions. Bangladesh Tourism Board was established under the dynamic leadership of Hon'ble Prime Minister Sheikh Hasina, MP and under her direction the "Bangladesh Tourism Master Plan-2023" was approved in 2023 as a continuation of multi-dimensional development in the tourism industry. Mega projects have been undertaken in air, road and rail connectivity to ensure seamless and comfortable travel in the tourism industry of Bangladesh. While the third Terminal of Hazrat Shahjalal International Airport is in final stage of completion, the runway expansion of Cox's Bazar Airport is progressing at a faster pace. Moreover, modern expressway, rail communication, aircraft with modern facilities in the fleet and interest to operate flights in Bangladesh by new airlines etc. have explored the unlimited possibilities of tourism through uninterrupted communication with various districts in Bangladesh.

Sustainable and responsible tourism is one of the most important aspects of tourism worldwide. The present government has taken various initiatives to ensure environment-friendly investment in tourism. These initiatives will contribute to achieving the global agenda of Sustainable Development Goals 2030 as well as ensuring sustainable tourism. I am confident that tourism will be one of the driving forces in achieving Vision 2041 and transform Bangladesh into Smart Bangladesh.

I wish all success for the World Tourism Day 2023.

Joi Bangla, Jai Bangabandhu

Long live Bangladesh.