



27 SEPTEMBER

# WORLD TOURISM DAY 2024

## পরিচয় শান্তির স্রোতান TOURISM AND PEACE

WORLD  
TOURISM  
DAY 2024  
পরিচয় শান্তির স্রোতান

UN Tourism

Bangladesh  
TOURISM BOARD  
National Tourism Organization

Bangladesh Tourism Board  
Ministry of Civil Aviation and Tourism

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**PRESIDENT**  
PEOPLE'S REPUBLIC OF BANGLADESH  
DHRUBA

12 Ashwin 1431  
27 September 2024

### MESSAGE

I welcome the initiative of Ministry of Civil Aviation and Tourism to observe the 'World Tourism Day-2024' in Bangladesh as elsewhere in the world.

Tourism industry is one of the important service sectors in the world. The tourism industry acts as a driving force for a country's infrastructure development, employment generation, wealth accumulation, poverty alleviation and economic growth. The tourism industry plays a pivotal role in developing relations and establishing peace between local people and tourists by creating opportunities for mutual exchange of culture, ideas and ideologies. Tourism's role is crucial in developing diplomatic and international relations, and it can also become a powerful tool in solving global challenges such as economic recession, insecurity and global geopolitical instability. Apart from strengthening social and cultural relations of the country, the tourism industry plays an effective role in upholding the image of the country abroad. In this perspective, I think the theme of the World Tourism Day 'Tourism and Peace' is time-worthy.

Tourism industry is very promising in Bangladesh which is blessed with endless natural beauty. While keeping the cultural heritage intact, we need joint marketing programs with countries rich in tourism, familiarization trips, establishment of cultural circuits, cross-border tourism and regional tourism development, training and exchange of tourism information and environment-friendly investment to develop our tourism sector. Moreover, technical and financial cooperation, visa facilitation and business-investor linkages should be established among countries. I call upon all concerned including government and private partners to contribute and make Bangladesh one of the most peaceful and attractive tourist destination in the world.

I wish 'World Tourism Day-2024' a grand success.

May Bangladesh Live Forever.

**Mohammed Shahabuddin**



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

12 Ashwin, 1431  
27 September 2024

### MESSAGE

Bangladesh is celebrating 'World Tourism Day 2024' in a befitting manner, in line with other UN Tourism member states. This year's theme, 'Tourism and Peace', holds significant relevance in today's global context, as it aims to foster a happy, prosperous, and discrimination-free world through peace and mutual harmony.

Bangladesh is a key tourist destination in South Asia, offering a variety of attractions that appeal to both domestic and international visitors. Highlights include the Sundarbans, the world's largest mangrove forest; Cox's Bazar, one of the longest sandy beaches; breathtaking panoramic view of hilly landscape of Chittagong Hill tracts; diverse lifestyles and cultures of small and ethnic communities; numerous region-based festivals; rich archaeological sites such as the Paharpur Buddhist Vihara; traditional Bengali cuisine; the picturesque tea gardens of Sylhet; and thriving cottage and craft industries. These features form the core of Bangladesh's vibrant tourism industry.

Like many others, the tourism sector contributes increasingly to the global economy. The UN Tourism Body implements various policies to enhance this industry's role in economic growth and job creation. In Bangladesh, tourism's contribution to the national GDP is 3.02 percent and it is becoming more crucial to the country's economic development.

Private enterprises predominantly drive the sector, significantly benefiting from the initiatives and innovations of private entrepreneurs. To support its growth, the Bangladesh Tourism Master Plan has been developed, aiming to double the tourism sector's contribution to the GDP. Achieving this goal requires strong collaboration between the public and private sectors.

Tourism and peace complement each other. The journey towards peace through tourism is not one we can achieve alone. It requires collaboration among government, business, non-profit organizations and local communities. With the collaborative effort of all stakeholders, we are determined to make Bangladesh an even more welcoming, attractive and safe destination for travellers worldwide.

I extend my best wishes for the success of 'World Tourism Day 2024.'

**Nasreen Jahan**

## Tourism and Peace

Abu Tahir Muhammad Zaber

There exists a profound and inseparable relationship between tourism and peace. Tourism is not only crucial for the economic development of a country, but it also plays a significant role in fostering global peace and harmony. In the context of Bangladesh and the world, tourism can be seen as a bridge to peace. Peace is necessary for the development of tourism and peace is possible through tourism. Sometimes situations arise in a country or region centered on local or international issues that make violence inevitable. This violence stopped the movement of people, hindered tourism. A peaceful environment is essential for people to travel and roam. Tourism means going outside one's natural environment. To go outside one's natural environment requires mental and physical peace, requires safe and peaceful arrangements and conditions along the way. Safe transportation, comfortable accommodation and delicious safe food are essential for tourism. If this is disrupted, if the peace required for tourism development is absent, tourism will not develop and we will not be able to achieve the economic prosperity that we dream of through tourism.

Tourism Industry: Tourism has already been recognized as an industry in different countries of the world. In Bangladesh National Industrial Policy 2022, 12 sub-sectors have been included as tourism industry. Among the 17 priority industries of the country, the tourism industry ranks third. Among the 34 service industries, tourism service is ranked ninth. A large number of people are associated with tourism as a service sector supporting the economy. As a result, employment opportunities for a significant number of people have been created in this industry. It will increase in future. Bangladesh has a potential of employment of 72 lakh 85 thousand people in the tourism industry by the year 2030. These industries include transport systems like airplanes, tourist coaches, taxis; Hospitality services including accommodation like hotels, resorts, restaurants, bars; Amusements and Entertainment places like amusement parks, shopping malls, casinos, theatres, stage music etc. Bangladesh, with its natural beauty, rich cultural heritage, and hospitality, is an attractive destination for international tourists. The Sundarbans, Cox's Bazar beaches, the Chittagong Hill Tracts, and the historic sites of Rajshahi and other places of the country captivate tourists. However, these natural and cultural treasures not only just enrich the country's economy; they also strengthen social stability and peaceful coexistence. When foreign tourists visit our country, they interact with our culture and people, fostering intercultural understanding and friendships.

Tourism and Peace: The logic behind the saying that peace building through tourism is possible deserves to be analyzed. Tourists are not an organized class. Tourists are sometimes an individual, sometimes one or more family members, sometimes friends, sometimes office colleagues and sometimes groups of senior citizens women or men. They cannot play any role in calming the turbulent situation. That is why it is said that tourism is not a producer of peace but a 'peace taker'. Tourism is possible only where peace prevails; it is absent in war zones and tourism is greatly reduced in areas of high conflict and tension. So how is it possible to establish peace through tourism? Certainly, it is possible because tourism is an important industry. The tourism industry has grown rapidly over the last six decades as one of the world's largest industries. It is contributing significantly to reducing unemployment, increasing economic growth, conservation of natural resources and cultural exchange. Tourism contributes to the income generation of economically backward yet culturally rich communities. Many people are associated with this industry in various ways. They can influence the Government, influence other sections of the society; especially in countries where a large part of their GDP comes from tourism. Sri Lanka is a watershed example. The turbulent Sri Lanka of the recent past is now a safe destination for tourists. However, 'direct prevention' or 'operational prevention' of conflict through tourism is not possible, involving activities such as mediation, negotiation, arbitration, early warning and early response, etc. Rather, tourism can play an effective role in structural prevention of conflict. Structural prevention means identifying and eliminating the underlying causes of conflict and always working to prevent these causes from re-emerging in the future. Research on how tourism can contribute to maintaining positive peace in all parts of the world requires a redesign of the way the tourism industry progresses by UN Tourism.

Approaches to Build Peace through Tourism: Tourism is a powerful tool that unites people across nations, religions, races, cultures, and countries. Through tourism, individuals can learn about new cultures, traditions, and ways of life, which enhances international understanding and tolerance. This understanding is crucial for building peace, as it fosters mutual respect and admiration. Firstly, tourism encourages cultural exchange among people of different countries. When tourists visit various nations, they interact with local populations and learn about their way of life. This exchange process creates bonds of friendship and empathy, which contribute to peace building. Secondly, tourism accelerates economic development, which can ensure stability and peace. The growth of the tourism industry provides employment opportunities for local people, improving their standard of living. Economic stability reduces social unrest and conflicts, which are critical steps toward peace. Thirdly, tourism helps in the preservation of natural and cultural heritage. When a nation can preserve its heritage and culture, it fosters a sense of pride and respect. This respect leads to mutual admiration among nations, which helps maintain peace at both the national and international levels.

International Day of Peace: 21 September is the International Day of Peace. On this occasion, the United Nations organizes its annual Peace Bell Ringing Ceremony. In 1981, the United Nations General Assembly declared 21st September every year as the International Day of Peace. These 24 hours demonstrate the vision of world peace by calling on all countries to stop violence and war. Amid global conflict, the United Nations holds the tolling of the bell each year on or before its scheduled time. As per tradition, the event is held at the Peace Garden of the United Nations Headquarters in New York, USA.

World Tourism Day: Every year, September 27th is celebrated globally as World Tourism Day, dedicated to raising awareness about the importance of tourism and its multifaceted impact. The theme for World Tourism Day 2024, is 'Tourism and Peace', which reminds us that tourism is not just an avenue for economic growth but a powerful tool for promoting global peace and understanding. Tourism helps build a nation's image and identity. The influx of foreign tourists not only enriches the country's economy but also fosters cultural exchange, understanding, and peaceful coexistence among nations. In today's world, where conflicts and instability are prevalent in various regions, tourism can serve as a means to bring people together and build bridges of harmony between nations. When tourists visit different countries and cultures, they gain new experiences that strengthen human connections. These connections form the foundation of global peace.

In a peaceful country like Bangladesh, the development of tourism is not only important for economic growth but also for building the nation's international image. When foreign tourists experience our country's beauty and culture, they develop a positive attitude towards us. This leads to stronger relationships between Bangladesh and other countries around the world. To establish Bangladesh as a peaceful and attractive tourist destination, the cooperation of all is essential. We must develop tourist attraction centers in every corner of our country that not only showcase beauty but also carry the message of peace and humanity.

Tourism and peace complement each other. When tourism carries the message of peace, it brings people together and helps build a global community. By using tourism as a tool for peace, we can work towards creating a more peaceful and inclusive world. Ultimately, tourism plays an indispensable role in a nation's overall development. Let us all work together to shape our tourism sector in such a way that it becomes a symbol of peace and understanding worldwide.

Chief Executive Officer  
(Additional Secretary)  
Bangladesh Tourism Board



**CHIEF ADVISOR**  
GOVERNMENT OF THE PEOPLE'S REPUBLIC OF  
BANGLADESH

12 Ashwin 1431  
27 September 2024

### MESSAGE

I am pleased to learn that 'World Tourism Day 2024' has been celebrated in Bangladesh by the Ministry of Civil Aviation and Tourism, in collaboration with all stakeholders, along with other nations around the world. I believe that this year's theme, 'Tourism and Peace,' set by the United Nations World Tourism Organization, is timely and highly relevant given the current global context.

Travel fosters positivity, new experiences and cultural exchange while promoting harmony and unity. Bangladesh is a captivating tourist destination in South Asia, offering a wide range of attractions for both domestic and international visitors. From its rich history and heritage, diverse natural beauty, and vibrant lifestyle to year-round festivals, delicious Bengali cuisine and warm hospitality, Bangladesh has much to offer. The country's archaeological sites, forests, backwaters, and unique cultural experiences continue to draw foreign tourists.

Tourism is a labor-intensive and inclusive industry, involving a vast array of stakeholders. The National Industrial Policy 2022 identifies 12 sub-sectors of the tourism industry, providing innumerable employment opportunities. Beyond its economic significance, the tourism sector plays a key role in national job creation. Bangladesh is currently benefiting from the demographic dividend, with youth being the primary driving force. Their intellect, skills, and technological expertise must be harnessed to further develop the tourism industry, leading to transformative and qualitative advancements.

I believe that tourism has the potential to contribute to peace both nationally and globally. Travel allows for the exchange of ideas between different nations and cultures, fostering harmony, friendship and peace. Bangladesh has earned a reputation as a dependable nation in maintaining internal peace and security, as well as contributing to global peace initiatives.

I extend my best wishes for the success of all activities organized in celebration of 'World Tourism Day 2024.'

**Professor Muhammad Yunus**



**Chairman (Grade-1)**  
Bangladesh Parjatan Corporation

12 Ashwin, 1431  
27 September 2024

### MESSAGE

I am very much delighted that the World Tourism Day 2024 is being observed in Bangladesh with huge enthusiasm. The theme of this year announced by United Nations World Tourism Organization (UN Tourism) 'Tourism and Peace' emphasizes on the important role of tourism for fostering global peace, mutual understanding and harmony among the people. Under the guidance and supervision of the Ministry of Civil Aviation and Tourism, Bangladesh Parjatan Corporation as well as Bangladesh Tourism Board along with public and private stakeholders has chalked out various programs across the country to celebrate the Day in a befitting manner.

Tourism serves as a bridge that connects people from diverse backgrounds, cultures and regions. It opens the doors for new experiences, promotes cultural exchange, cherishes mutual respect, removes all barriers and fosters a greater understanding of the diverse tapestry of human life. By immersing ourselves in the beauty and traditions of different communities, we can build empathy and appreciation, which are important fundamentals for peace. In recent years, we have witnessed the key role of tourism in healing divisions and nurturing understanding. In an era where conflicts and misunderstandings often dominate headlines, tourism stands as a beacon of hope and a testimony to the ongoing human spirit of curiosity and connection. It is through tourism that we learn to appreciate the beauty of our differences and the cohesion that unite us all.

Tourism and Peace both are very much interlinked. Tourism works as a tool for ensuring peace. Besides, peaceful environment is pre-requisite for flourishing tourism. Tourism creates economic opportunities that can alleviate poverty and reduce mental anxiety. By supporting local economies, tourism can provide a source of livelihood for many, thereby fostering stability and reducing the probability of conflict. Tourism can bring continuing prosperity and well-being to the most isolated and underdeveloped regions, giving people a stake in peace.

Bangladesh is blessed with various tourism resources that can attract any tourist of the world. Considering the huge tourism potentials in realizing the Sustainable Development Goals (SDGs), tourism is prioritized as a thrust sector of the country. It is possible to develop and promote our tourism industry that can create employment opportunities, lessen poverty and ensure socio-economic development of the country. Providing standard tourism facilities and services, producing skilled manpower and creating employment opportunities, Bangladesh Parjatan Corporation is working hard for building a happy, prosperous and peaceful Bangladesh.

On this World Tourism Day, let us reiterate our commitment to promoting tourism as a force for the betterment and peace. By supporting initiatives that promote cultural understanding, environmental sustainability and economic development, we can make a significant impact. Bangladesh Parjatan Corporation is committed to create an environment where tourism can flourish and contribute to a more peaceful and inclusive world.

Happy World Tourism Day 2024!

**AKM Aftab Hossain Pramanik**