

PRESS RELEASE

MESSAGE BY IMRAN KHAN PRIME MINISTER OF THE ISLAMIC REPUBLIC OF PAKISTAN ON WORLD TOURISM DAY — 27 SEPTEMBER 2020 "TOURISM AND RURAL DEVELOPMENT"

Islamabad: September 26, 2020

Today, we are celebrating the World Tourism Day as a country that hosts some of the world's most kook vistas and fascinating cultures. This day is celebrated every year by all member states of the United Nation's World Tourism Organization. Pakistan always joins hand with the world community to celebrate the day with zeal and fervour.

The theme of this year is **Tourism and Rural Development'**. The tourism sector provides Impetus to economic development in rural areas, which is in dire need of economic activities. Tourism not only helps in empowerment of rural communities by generating employment and boosting trade, but also enables communities to protect their heritage and allows other people to experience their incredible cultures and traditions. Placing rural development at the heart of tourism policies through education, Investment, Innovation, technology and employment transform the livelihoods of millions and helps preserve the culture and environment.

Pakistan has diverse landscapes from mountains to sea along with a dynamic history. Pakistan has limitless potential for tourism which the world has yet to discover. The various Initiatives taken by the Government of Pakistan for promotion of tourism are giving emphasis to development of rural areas. Several new destinations have been explored for tourists in rural areas of the country which is expected to uplift the economic and social status of local population.

Pakistan Tourism Development Corporation (PTDC) has been revamped to transform it to get its employees acquainted with the cutting edge technology In order to make Pakistan a known tourist destination.

I would like to inform the international community that the people of Pakistan are waiting for the tourists from around the globe anxiously to extend hospitality and for visiting our mountains, deserts, rivers, forests, and coasts.

Salam, from Pakistan.

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