

**Message from Mr. Mamnoon Hussain**  
**President Islamic Republic of Pakistan**

(On the occasion of World Tourism Day; 27<sup>th</sup> September, 2017)

It is a matter of great pleasure to know that people around the world are celebrating World Tourism Day on 27<sup>th</sup> September, 2017. The Day serves to remind us that we live on a beautiful planet which needs to be protected, preserved and looked after in order to fully enjoy the bounties it offers.

Promotion of tourist activities help strengthen national economies and put the countries on the road to progress and development. Tourism also helps in promotion of soft image of a country at international level and brings the people of different parts of the world closer to each other by fostering a better understanding for the foreign cultures and way of life.

The theme selected for this year's World Tourism Day "Sustainable Tourism – a Tool for Development" is very appropriate and timely as in the present age it has become very important to incorporate the principles of sustainability in all development work at national, provincial or local levels.

Our federal and provincial governments are taking effective measures for the development of tourist sites and promotion of tourism. These efforts will help in gearing up our tourism industry to become a major sector of national economy in the near future. By focusing on the international best practices of sustainable tourism, we can ensure long lasting socio-economic development which can in turn bring a positive change for the people of Pakistan.

A great threat to the promotion of tourism is the phenomenon of climatic change. Realizing the adverse environmental impacts, the developed nations have taken lead by creating awareness and encouraging energy conservation practices besides switching over to renewable energy. The day, therefore, is an appropriate occasion to call upon the developed nations, governments and the tourists to assist the developing countries in promoting clean energy, energy conservation practices and reducing carbon emissions.

On the occasion of World Tourism Day 2017, I extend my felicitation to the United Nations World Tourism Organization (UNWTO), Pakistan Tourism Development Corporation and all stakeholders from public and private sector for their dedication and extraordinary efforts for the promotion of tourism at global, regional, national, provincial and local levels.

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