

September 27, 2016

MESAGE ON WORLD TOURISM DAY

World Tourism Day is celebrated on 27 September to foster awareness among the international community of the importance of tourism and its social, cultural, political and economic value. This day is set aside to highlight tourism potential to contribute to reaching the Sustainable Development Goals (SDGs), addressing some of the most pressing challenges society is faced today.

Nagaland has rich natural and cultural heritage which can be exploited to promote tourism in the State and create avenues for generating revenue and employment for the youths and the state.

We can promote tourism in the State by making use of available infrastructure, amenities, etc. in the State. We should encourage more interaction between people of Nagaland and other parts of India.

People coming from outside the State should be encouraged to avail Home stay. We should promote our tourism potential in a big way by dissemination of natural beauty of the state, flora and fauna and cultural richness of Nagaland through both print and electronic media so as to attract more and more people from within the country and abroad.

We should have travel planners whose contact details should be made available online so that people can contact and plan their tour. Tourism is the best way to promote emotional and national integration and also to boost economy.

On the occasion of World Tourism Day, I appeal to all the stakeholders, NGOs, Civil Society, etc, to promote tourism in our State make Nagaland the first preferred State for tourism.