

CELEBRATIONS OF
WORLD TOURISM DAY

2016



In Commemorate of
WORLD TOURISM DAY
27TH SEPTEMBER 2016



Sindh Tourism Development Corporation
cordially invites you to participate in
**Seminar on Tourism Potential in Sindh,
Photo Exhibition and
Sindhi Cuisine Cooking Competition**

on **Tuesday 27th September 2016 at 03:00 PM**

Venue: **National Museum of Pakistan,**
Strachan Road, near Burns Garden, Karachi

Honourable **SYED SARDAR ALI SHAH**
Minister for Culture, Tourism & Antiquities
Government of Sindh
has consented to be the Chief Guest

SINDH TOURISM DEVELOPMENT CORPORATION
Culture, Tourism & Antiquities Department, Government of Sindh

RSVP:

Ghulam Murtaza Daudpoto, Manager P&P: (0300-3187338)
Mohammada Aslam, Tour Promotion Officer (0322-2045539)
STDC Head Office (021-99206370, 99239134, 32783664)

The Sindh Tourism Development Corporation is celebrating the 27th September - World Tourism Day 2016 in a manner *and* on a scale befitting the high potential of Tourism in the province.

OBJECTIVES:

Celebrations of the annual event this year will multifaceted to highlight:

- ❖ Government of Sindh's policy to take full advantage of the Constitutional Devolution empowering it fully on the subject of Tourism, which was previously on the Concurrent List
- ❖ Government of Sindh's solidarity with United Nations World Tourism Organization
- ❖ Sindh's rich cultural heritage, geographical assets, tourism superstructure and high tourism potential
- ❖ STDC's determination to project and promote Sindh Tourism in co-ordination with the stakeholders

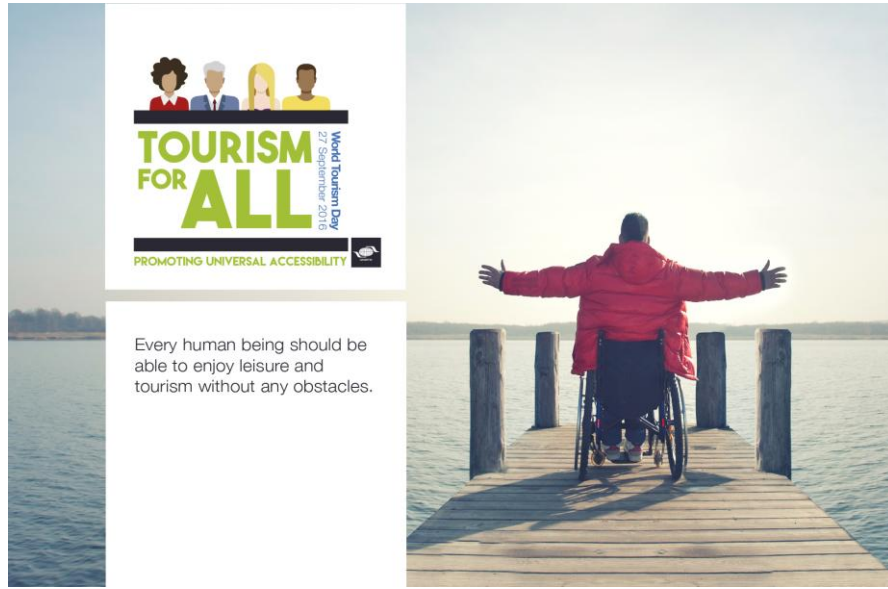
and to generally avail the opportunity of this annual event to spread public awareness, wide across the province, about the social values and economic advantages of promoting Tourism in Sindh.

THE THEME: The theme of this year's World Tourism Day is 'Tourism for All – Promoting Universal Accessibility'

LOGO AND BANNERS: All Chambers of Commerce & Industry in the province will be requested to put up banners inside and outside their offices and at important traffic junctions in their respective cities.

The Banners are to be of a single design and content with addition of their respective names, logo and Brand Messages.

Each banner will carry the theme logo and the following message in English or Sindhi or Urdu, depending on the area where the banners are to be mounted:



Every human being should be able to enjoy leisure and tourism without any obstacles.



Culture, Tourism & Antiquities Department
Government of Sindh
Sindh Tourism Development Corporation



ORGANIZING
The Following Events for Promoting Tourism Through Cultural and Traditional Activities.

SEMINAR
(For Promoting Tourism In Sindh And Highlighting The Enormous Tourist Sites Of The Sindh)

PHOTO EXHIBITION
(Highlighting the Sindh Heritage)


COOKING COMPETITION

On 27th September, 2016 at 03:00 p.m.
@ National Museum of Pakistan, Karachi





Syed Sardar Ali Shah
Minister for Culture, Tourism & Antiquities, Sindh



حکومت سندھ
سندھ ٹورزم ڈیولپمنٹ کارپوریشن


کی جانب سے
سیاحت کے فروغ کے لیے راجی وفاق کی سرگرمیوں پر مشتمل سندھ ڈی ایچ ایف کا انعقاد کیا جا رہا ہے۔


سیمینار
(سندھ کی سیاحت کے فروغ کے لیے سندھ کے تاریخی مقامات کو اجاگر کیا جائے گا)

تصویروں کی نمائش
(سندھ کے دیہات کو نمایاں کیا جائے گا)


کھانا پکانے کے مقابلے

تاریخ 27 ستمبر 2016 وقت سہ پہر 03:00 بجے
برہم چشمن میوزیم آف پاکستان، کراچی





سید سردار علی شاہ
وزیر ثقافت، سیاحت و نوادرات، سندھ



حکومت سندھ
سندھ ٹورزم ڈیولپمنٹ کارپوریشن


پاران
سیاحت کے فروغ لاء روایتی و ثقافتی سرگرمیوں تي مشتمل ھیلوئن تقریبوں منعقد ڪیون ٻیون وڃن۔


سیمینار
(سندھ کی سیاحت کے فروغ لاء سندھ کی شاندار سیاحتی ماگن کی آجاکر ڪیو ويندو)

تصویروں جي نمائش
(سندھ جي ورثي کي نمايان ڪیو وينو آھي)

کاڌن پچائڻ جو مقابلو

بتاریخ 27 سبتمبر 2016 منجھند جو 03:00 وڳي
برہم چشمن میوزیم آف پاکستان، کراچی






سید سردار علی شاہ
وزیر ثقافت، سیاحت و نوادرات، سندھ



TOURISM FOR ALL CHECKLIST

-  **APPLY ACCESSIBILITY STANDARDS AND GUIDELINES THROUGHOUT THE TOURISM SECTOR**
-  **PROMOTE EMPLOYMENT OPPORTUNITIES IN TOURISM FOR PERSONS WITH DISABILITIES**
-  **APPLY UNIVERSAL DESIGN AND SUSTAINABILITY PRINCIPLES IN CONSTRUCTION OR RENOVATION OF BUILDINGS, PUBLIC SPACES AND SERVICES**
-  **ESTABLISH DESTINATION MANAGEMENT FUNCTIONS WITH THE PUBLIC SECTOR AND CIVIL SOCIETY TO FOSTER ACCESSIBLE AND INCLUSIVE TOURISM**
-  **APPLY UNIVERSAL DESIGN PRINCIPLES TO VISITOR INFORMATION, TOURISM WEBSITES, BOOKING ENGINES, TRANSPORT, FACILITIES AND SERVICES**
-  **INVEST IN RAISING AWARENESS AND BUILDING CAPACITY TOWARDS FULLY ACCESSIBLE TOURISM SUPPLY CHAINS**
-  **FOSTER INNOVATION IN TOURISM TO ACHIEVE QUALITY, SAFETY AND COMFORT FOR ALL, INCLUDING PEOPLE WITH DISABILITIES**
-  **ENABLE CUSTOMERS TO ASSESS WHETHER ACCESSIBLE TOURISM FACILITIES, PRODUCTS AND SERVICES MEET THEIR INDIVIDUAL NEEDS**
-  **URGE STAKEHOLDERS TO WORK TOGETHER TO MAINSTREAM ACCESSIBILITY STANDARDS IN ALL TOURISM PRODUCTS AND SERVICES**
-  **INVOLVE ORGANIZATIONS OF PEOPLE WITH DISABILITIES AND SPECIFIC ACCESS REQUIREMENTS IN ALL ACCESSIBLE TOURISM-RELATED DEVELOPMENTS**



TOURISM FOR ALL
World Tourism Day 27 September 2016 PROMOTING UNIVERSAL ACCESSIBILITY

DID YOU KNOW?

“سياحت سيني لاءِ”
TOURISM FOR ALL
World Tourism Day
27 September 2016
PROMOTING UNIVERSAL ACCESSIBILITY

“سياحت سب کے لئے”





1 THERE ARE BILLION PEOPLE IN THE WORLD WITH DISABILITIES

20% BY 2050 OF THE WORLD'S POPULATION WILL BE OVER 60



ONE THIRD OF THE WORLD POPULATION DEVELOPS DISABILITY MOST OF WHOM AT AN ADVANCED AGE

ACCESSIBLE TOURISM FOR ALL REQUIRES:

-  **ENVIRONMENTS THAT CAN CATER FOR THE NEEDS OF VISITORS AND HOSTS, PEOPLE WITH PERMANENT OR TEMPORARY DISABILITIES, FAMILIES WITH SMALL CHILDREN, AND THE ELDERLY**
-  **ENVIRONMENTS, TOURISM PRODUCTS AND SERVICES FOR ACCESS, USE AND ENJOYMENT BY ALL, UNDER THE PRINCIPLES OF UNIVERSAL DESIGN**
-  **CLEARER, MORE ACCESSIBLE AND MORE TRUSTWORTHY INFORMATION ON ACCESSIBILITY OF TOURISM FACILITIES, PRODUCTS AND SERVICES**
-  **ADEQUATE TRAINING FOR TOURISM PROFESSIONALS AT ALL LEVELS**



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SINDH TOURISM DEVELOPMENT CORPORATION
Culture, Tourism & Antiquities Department, Government of Sindh

Official Message for the World Tourism Day by

Mr. Taleb Rifai

Secretary-General, United Nations World Tourism Organization:-

“Tourism has experienced a revolution in the past 50 years. In 1950 there were 250 million international tourists; today there are around 1.2 billion people travelling the world. Travelling has become a huge part of many lives.

When travelling, we come across new people, new sights, and new ideas. Often our perception of the world changes as we see more of it. However, we must not forget that for many, travelling can be quite a difficult process.

15% of the world’s population is estimated to live with some form of disability. That is 1 billion people around the world who may be unable to enjoy the privilege of knowing other cultures, experience nature at its fullest and experience the thrill of embarking on a journey to explore new sights.

Accessibility for all should be at the center of tourism policies and business strategies not only as a human right, but also as a great market opportunity.

With the world’s population ageing, all of us will benefit sooner or later from universal accessibility in tourism.

As we celebrate World Tourism Day, let us recall that all of the world’s citizens have the right to experience the incredible diversity this planet has to offer.

We thus urge all countries and destinations, as well as the industry, to promote accessibility for all in the physical environment, in transport systems, in public facilities and services and in information and communications channels.

I wish you a very happy World Tourism Day and a future full of enriching and compelling travel experiences to be enjoyed by all.

Thank you very much!

MESSAGE ON WORLD TOURISM DAY

SYED SARDAR ALI SHAH

MINISTER FOR CULTURE, TOURISM & ANTIQUITIES, GOVERNMENT OF SINDH

Although I have recently taken over as the Minister for Culture, Tourism & Antiquities, Government of Sindh, but I am well aware and understand the importance of sustainable tourism development for a country. There is no second opinion about the tourism potential of Pakistan in general and Sindh in particular. But despite this huge potential, international tourists are not coming our way. The only reason that comes to one's mind is the safety and security concerns.

On the domestic side the flow of domestic tourists is towards north. The responsibility of attracting tourists to Sindh lies on the shoulders of my Ministry and its relevant departments and it's an uphill task.

As a Minister I am very much satisfied and encouraged that the present Government of Sindh is very keen to develop tourism in the province. Sindh Ministry of Tourism is going all out for the sustainable development of this vital source of revenue and at the same time fulfilling the dream of Shaheed Mohtahrma Benazir Bhutto to make Sindh shine as a prosperous and developing province of Pakistan.

I would also like to take this opportunity to invite the people of Pakistan and the World to visit Sindh for the purpose of tourism and leisure. Government of Sindh is fully committed for the promotion of tourism and is investing heavily on infrastructure development and promotion.

MESSAGE ON WORLD TOURISM DAY

MS. SHAZIA RIZVI,

**SECRETARY, CULTURE, TOURISM & ANTIQUITIES DEPARTMENT,
GOVERNMENT OF SINDH**

This year World Tourism Day 2016 is being celebrated under the theme of: "Tourism for All - Promoting Universal Accessibility", through which United Nations World Tourism Organization (UNWTO) intends to highlight tourism's role in bringing the cultures of the world together and promoting global understanding through travel.

The theme chosen for this year reflects the importance of bringing people together and closer to each other which is one of important needs of today's modern world and for Pakistan the value of this theme is than ever before, because of the different challenges being faced by the Nation.

Pakistan in general and Sindh in particular is blessed with strong culture, heritage and endlessly beautiful landscape and has a lot to offer to international and local tourist throughout the year.

Department of Culture, Tourism & Antiquities is working tirelessly to make Sindh a developed and prosperous part of Pakistan and whose youth can achieve best in life and contribute towards the development of the country.

On this occasion I would like to offer my best wishes to tourists and all those who welcome them courteously.

MESSAGE ON WORLD TOURISM DAY

NAZIR AHMED SOOMRO

CHIEF EXECUTIVE/MANAGING DIRECTOR, SINDH TOURISM DEVELOPMENT CORPORATION

*First of all I would like to congratulate the entire tourism industry of Pakistan on the World Tourism Day 2016 which is celebrated every year by the **World Tourism Organization (UNWTO)** for the promotion of responsible, sustainable and universally accessible tourism.*

This year's theme "Tourism for All - Promoting Universal Accessibility" is quite relevant to the mission of STDC i.e to create and promote an environment to attract everyone to visit Sindh and experience the rich culture of this land of sufis.

Sindh Tourism Development Corporation works under the Sindh Department of Culture, Tourism and Antiquities with the aim to develop tourist friendly infrastructure in the province. Government of Sindh has undertaken several new projects to market touristic sites in various parts of Sindh.

Sindh is blessed with many sites that are unmatched. Like Mohenjo-Daro and Makli Necropolis are a few examples besides many others.

On the promotional side STDC attends various National and International tourism event and fairs. We also hold many events to create awareness among masses about importance of tourism and highlight tourist attractions of Sindh.

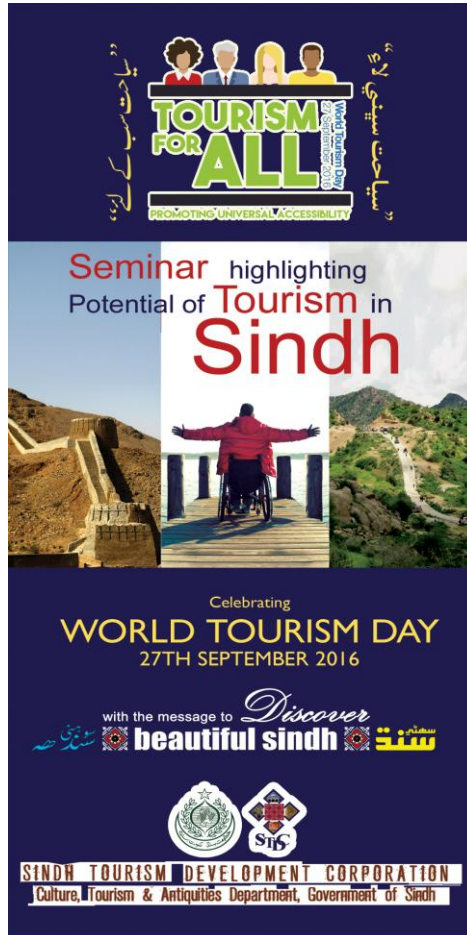
The Capital of Sindh Karachi is the heart of Pakistan. It is the biggest and the most vibrant city of the Country and has lots of attractions for its visitors.

The jest of the matter is that Sindh is a year round destination with attracts for visitors of all ages. STDC invite everyone to visit.

ACTIVITIES

I. **SEMINAR:** An Interactive Seminar will be held on the theme;

- in the Auditorium of National Museum of Pakistan, Karachi
- on Tuesday 27th September 2016
- from 1500 hrs to 1800 hrs.



PROGRAMME:

1430 hrs Guests start arriving straight into the Auditorium
1500 hrs Chief Guest **Syed Sardar Ali Shah**
Minister of Tourism, Culture & Antiquities
arrives and takes his Chair on the dias

- ★ Bismillaah by a functionary of the venue establishment
- ★ Welcome and by CE/Managing Director, Sindh Tourism Development Corporation
- ★ Keynote Address by
❖ **Mr. Ghulam Akbar Laghari**
Secretary Government of Sindh,
Tourism, Culture & Antiquities Department, Sindh- Pakistan
- ❖ **Dr. Kaleemullah Lashari**
Tourism Potential in Sindh and Policy after Devolution
- ★ **Syed Hakim Ali Shah Bukhari** The Intangible Heritage of Sindh
Historian and Archaeologist
- ★ **Mr. Younus Muhammad Bashir** The Role of Chambers
President - Karachi C of C & I in promoting Tourism in Sindh
- ★ **Mr. Salman Javed** Tourism Needs
Past Chairman International Linkage
PATA Pakistan Chapter
- ★ **Syed Fazal Jameeli** The Role of Electronic and Print Media
President - Karachi Press Club in promoting Tourism in Sindh
- ★ **Mr. Nadeem Shareef** What Travel Agents Can
Regional Chairman South Do for Sindh Tourism
Travel Agents Association of Pakistan
- ★ **Mr. Mohammad Anwar Qureshi** Tourist Hospitality in Sindh
Regional Chairman
Pakistan Hotel Association
- ★ **Dr. Niaz Ali Malkani** Role of Food and Hotel Management
Director – PITHM, Karachi for Promotion of Tourism
- ☞ Summing up & Policy Statement by
Honourable Chief Guest **Syed Sardar Ali Shah**
Minister for Culture, Tourism & Antiquities Department, Government of Sindh
- ❖ Vote of Thanks

1800 hrs Visit of Sindhi Cuisine Live Cooking Pavilion
1815 hrs Group Photographs
1830 hrs High Tea

Invitees are from Members of the;

- ↪ Consular Corps
- ↪ Government
- ↪ PATA Pakistan Chapter
- ↪ Travel Agents Association of Pakistan
- ↪ Pakistan Hotels Association
- ↪ Chamber of Commerce & Industry Karachi

and senior functionaries

- ↪ Foreign and National airlines
- ↪ Travel Trade Media

II. EXHIBITION OF PHOTOGRAPHS:

An exhibition of photographs of Sindh showing the **Tourists Sites** of Sindh will be put up at the venue of the Seminar i.e. Gallery of National Museum of Pakistan. Exhibition may be kept open to public for two days.

The poster is for World Tourism Day 2016, held on 27th September. It features a central text area with a green and black color scheme. At the top, it says "سياحت سيني لاء" (Tourism for Sindh) and "سياحت سب کے لئے" (Tourism for all). Below this is the "TOURISM FOR ALL" logo with four diverse people icons. The text "World Tourism Day 27 September 2016 PROMOTING UNIVERSAL ACCESSIBILITY" is in smaller font. The main title "WORLD TOURISM DAY 27TH SEPTEMBER 2016" is in large, bold, black letters. Below that, "PHOTO EXHIBITION" is in large green letters, followed by "Highlighting Heritage of Sindh" in a cursive script. A dark blue banner contains the message "with the message to Discover beautiful sindh" in Urdu and English. At the bottom, it says "SINDH TOURISM DEVELOPMENT CORPORATION Culture, Tourism & Antiquities Department, Government of Sindh". The right side of the poster is a vertical collage of various Sindh heritage sites, including forts, temples, and natural landscapes. Logos of the Government of Sindh and STS are also present.

“سياحت سيني لاء” “سياحت سب کے لئے”

TOURISM FOR ALL

World Tourism Day 27 September 2016 PROMOTING UNIVERSAL ACCESSIBILITY

WORLD TOURISM DAY
27TH SEPTEMBER 2016

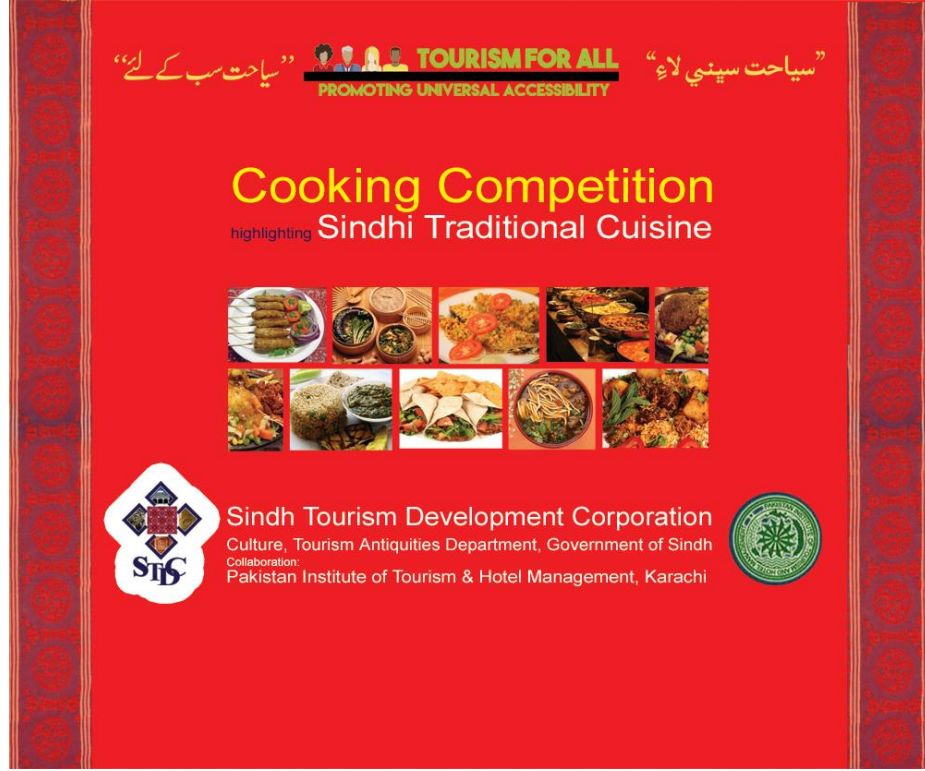
PHOTO EXHIBITION
Highlighting Heritage of Sindh

with the message to *Discover*
beautiful sindh سوندي

SINDH TOURISM DEVELOPMENT CORPORATION
Culture, Tourism & Antiquities Department, Government of Sindh

STS

III. SINDHI CUISINE COMPETITION:



Arrangements will be made with the coordination of **Pakistan Institute of Tourism & Hotel Management** and **Pearl Continental Hotel Karachi** to present a day-long **Sindhi Cuisine**.