

## **Minister of Tourism and Creative Economy of the Republic of Indonesia. Welcome Message for World Tourism Day 2022**

Greetings From Wonderful Indonesia.

We are most delighted to be the host for the World Tourism Day celebrations this year.

The pandemic highlighted the critical need to transform the tourism industry and now we finally celebrate World Tourism Day as the global tourism slowly recovers. As emphasized by the theme: "Rethinking Tourism", I believe the time is now to begin this transformation.

The tourism industry needs to be prepared for future challenges which requires collaboration and a sense of interconnectedness between one another. First, stakeholders' approach to the development of sustainable tourism sector. Second, strong role within the community as the agent of change in tourism transformation. And third, safety assurance for visitors during travel.

Let's celebrate and form the future of tourism that is sustainable, stronger, more inclusive, and empowering for the planet we live in and the people who rely on it. Because even though tourism potential grows, the core has to be humanity. Thus, no matter how we navigate tourism in the future the end goal must be inclusivity for all people.

It is such an exciting moment for us, Indonesians, especially the people of Bali to welcome you for World Tourism Day celebrations. It is also our proud moment to show the global community to witness and experience the progress that we have made in Bali. For those who have been to Bali, we once again bestow the culture, the beaches, the food, the people and their hospitality. And for those of you who have yet to visit Bali, now is the time. Because Bali is now open and waiting for all of you, as beautiful as it has ever been.

Thank you and see you all in Bali, wonderful Indonesia.



**Sandiaga Salahuddin Uno**