

WORLD TOURISM ORGANIZATION

**GENERAL
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**WORLD TOURISM DAY: INFORMATION ON ACTIVITIES OF 2008 AND 2009,
ADOPTION OF THEMES AND DESIGNATION OF HOST COUNTRIES
FOR 2010 – 2011**

Note by the Secretary-General

In the present document, the Secretary-General submits to the General Assembly a report on World Tourism Day 2008 and preparations for WTD 2009, as well as adoption of themes and designation of host countries for 2010 and 2011.

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I. WORLD TOURISM DAY 2008 AND 2009

1. By resolution 533(XVII) adopted at its seventeenth session at Cartagena de Indias, Colombia, the General Assembly approved, on the recommendation of the Executive Council, the following themes for World Tourism Day in 2008 and 2009:

- *Tourism – Responding to the Challenge of Climate Change* – for 2008
- *Tourism - Celebrating Diversity*– for 2009

and also designated **Peru** and **Ghana** as the WTD host countries for 2008 and 2009, respectively.

WORLD TOURISM DAY 2008 – Tourism: Responding to the Challenge of Climate Change

2. The twenty-ninth WTD celebration was widely observed with a variety of special events and festivities throughout the world.

3. The 2008 host country, **Peru**, celebrated The World Tourism Day in Lima by organizing a Think Tank that brought together policymakers from the public and private sectors to discuss tourism responses to the challenge of climate change, in the context of the Davos Declaration process initiated by UNWTO in 2007.

4. On this occasion, a message was issued by the UNWTO Secretary-General. Special communications and tourism awareness tools were made available for members to use in their WTD campaign such as:

- Think Tank guidelines
- Davos Declaration Process
- Posters
- Access to ClimateSolutions.travel – a web platform created for members and public and private organizations to share innovative climate solutions online.

5. An online photo competition was held to showcase climate solutions in tourism from around the world. Examples included communities, companies and individuals – visiting or visited- acting to help respond to climate change as tourism stakeholders.

6. Winning photographs and World Tourism Day Think Tank conclusions have been disseminated through the UNWTO website and been featured in special a edition of “UNWTO In Action” online bulletin and UNWTO News.

WORLD TOURISM DAY 2009 – Tourism: Celebrating Diversity

7. The following programme of activities, aimed at promoting this annual event of worldwide scope, is in preparation:

- Press trip at the request of the host country, Ghana
- Think-Tank on the WTD theme
- Third Online Photo Contest
- Marketing collateral as promotional tools for members and the general public, featuring: UNWTO Global Code of Ethics in Tourism, Responsible Tourist and Traveller brochure, Secretary - General official message and Tourism: Celebrating Diversity booklet.

8. The UNWTO Secretariat is currently carrying consultations with the host country Ghana to develop a programme of activities.

9. The Message from the Secretary-General to mark World Tourism Day 2009 has been circulated among Members and is also be made available on the UNWTO website.

II. WORLD TOURISM DAY: PROPOSED THEMES FOR 2010 AND 2011

10. The General Assembly at its fifteenth session decided that UNWTO, as a UN specialized agency, should in future take into account, as far as possible, when choosing the World Tourism Day themes, those adopted for the international years and days declared by the United Nations. The next UN International Year themes are *Biodiversity* and *Rapprochement of Cultures*. These two themes on contemporary issues fit within the activities carried out by UNWTO and could therefore be the themes of the World Tourism Day for the next two years.

11. The chosen themes approved by the eighty-fifth session of the Executive Council for recommendation to the General Assembly are:

2010 - *Tourism and Biodiversity*
2011 - *Tourism - linking cultures*

III. DESIGNATION OF THE HOST COUNTRY FOR WORLD TOURISM DAY 2010 AND 2011

12. By resolution 470(XV), the General Assembly has decided the following geographic order to be followed for the World Tourism Day celebrations, beginning in 2006: 2006 in Europe; 2007 in South Asia; 2008 in the Americas, and 2009 in Africa. The forthcoming editions thus correspond to the regions of East Asia and the Pacific and the Middle East.

13. At its forty-eighth meeting (Tehran, March 2009), the Commission for East Asia designated **China** as the host State for **2010** and that of the Middle East (Qatar, April 2009) **Yemen** as the host State for **2011**.

14. The Executive Council took note of these candidatures at its eighty-fifth session and decided to transmit them to the General Assembly for approval.