



Executive Council

104th session

Luxor, Egypt, 30 October – 1 November 2016

Provisional agenda item 2

CE/104/2

Madrid, 20 September 2016

Original: English

Communication of the Chair

Message of the Chair of the 104th UNWTO Executive Council Honourable Yehia Rashed, Minister of Tourism, Egypt

Your Excellency, Mr. Secretary-General,
Dear Members of the Executive Council,
Ministers and Ambassadors,

Ladies and Gentlemen,

I welcome you to the 104th session of the Executive Council of the UNWTO in my country, Egypt, cradle of civilizations, and in this wonderful historic city, Luxor. I hope that you can enjoy the beauty of one of the most precious Egyptian tourist destinations, the uniqueness of its cultural heritage and above all the kindness and warmth of the Egyptian people.

Luxor has frequently been characterized as the “world’s greatest open-air museum”, as the ruins of the temple complexes at Karnak and Luxor stand within the modern city. Immediately opposite, across the River Nile, lie the monuments, temples and tombs of the West Bank Necropolis, which includes the Valley of the Kings and the Valley of the Queens.

I would like to thank the Secretariat of the World Tourism Organization and, personally, the Secretary-General, Dr. Taleb Rifai, for his dedication, innovation and efficiency in fulfilling his demanding duties so that the UNWTO can achieve the tremendous responsibilities of this important Organization.

Ladies and Gentlemen,

Over the past few years, tourism has proven to be a strong and resilient economic activity and a significant contributor to the global recovery. As the world’s largest industry, tourism provides a job for one in nine workers worldwide. In many of our member nations it employs a large percentage of our labour force. Sustainable tourism for destinations helps in leading destination managers, communities, and businesses to maximize social, cultural, economic and environmental benefits to communities, visitors and cultural heritage while minimizing negative impacts.



Ladies and Gentlemen,

Finally, I would like to thank all the delegations, the Secretary-General of the UNWTO and especially the Secretariat for the support shown and their wonderful spirit and great coordination to ensure the success of my chairmanship of what—I am confident—will prove to be a successful and fruitful session of the Executive Council of the UNWTO.

Thank you.