



WORLD TOURISM ORGANIZATION

**EXECUTIVE
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WORLD TOURISM DAY: THEMES FOR 2010 AND 2011
TO BE PROPOSED TO THE GENERAL ASSEMBLY
AND THE SELECTION OF THE HOST COUNTRIES

Note by the Secretary-General

In the present document, the Secretary-General submits to the Executive Council a report on the themes and venues of the World Tourism Day for 2010 and 2011.

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

1. The General Assembly at its Beijing session (2003) decided that the UNWTO, as a specialized agency, should in future take into account, as far as possible, when choosing the World Tourism Day (WTD) themes, those adopted for the international years and days declared by the United Nations.

2. The UN International Year themes for 2010 are *Biodiversity* and *Rapprochement of Cultures*, two themes on contemporary issues which fit within the activities carried out by UNWTO.

3. The Secretary-General proposes to the Executive Council to recommend to the General Assembly the themes of the World Tourism Days for the next two years as follows:

- **2010 WTD:** *Tourism and biodiversity*
- **2011 WTD:** *Tourism - linking cultures*

II. DESIGNATION OF THE HOST COUNTRY FOR WORLD TOURISM DAY 2010 AND 2011: SELECTION OF HOST COUNTRIES

4. By resolution 470(XV), the General Assembly designated **Malaysia** and **Qatar** as host countries in 2004 and 2005.

5. It also endorsed the proposal of the Executive Council to decide the following as the geographic order to be followed beginning in 2006 for the World Tourism Day celebrations: **2006 in Europe; 2007 in South Asia; 2008 in the Americas, and 2009 in Africa.**

6. The forthcoming editions thus correspond to the regions of East Asia and the Pacific and the Middle East. At its forty-eighth meeting (Tehran, March 2009), the Commission for East Asia designated **China** as the host State for **2010**.

7. In an addendum to the present document, the Secretariat will report on the host country for 2011 designated by the Commission for the Middle East, which is holding its meeting on 22 and 23 April 2009, in order for the Council to submit to the Assembly the candidatures for host countries of the 2010 and 2011 editions.