WORLD TOURISM DAY:
INFORMATION ON THE ACTIVITIES OF 2006 AND 2007, ADOPTION OF THEMES
AND DESIGNATION OF THE HOST COUNTRIES FOR 2008 AND 2009

Note by the Secretary-General

The Secretary-General informs the General Assembly of the themes and the host
countries proposed for 2008 and 2009 World Tourism Day celebrations.
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I. PROPOSED THEMES FOR 2008 AND 2009

1. According to the established practice in previous years, the Secretariat wrote to 
Full members and Affiliate Members of the Organization requesting them to propose 

2. In the same way as for the 2006 and 2007 editions of World Tourism Day, the 
Secretary-General has suggested two possible themes for the next two years, taking 
to account the subjects already covered over previous years.

3. For 2008, the Secretary-General has proposed the theme for World Tourism Day 
to be Tourism – beating Climate Change together.

4. Such a proposal can be justified by putting forward a global campaign that will 
implement the Davos declaration into a programme of intense activities that will respond 
to the tourism sector’s strong relationship with climate and its global social and 
economic value as well as its role in sustainable development.

5. This theme is part of the Organization’s planned programme of work and is high 
on the UN System Agenda, as reflected in the UN’s 7th Millennium Development Goal: 
Ensuring Environmental Sustainability and the proclamation of 2008 as the International 
Year of Planet Earth which will extend to 2009.

6. For 2009 the Secretary-General has suggested to implement a campaign to 
highlight the importance of tourism and globalization, a theme that has not been 
addressed in previous years and will mark the 30th celebration of World Tourism Day.

7. The proposed theme for 2009 is: Celebrating tourism diversity

8. It will be a campaign that will highlight how tourism is an important catalyst for 
globalization, but also an opportunity to reaffirm and preserve its identity at the 
destination level, in the world economy and society today.

9. In view of the above, the Secretary-General proposes to the General Assembly 
the following themes for the twenty-ninth and thirtieth editions of World Tourism Day:

2008: Tourism – beating Climate Change together

2009: Celebrating tourism diversity
II. DESIGNATION OF THE HOST COUNTRY FOR WORLD TOURISM DAY 2008 AND 2009: SELECTION OF HOST COUNTRIES

10. By resolution 470(XV), the General Assembly has 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.

11. Representing the region of the Americas Mexico and Peru proposed their candidatures to host the celebration of World Tourism Day 2008.

12. Representing the African region Ghana has informed about its intention to host the celebration of World Tourism Day 2009.
## ANNEX

### HOST COUNTRIES OF WORLD TOURISM DAY 1998 - 2007

<table>
<thead>
<tr>
<th>EDITION / YEAR AND THEME</th>
<th>HOST COUNTRY</th>
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<tbody>
<tr>
<td>Twentieth edition (1999): Tourism: Preserving World Heritage for the New Millennium</td>
<td>Chile²</td>
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<td>Twenty-third edition (2002): Ecotourism, the Key to Sustainable Development.</td>
<td>Costa Rica³</td>
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<tr>
<td>Twenty-fifth edition (2004): Sport and tourism: two living forces for mutual understanding, culture and the development of societies</td>
<td>Malaysia⁴</td>
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<tr>
<td>Twenty-sixth edition (2005): Travel and transport: from the imaginary of Jules Verne to the reality of the 21st century</td>
<td>Qatar⁴</td>
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<tr>
<td>Twenty-seventh edition (2006): Tourism Enriches</td>
<td>Portugal⁵</td>
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<tr>
<td>Twenty-eighth edition (2007): Tourism opens doors to women</td>
<td>Sri Lanka⁵</td>
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¹ By resolution 376(XII), the General Assembly unanimously designated Mexico as the first host country of World Tourism Day.

² The Executive Council, by its decision 12(LX), designated Chile as the host country of World Tourism Day 1999, due to the coincidence of the date of its celebration with the date of the official opening of the thirteenth session of the General Assembly in Santiago, Chile.

³ By resolution 439(XIV), the General Assembly designated, by consensus, Costa Rica and Algeria as the host countries for World Tourism Day 2002 and 2003 respectively. It also decided that steps should be taken to ensure that hereinafter the General Assembly does not coincide with the celebration of World Tourism Day.

⁴ By resolution 470(XV), the General Assembly designated, by consensus, Malaysia as the host country for World Tourism Day in 2004 and Qatar as the host country in 2005.

⁵ By resolution 507(XVI), the General Assembly designated, by consensus, Portugal as the host country for World Tourism Day in 2006 and Sri Lanka as the host country in 2007.