WORLD TOURISM ORGANIZATION
EXECUTIVE COUNCIL

Seventy-fifth session
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Provisional agenda item 14

WORLD TOURISM DAY: THEMES FOR 2006 AND 2007
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 proposed themes for World Tourism Day 2006 and 2007, which the Council is invited to adopt for recommendation to the General Assembly. The Members will find in the same report, and in accordance with General Assembly Resolution 439(XIV), a proposal for the selection of World Tourism Day host countries.

This working document will be considered during the Executive Council session. Delegates are requested to bring their copies with them to the meetings.
WORLD TOURISM DAY: THEMES FOR 2006 AND 2007
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I. WORLD TOURISM DAY 2004 AND 2005

1. By resolution 470(XV) adopted at its fifteenth session at Beijing, China, on 19-24 October 2003, the General Assembly approved, on the recommendation of the Executive Council, the themes for World Tourism Day in 2004 and 2005.

2. In the same resolution, the Assembly also designated the host country for World Tourism Day for each of these two years.

- WORLD TOURISM DAY 2004

3. The twenty-fifth World Tourism Day was widely observed throughout the world under the theme: Sport and tourism: two living forces for mutual understanding, culture and the development of societies.

4. Malaysia, the host country for World Tourism Day, celebrated World Tourism Day in the beautiful setting of a resort complex in Putrajaya, in the outskirts of the capital Kuala Lumpur. More than 200 participants, including ministers of tourism, ambassadors and senior officials of national tourism administrations from 18 countries, as well as representatives of the International Olympic Committee and the private sector, attended the International Conference on Sports and Tourism on 27 September, which culminated the one-month long celebrations, in the presence of the Prime Minister of Malaysia, H.E. Dato' Seri Abdullah Ahmad Badawi.

5. On the occasion of its twenty-fifth World Tourism Day, messages were issued by Mr Francesco Frangialli, WTO Secretary General, and Dr. Jacques Rogge, President of the International Olympic Committee.

6. A commemorative booklet with the message of the Secretary-General and those of leading figures who expressed their support for World Tourism Day 2004 has been published by the WTO Secretariat.

7. Moreover, a summary of the information received on World Tourism Day celebrations in different countries has been published in the fifth issue of 2004 of WTO News and disseminated through the WTO website.
• WORLD TOURISM DAY 2005

8. As previously mentioned, the fifteenth session of the General Assembly also chose as the theme for World Tourism Day in 2005: Travel and transport: from the imaginary of Jules Verne to the reality of the 21st century.

9. At the same session, the Assembly designated Qatar as the host country for the Day this year.

10. With a view to establishing a programme of activities aimed at promoting this annual event of worldwide scope, the national tourism administration of Qatar has proceeded to consult with the competent regional and local authorities. This programme, which is in the process of being prepared, will be communicated shortly to the WTO Secretariat.

11. The Message from the Secretary-General to mark World Tourism Day 2005 will be circulated at the beginning of June. It will also be made available on the WTO website.

II. WORLD TOURISM DAY: PROPOSED THEMES FOR 2006 AND 2007

12. According to the established practice the Secretariat requests the Members to propose themes for World Tourism Day 2006 and 2007. A similar request has been made by the Secretariat to the Affiliate Members of the Organization.

13. In the same way as for the 2004 and 2005 editions of World Tourism Day, the Secretary-General suggests, taking into account the subjects already covered over the past ten years, two possible themes for the next two years.

14. For 2006, the Secretary-General proposes that the theme of World Tourism Day be about:

- Tourism enriches

15. This theme echoes the WTO’s “Tourism Enriches” campaign, which aims to present tourism as a factor not only of economic development, but also of cultural, social, and environmental development.

16. The United Nations has decided to declare 2006 as the International Year of Deserts and Desertification. However, as the WTO's celebration of World Tourism Day 2006 is scheduled to take place in Europe, it does not seem appropriate to follow the United Nations' theme on this occasion.

17. And for 2007:

- Tourism open doors for women;
- Tourism without borders
III. DESIGNATION OF THE HOST COUNTRY FOR WORLD TOURISM DAY 2006 AND 2007: SELECTION OF HOST COUNTRIES

18. 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.

19. Representing the regions to which WTD was assigned, the Regional Commissions of Europe and South Asia will submit the candidatures of the host countries of World Tourism Day 2006 and 2007, respectively, to the Executive Council, and then to the upcoming seventy-sixth session of the Executive Council, immediately prior to the opening of the General Assembly.
## ANNEX

### CANDIDATES AND HOST COUNTRIES

#### OF WORLD TOURISM DAY

#### 1998 - 2005

<table>
<thead>
<tr>
<th>EDITION / YEAR AND THEME</th>
<th>CANDIDATE COUNTRY</th>
<th>HOST COUNTRY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Twentieth edition (1999): Tourism: Preserving World Heritage for the New Millennium</td>
<td>Aruba (Associate Member), China, India, Macao (Associate Member), Malaysia, Niger, South Africa, Turkey, Uzbekistan</td>
<td>Chile (2)</td>
</tr>
<tr>
<td>Twenty-third edition (2002): Ecotourism, the Key to Sustainable Development.</td>
<td>Algeria, Costa Rica, India, Malta, Peru, Thailand, Ukraine</td>
<td>Costa Rica (3)</td>
</tr>
<tr>
<td>Twenty-fifth edition (2004): Sport and tourism: two living forces for mutual understanding, culture and the development of societies</td>
<td>Kazakhstan, Saudi Arabia, Ukraine, Greece</td>
<td>Malaysia</td>
</tr>
<tr>
<td>Twenty-sixth edition (2005): Travel and transport: from the imaginary of Jules Verne to the reality of the 21st century</td>
<td>Kazakhstan, Saudi Arabia, Ukraine</td>
<td>Qatar</td>
</tr>
</tbody>
</table>
Notes:

(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(LIX), 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.