

# World Tourism Day

## 27 September



World Tourism Day 2007 (WTD 2007) took place in Bentota, Sri Lanka under the theme **Tourism Opens Doors for Women** in support of UN's 3<sup>rd</sup> Millennium Development Goal: Promoting gender equality and women empowerment.

### DOWNLOADS

UNWTO Secretary-General message  
eng/spa/fren/rus/arab

UNWTO Secretary-General video message

World Tourism Day 2007 Logo  
eng/spa/fren/rus

WTD 2007 Programme  
eng/spa/fren/rus/arab

Think Tank Participant List

Think Tank Results  
eng/spa/fren

Relevant press releases  
eng/spa/fren

Photo competition winners

Did you know card  
Eng/spa/fren/rus

[www.tourismgender.com](http://www.tourismgender.com)

In great part, the outputs of the discussion during the Think Tank and the recommendations that followed, allowed UNWTO Secretariat to include the specific topic of women's economic empowerment in tourism in the Organization's General Programme of Work for 2008 and 2009.

In so doing, UNWTO appointed its first Special Advisor on Women and Tourism, Pakistani senator Mrs. Nilofar Bakhtiar and handed over project development to the Organization's Cultural, Social and Ethical Aspects of Tourism section.

The General Assembly that was held this same year in Cartagena de Indias, Colombia, endorsed these activities and underscored the importance of World Tourism Day to be conceived as a yearly campaign to raise awareness on the constructive social role of tourism.

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For more information about the progress in UNWTO women in Tourism projects please get in touch with our Cultural, Social and Ethical Aspects of Tourism Section at:

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