



**WORLD TOURISM DAY - 27 September, 2007  
Bentota, Sri Lanka  
Provisional Programme Outline**

<b>Thursday, 27 September 2007 At Taj Hotel, Bentota</b>	
<b>09:30 – 10:15</b>	<p><b>THINK TANK OPENING</b></p> <p>Scene-setting for <b>MDG 3</b> (promoting Gender Equality and Woman Empowerment) and Theme: <b>Tourism Opens Doors for Women</b> – by UNWTO Secretariat</p> <p>Welcome to Sri Lanka – Introduction to “<b>Men don’t get it Campaign</b>” – by Sri Lanka Tourism Board</p>
<b>SESSION I</b>	<p>Introduction to round table discussion</p> <p align="center"><b>Women’s role in the Tourism Sector</b></p> <p align="center"><b>The importance of women in Tourism</b></p>
<b>SESSION II</b>	<p>Introduction to round table discussion</p> <p align="center"><b>How can the role of women be improved in the sector?</b></p>
<b>SESSION III</b>	<p>Introduction to round table discussion</p> <p align="center"><b>How can the role of women be accentuated in developing countries?</b></p>
<b>17:00 – 17:50</b>	<p><b>WORLD TOURISM DAY Valediction</b></p> <p>Think Tank Chairman reports conclusions of the session</p> <p>Closing remarks from:</p> <p>Mr. Francesco Frangialli, Secretary–General UNWTO</p> <p>H.E. Mr. Milinda Moragoda, Minister of Tourism of Sri Lanka</p> <p><b>ANNOUNCEMENTS of</b></p> <ul style="list-style-type: none"> <li>- Photo competition winners</li> <li>- MDG Internships</li> </ul>