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**ВСЕМИРНАЯ ТУРИСТКАЯ ОРГАНИЗАЦИЯ**  
**WORLD TOURISM ORGANIZATION**

To begin with, the World Tourism Organization (UNWTO) was founded in the mid-1970s. The acronym "UNWTO" was established to distinguish it from the World Trade Organization in 2003. The World Tourism Day is being celebrated annually on September 27<sup>th</sup> since 1980.

The WTO is the only intergovernmental organization that serves as a global forum for tourism policy and issues. The UNWTO is particularly devoted to promoting tourism in developing countries and has vowed to accomplish some of the United Nation's Millennium Development Goals. The UNWTO reminds travelers to be informed and tolerant in order to truly understand different cultures.

One should note here that WTO has its own structure. The bodies of the WTO are the General Assembly, Executive Council, Regional Commissions, and Committees.

As for the General Assembly it meets every two years to approve the budget

and work programme and to debate topics of vital importance to the tourism brunch. It consists of Full Members and Associate Members.

The Executive Council is UNWTO's governing board, which provides the organization work and adheres to its budget.

Concerning Regional Commissions they were established in 1975 as subsidiary organs of the General Assembly. The six Regional Commissions normally meet once a year. Committees meet once a year to advise on management and programme content.

Furthermore, one should not forget that the WTO has many activities. This organization predicts future tourism trends that help people to make a good choice for travelling. It is vital to note that the WTO encourages countries to simplify visa application processes. It also helps destinations rebuild their image after crises like natural disasters. The World Tourism Organization is the most important institute that evaluates international tourism.

The WTO has the special education for travellers. It supports them to learn Geography and History, different languages, Religions and Customs. Respectful travellers will be warmly welcomed in the country.

Many people celebrate the World Tourism Day, which is on September 27 each year. The day aims to show the importance of tourism and its social, cultural, political and economic values. It has different types of competitions, such as photo competitions promoting tourism. Other activities include free entries, discounts or special offers for the general public to any site of tourism interest.

In conclusion it is said that the UNWTO takes an important role in tourism industry, because it helps to develop this brunch.

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