

Message from the Governor  
Tourism Authority of Thailand



Nowadays, many people travel not only for pleasure or recreational activities, but also to seek inner peace and self actualization; thus, the contemporary world's tourism tends to be both for physical comfort and for mental benefits. Travellers drawn to Asia in general and to Thailand in particular often spend their vacations learning and practicing the tenets of Buddhism and meditation.

For Buddhists, like most religions, there are also a number of days or periods of time throughout the year of major significance. Visakha Puja or Vesak Day is the day that Buddhists commemorate the birth, enlightenment, and demise of the Gautama Buddha. More importantly, this day has received the recognition of UNESCO as a 'World Heritage Day', which consequently has seen the initiation of the International Buddhist Conference on the United Nations Day of Vesak to further foster cooperation among Buddhists as well as disseminate Buddhism ideals for today's modern world.

The year 2010 is the seventh consecutive time that this conference is to be held and as a predominantly Buddhist nation, Thailand is proud to have been selected as the venue for this prestigious event. In addition, as part of our tourism promotions, the Tourism Authority of Thailand (TAT) has always taken the opportunity to encourage spiritual tourism including Buddhist practices; such as, undertaking Vipassana meditation, paying homage to sacred places, and visiting temples to ensure good fortune.

Therefore on behalf of TAT, I would like to wish the organizers and all participants a most successful and prosperous event and that the International Buddhist Conference on the UN's Day of Vesak achieves its set objectives. Furthermore, while in Thailand, you will take the time to visit first hand our country's Buddhist destinations and attractions as well as conduct propitious merit making according to Thai traditions.

A handwritten signature in red ink, which appears to read "Suraphon Svetasreni". The signature is fluid and cursive.

SURAPHON SVETASRENI

Governor