

## General Assembly

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### World Tourism Day: information on the activities of 2010 and 2011, adoption of themes and designation of the host countries for 2012 and 2013

#### I. World Tourism Day: Information on the Activities of 2010 and 2011

1. By resolution 579(XVIII) at its 18<sup>th</sup> session in Astana, Kazakhstan, the General Assembly decided, on the recommendation of the Executive Council, to designate China and Yemen as the World Tourism Day (WTD) host countries for 2010 and 2011 and to adopt the following as themes for the respective celebrations:
  - **World Tourism Day 2010: Tourism and Biodiversity**
  - **World Tourism Day 2011: Tourism – Linking Cultures**
2. In the framework of the UN Year of Biodiversity, the **World Tourism Day 2010** raised awareness of the close relationship between tourism and biodiversity.
3. The official **World Tourism Day 2010** celebrations were hosted in Guangzhou, China in partnership with the China National Tourism Administration (CNTA) and with the Pacific Asia Travel Association (PATA).
4. **World Tourism Day 2010** activities included:
  - a *High-Level Dialogue on Tourism, Biodiversity and Sustainable Development*, held 27 September in China focusing on how tourism can contribute positively to biodiversity conservation and the quality of life of local populations, while minimizing potentially negative environmental and social impacts;
  - a yearlong photo competition which counted with over 500 participants and a photo exhibition in Guangzhou;
  - an online campaign to collect and promote 'inspiring stories' on tourism & biodiversity'; and
  - the publication of two reference reports on tourism and biodiversity: a *Background Paper on Tourism and Biodiversity: Achieving Common Goals Towards Sustainability* and a *Practical Guide for the Development of Biodiversity-based Products*.
5. One of the major outcomes of **World Tourism Day 2010** was a set of recommendations on Tourism and Biodiversity emerging from the High-Level Dialogue and which were officially

transmitted to the 10th Conference of Parties of the Convention on Biological Diversity (recommendations available at [http://www.unwto.org/pdf/UNWTO\\_Recommendations.pdf](http://www.unwto.org/pdf/UNWTO_Recommendations.pdf)).

6. On the occasion of **World Tourism Day 2010** special communications tools were made available for Members to use in their WTD campaigns such as video and written message by the UNWTO Secretary-General; a message by UN Secretary-General Ban Ki-moon, a logo and a series of background research on tourism and biodiversity.
7. Detailed information on **World Tourism Day 2010** and related materials are available at <http://www.unwto.org/worldtourismday/index.php?lang=E>.
8. Preparations for **World Tourism Day 2011** are underway. The theme, logo and official message by the UNWTO Secretary-General have been officially launched and communicated to the Members (more information at <http://WorldTourismDay.unwto.org/en>).
9. The following programme of activities for **World Tourism Day 2011** is on-going or in preparation:
  - Think-Tank on Tourism – Linking Cultures (in preparation)
  - Twitter Competition (in preparation)
  - Online Photo Competition (on-going)
  - Online database of worldwide WTD celebrations (on-going)
10. In view of the situation in Yemen, the country designated to host **World Tourism Day 2011** celebrations by the 18<sup>th</sup> session of the General Assembly, and given the impossibility of the Regional Commission for the Middle East to meet and propose in due time another country in the region to host World Tourism Day 2011, the Executive Council decided in its 90<sup>th</sup> session to accept the offer of Egypt to host World Tourism Day 2011 (CE/DEC/17(XC)).

## **II. World Tourism Day: Proposed Themes for 2012 and 2013**

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11. The General Assembly at its Beijing session (2003) decided that UNWTO, as a specialized United Nations agency, should in the future take into account, as far as possible, when choosing the World Tourism Day themes, those adopted for the international years and days declared by the UN.
12. Considering that, the UN will be celebrating in 2012 the “International Year of Sustainable Energy for All” and the “International Year of Cooperatives” and in 2013 the “International Year of Water Cooperation”, the Executive Council in its 90<sup>th</sup> session decided to recommend to the 19<sup>th</sup> session of the General Assembly (CE/DEC/17(XC)), the following themes for the celebration of World Tourism Day in 2012 and 2013:
  - **2012: Tourism and Sustainable Energy - Powering Sustainable Development**
  - **2013: Tourism and Water - Protecting our Common Future**

## **III. Designation of the Host Countries for World Tourism Day 2012 and 2013**

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13. By resolution 470(XV), the General Assembly designated Malaysia and Qatar as host countries of World Tourism Day in 2004 and 2005. By the same resolution, the General Assembly endorsed the proposal of the Executive Council and decided that the following geographic order would apply to World Tourism Day celebrations beginning in 2006: 2006 in Europe; 2007 in South Asia; 2008 in the Americas; and 2009 in Africa.

14. Noting that previous World Tourism Day celebrations were awarded to:

- WTD 2006: Portugal (Europe)
- WTD 2007: Sri Lanka (South Asia)
- WTD 2008: Peru (Americas)
- WTD 2009: Ghana (Africa)
- WTD 2010: China (East Asia and the Pacific)
- WTD 2011: Yemen (Middle East)

and following the geographic order as decided by the General Assembly, World Tourism Day 2012 would be celebrated in Europe and World Tourism Day 2013 in South Asia.

15. In this regard, the Executive Council in its 90<sup>th</sup> session (CE/DEC/17(XC)) called upon the Regional Commission for Europe and the Regional Commission for South Asia to submit to its 91<sup>st</sup> session a proposal for recommendation to the 19<sup>th</sup> session of the General Assembly on the host countries for World Tourism Day 2012 and 2013;

16. This proposal will be incorporated in an addendum to the current document.