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World Tourism Day: information on the activities of 2014 and 2015, adoption of themes and designation of the host countries for 2016 and 2017

I. World Tourism Day: information on the activities of 2014 and 2015

1. By resolution 638(XX), the 20th session of the General Assembly decided, on recommendation of the Executive Council, to designate Mexico and Burkina Faso as the World Tourism Day (WTD) host countries for 2014 and 2015 and to adopt the following as themes for the respective official celebrations:

- World Tourism Day 2014: Tourism and Community Development
- World Tourism Day 2015: One Billion Tourists, One Billion Opportunities

2. World Tourism Day 2014 was celebrated on the theme of “Tourism and Community Development”, drawing attention to the importance of community engagement in tourism development as well as to tourism’s contribution to community empowerment.

3. Organized by UNWTO and the Government of Mexico, the official WTD celebrations took place in the city of Guadalajara (Jalisco) with the presence of H.E. President Enrique Peña Nieto, tourism ministers and private sector representatives from around the world. Among several activities, WTD brought together ministers of tourism from nine countries and the Organisation for Economic Co-operation and Development (OECD) at a high-level think tank. The think tank debated key policy areas to support community participation for their empowerment and for them to benefit from tourism, the role of the private sector, and the overall contribution to sustainable development supported by improved tourism policies, which must include communities in the decision-making process.

4. The 2014 WTD campaign, launched in June 2014 coinciding with the 57th Regional Commission for the Americas, included the following activities:

- A dedicated WTD website (wtd.unwto.org) with relevant information about the theme and the official celebrations; official messages by the UN Secretary-General, the UNWTO Secretary-General and Mexican tourism authorities; visual resources, including the WTD logo in all UNWTO official languages; and suggested activities to celebrate WTD at the local level;



- The first WTD Blogger Competition, recognizing the best featured post on a blog on the subject of Tourism and Community Development;
- A web platform for stakeholders to share their celebrations; and
- A social media campaign, including a Facebook photo album of celebrations around the world.

5. Preparations for the official celebration of World Tourism Day 2015 in the Burkina Faso on the theme “One Billion Tourists, One Billion Opportunities” are well underway and will include a conference on the topic as well as several activities aimed at engaging local communities in the celebration and highlighting the role of tourism in creating opportunities for development.

6. Members are encouraged to celebrate WTD 2015 under the theme “One Billion Tourists, One Billion Opportunities” widely and take this opportunity to highlight the contribution of the tourism sector to the three pillars of sustainability: economic, social and environmental.

II. World Tourism Day: proposed themes for 2016 and 2017

7. The General Assembly at its 15th session (2003) decided that UNWTO, as a United Nations specialized 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.

8. Considering that the UN themes for 2016 (Pulses and Camelids) are not relevant in the context of World Tourism Day, the following themes were approved by the 100th session of the Executive Council to be proposed to the General Assembly:

- 2016: “Tourism for All - promoting universal accessibility”
- 2017: “Tourism - driving peace and development” in line with the proposal to have 2017 designated as the International Year of Tourism for Development and Peace.

9. Following the 100th session of the Executive Council, the Secretariat was informed that the proposal for the International Year was to be adjusted to “International Year of Sustainable Tourism for Development”. In this regard, a proposal to adjust the theme of WTD 2017 will be presented to the 101st session of the Executive Council for approval as follows:

- 2017: “Sustainable Tourism – a tool for development” in line with the proposal to the UN General Assembly to have 2017 designated as the International Year of Sustainable Tourism for Development.

III. Designation of the host countries for World Tourism Day 2016 and 2017

10. 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: Europe; South Asia; Americas; Africa, East Asia and the Pacific and Middle East.

11. The following countries were designated as hosts of the official celebrations of World Tourism Day between 2006 and 2015: 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 – Egypt (Middle East); WTD 2012 – Spain (Europe), WTD 2013 – Maldives (South Asia); WTD 2014 – Mexico (Americas) and WTD 2015 – Burkina Faso (Africa).

12. In this regard, the Executive Council in its 101st session will review the recommendations of the Regional Commission for East Asia and the Pacific and the Regional Commission for the Middle East for the host countries for World Tourism Day 2016 and 2017 and present its proposal to the 21st session of the General Assembly, as follows:

- World Tourism Day 2016: Thailand (as proposed by the 27th Joint Meeting of the UNWTO Commission for East Asia and Pacific (CAP) and the UNWTO Commission for South Asia (CSA)); and
- World Tourism Day 2017: (to be proposed by the 41st Meeting of the UNWTO Commission for the Middle East)

IV. Actions to be taken by the General Assembly

13. The General Assembly is invited:

- (a) To take note of the report submitted by the Secretary-General on the observance of World Tourism Day in 2014 and the preparations in place for the celebration of World Tourism Day 2015;
- (b) To recommend Member States to celebrate World Tourism Day 2015 under the theme “One Billion Tourists, One Billion Opportunities” and promote the role of tourism in contributing to the three pillars of sustainability: economic, social and environmental;
- (c) To convey its gratitude to the Governments of Mexico and Burkina Faso for hosting the official celebrations of World Tourism Day 2014 and 2015;
- (d) To approve the themes proposed by the 100th and 101st sessions of the Executive Council for the celebrations of World Tourism Day 2016 and 2017 as follows:
 - 2016: “Tourism for All - promoting universal accessibility”
 - 2017: ... (to be proposed by the 101st session of the Executive Council); and
- (e) To designate Thailand (East Asia and the Pacific) and (Middle East) to host the official celebrations of World Tourism Day in 2016 and 2017, respectively.