



UNWTO Commission for Africa

Fifty-seventh meeting
Medellín, Colombia,
Provisional agenda item 7

CAF/57/7
Madrid, July 2015
Original: English

Item 7 of the provisional agenda

World Tourism Day activities in Burkina Faso

Note by the Secretary-General

The Secretary-General informs the Members of the Commission about the World Tourism Day activities in Burkina Faso.

1. Preparations for the official celebration of World Tourism Day 2015 in 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 highlight the role of tourism in creating opportunities for development. A verbal update on this topic will be provided to the Regional Commission on its 57th Meeting.
2. 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.
3. The official messages of UNWTO Secretary General as well as of the United Nations Secretary-General on the occasion of World Tourism Day 2015 are attached. All relevant materials on the global celebration are available at <http://wtd.unwto.org>.



Message for World Tourism Day 2015

Taleb Rifai, Secretary-General, World Tourism Organization (UNWTO)

“One Billion Tourists, One Billion Opportunities”

This year’s World Tourism Day is an opportunity to celebrate the transformative potential of one billion tourists.

Today, more than one billion tourists travel to an international destination every year. These billion tourists have made tourism a leading economic sector, contributing 10% of global GDP and 6% of the world’s total exports.

Yet these big numbers represent more than just economic strength – they reflect tourism’s vast potential and increasing capacity to address some of the world’s most pressing challenges, including socio-economic growth, inclusive development and environmental preservation.

As a sector behind as many as one in eleven jobs worldwide, tourism is a valuable source of livelihood for millions of people. Built around the millions of cross-cultural encounters happening every day in different corners of the world, tourism is also a gateway to greater understanding of the world beyond our borders, the first step in building peace and between communities and nations.

Tourism is more than just about reaching a destination – tourism has a global reach. Every time we travel, we become part of a global movement that has the power to drive positive change for our planet and all people.

This 27th of September, let us celebrate the value of the “One Billion Tourists” and work together in making tourism a true instrument of opportunity and inclusion. Let us all turn the power of one billion into a genuine force for good.

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**MESSAGE ON WORLD TOURISM DAY
27 September 2015***“One Billion Tourists, One Billion Opportunities”*

This year’s World Tourism Day highlights the global potential of tourism for socio-economic development. With more than one billion international tourists now traveling the world each year, tourism has become a powerful and transformative force that is making a genuine difference in the lives of millions of people.

The potential of tourism for sustainable development is considerable. As one of the world’s leading employment sectors, tourism provides important livelihood opportunities, helping to alleviate poverty and drive inclusive development.

As tourism revolves around encounters between different peoples, the sector can foster multicultural understanding and raise awareness on the need to preserve cultural and natural heritage.

As the world prepares to adopt a new sustainable development agenda, tourism should be recognized for its ability to create jobs, promote local culture and products and champion the conservation and sustainable use of marine and terrestrial habitats.

Let us work together to maximize the immense potential of tourism to drive inclusive economic growth, protect the environment and promote sustainable development and a life of dignity for all.