



## UNWTO Commission for Europe

Sixty-first meeting

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### PLACE OF WORLD TOURISM DAY IN 2018 (EUROPE)

#### Note by the Secretary-General

In this document, the Secretary-General informs the Members of the UNWTO Commission for Europe some background information about the celebrations of World Tourism Day. As the official celebration of World Tourism Day in 2018 will take place in Europe, it is incumbent for the UNWTO Commission for Europe to select one of its members to be recommended to the Council.

## **Place of World Tourism Day 2018 (Europe)**

### **Introduction**

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1. Ever since its inception, World Tourism Day is celebrated on 27 September to foster awareness among the international community of the importance of tourism and its social, cultural, political and economic value.
2. As the official day set aside in the United Nations Calendar the celebration seeks to highlight tourism's potential to contribute to reaching the Sustainable Development Goals (SDGs), addressing some of the most pressing challenges society is faced with today.
3. WTD is celebrated by events around the themes selected by the UNWTO General Assembly, on the recommendation of the UNWTO Executive Council. Each year, the official WTD celebrations are hosted by a UNWTO Member State on the basis of geographic rotation.

### **Designation of the host countries for World Tourism Day 2018 and 2019**

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4. 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.
5. The following countries were designated as hosts of the official celebrations of World Tourism Day between 2006 and 2017: 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); WTD 2015 – Burkina Faso (Africa); WTD 2016 – Thailand (East Asia and the Pacific) and WTD 2017 – Qatar (Middle East).
6. In this regard, and in accordance with the principle of geographic rotation, **World Tourism Day 2018 will be celebrated in Europe and World Tourism Day 2019 in South Asia.**

### **Host countries for official celebrations of WTD 2018 and 2019**

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7. Considering that both Regional Commissions for Europe and Asia-Pacific will hold their meetings after the 105th Executive Council, the host countries for WTD 2018 and 2019 to be selected by these two Commissions will be proposed to the Executive Council at its 106th session, which will take place within the framework of the 22<sup>nd</sup> General Assembly in September 2017. The Council will in turn make a recommendation of the countries proposed by the regional commissions to the 22<sup>nd</sup> General Assembly for its consideration and approval.

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## **Proposed themes for World Tourism Day 2018 and 2019**

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9. As per the themes of the celebration, the Secretariat proposed the 105th Executive Council to present to the 22<sup>nd</sup> General Assembly the following themes to celebrate World Tourism Day in 2018 and 2019: ***Tourism and the digital transformation (2018) and Tourism and Jobs: a better future for all (2019).***
10. The celebration of **World Tourism Day** is an excellent occasion to raise awareness of key issues affecting the tourism sector.
11. The 2016 World Tourism Day celebrations on the theme 'Tourism for All: Promoting Universal Accessibility' was held successfully in Bangkok, Thailand. The 2017 celebrations will take place in Qatar under the theme 'Sustainable Tourism – a tool for development'.

## **Action to be taken by the UNWTO Commission for Europe**

1. The Commission for Europe is requested to select a country from among its members to host World Tourism Day 2018;
2. Countries that are interested in hosting the World Tourism Day 2018 are kindly requested to send their expression of interest in writing to the UNWTO Regional Director for Europe, if possible two weeks prior to the meeting of the Commission to: [Europa@unwto.org](mailto:Europa@unwto.org)
3. If there is more than one candidate, members of the Commission will have to select one of the candidates through voting during the 61st meeting of the Commission in Chisinau, Republic of Moldova, under agenda item 10.