



## General Assembly

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### **World Tourism Day: information on the activities of 2012 and 2013, adoption of themes and designation of the host countries for 2014-2015**

#### **I. World Tourism Day: information on the activities of 2012 and 2013**

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1. By resolution 609(XIX), the 20<sup>th</sup> session of the General Assembly decided, on recommendation of the Executive Council, to designate Spain and Maldives as the World Tourism Day (WTD) host countries for 2012 and 2013 and to adopt the following as themes for the respective official celebrations:

- World Tourism Day 2012: Tourism and Sustainable Energy – Powering Sustainable Development
- World Tourism Day 2013: Tourism and Water: Protecting our Common Future

2. In the framework of the International Year of Sustainable Energy for All, World Tourism Day 2012 raised awareness of the close relationship between tourism and energy.

3. The official World Tourism Day 2012 celebrations were hosted in Maspalomas, Gran Canaria, Spain, in partnership with the Ministry of Industry, Energy and Tourism of Spain. World Tourism Day 2012 activities included:

- a High-level Dialogue on Tourism, Energy and Sustainable Development, held on 27 September focusing on how tourism can contribute to achieving sustainable energy worldwide by 2030 and how to best position tourism at the centre of the clean economies of the future;
- the yearly WTD photo competition which had participants from all over the world, as well as the newly launched Twitter competition;
- a parallel exhibition on clean and sustainable energy at the venue of the official celebrations;
- the first edition of the Spain Tourism and Media Forum aimed at better positioning tourism in mainstream and business media, with the 2012 WTD theme as a peg, organized by the European Association of Journalists and supported by UNWTO and the State Secretariat of Tourism of Spain; and



- the launch, with the support of the Spanish Municipality of Valladolid, of the Spanish version of Hotel Energy Solutions (HES), a UNWTO online tool which helps hotels to assess their energy use and make major cuts.
4. World Tourism Day 2012 concluded by underscoring the importance of the tourism sector to adopt cleaner energies, especially ways that would allow tourists to make energy-conscious but still cost-effective travel choices. As two key horizontal activities, the need for better collaboration between the tourism and energy sectors was echoed throughout the event.
5. On the occasion of World Tourism Day 2012, specific communications tools were made available for Members and the international tourism community to use in their WTD campaigns, including the official message (video and written) of the UNWTO Secretary-General, a message by UN Secretary-General Ban Ki-moon, dedicated WTD 2012 communication materials and a series of background research on tourism and energy (for more information on World Tourism Day 2012: <http://wtd.unwto.org/en/homewtd2012>).
6. Preparations for the official celebration of World Tourism Day 2013 in the Maldives under the theme 'Tourism and Water: Protecting our Common Future' are well underway. The WTD 2013 logo and official message by UNWTO Secretary-General have been officially launched and communicated to the Members (more information at <http://wtd.unwto.org/en>).
7. The following programme of activities for World Tourism Day 2013 are ongoing or in preparation:
- Think-tank (in preparation)
  - Twitter competition (to be launched by end of August 2013)
  - Photo and essay competitions (ongoing)
  - Online database of worldwide WTD celebrations (ongoing)
  - Suggestions on how to celebrate WTD at the national and local levels (ongoing)

## **II. World Tourism Day: proposed themes for 2014 and 2015**

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8. The General Assembly at its 15<sup>th</sup> 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.
9. Considering that on the occasion of the 95<sup>th</sup> session of the Executive Council, the UN theme for 2015 had not yet been communicated, the proposal of the themes for World Tourism Day 2014 and 2015 will be presented to the 96<sup>th</sup> session of the Executive Council and subsequently to the 20<sup>th</sup> session of the General Assembly.

## **III. Designation of the host countries for World Tourism Day 2014 and 2015**

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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 2013: 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) and WTD 2013 – Maldives (South Asia).

12. In this regard, the Executive Council in its 95<sup>th</sup> session accepted the recommendations of the Regional Commission for the Americas and the Regional Commission for Africa to submit to the 20<sup>th</sup> session of the General Assembly the following host countries for World Tourism Day 2014 and 2015.

- World Tourism Day 2014: Mexico
- World Tourism Day 2015: Burkina Faso

#### **IV. Actions to be taken by the General Assembly**

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13. The General Assembly is requested:

- (a) To take note of the report submitted by the Secretary-General on the observance of World Tourism Day in 2012 and the preparations in place for the celebration of World Tourism Day 2013;
- (b) To recommend Members States to celebrate World Tourism Day 2013 under the theme Tourism and Water and promote the role of tourism in contributing to a more sustainable water future;
- (c) To convey its gratitude to the Governments of Spain and the Maldives for hosting the official celebrations of World Tourism Day 2012 and 2013;
- (d) To approve the themes proposed by the 96<sup>th</sup> session of the Executive Council for the celebrations of World Tourism Day 2014 and 2015; and
- (e) To designate Mexico and Burkina Faso to host the official celebrations of World Tourism Day in 2014 and 2015, respectively.