World Tourism Day 2014: MEXICO – Theme: “TOURISM AND COMMUNITY DEVELOPMENT”

The General Assembly, at its fifteenth session (2003), decided that the UNWTO, as a specialized agency of the United Nations, should 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 United Nations.

On the same occasion, the General Assembly designated Malaysia and Qatar as the host countries of World Tourism Day 2004 and 2005. In the same resolution (A/RES/470(XV)), the General Assembly endorsed the proposal of the Executive Council and decided that, starting in 2006, World Tourism Day would be celebrated in the following geographical order: Europe, South Asia, Americas, Africa, East Asia and the Pacific, and the Middle East.

The countries designated to host the official celebrations of World Tourism Day between 2006 and 2013 were the following: 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 and 2013 - Maldives (South Asia).

In accordance with the above, the Executive Council accepted at its ninety-fifth meeting the recommendations of the Regional Commission for the Americas and of the Regional Commission for Africa to present to the twentieth session of the General Assembly the following host countries for the World Day Tourism 2014 and 2015.

– World Tourism Day 2014: Mexico

– World Tourism Day 2015: Burkina Faso

And it adopted the themes proposed by the Executive Council at its ninety-sixth session for the celebration of World Tourism Day 2014 and 2015:

– World Tourism Day 2014: Tourism and Community Development

– World Tourism Day 2015: One billion tourists, one billion opportunities;
WTD 2014: Theme, campaign and member involvement

“Tourism and Community Development”

- “Tourism and Community Development” draws special attention to the potential of tourism to actively involve the grassroots level and hence contribute to a critical building block of sustainable development.

- This focus coincides with the current definition and drafting process of the Sustainable Development Goals, which will be the guiding development blueprint promoted by the United Nations for the period after 2015.

- A community or participatory approach involves the local population in the decision making process. Tourism’s horizontal nature allows to factor in a broad scope of local priorities, strengthening social cohesion, contributing to local governance capabilities and supporting socio-economic resilience.

- The WTD Think Tank, represents the main part of the official celebrations on 27 September, gathering international experts and policy makers in the field of tourism and development and key tourism stakeholders to highlight the main aspects around “Tourism and Community development”. For the first time, WTD aims at widening the Think Tank to include an active international ministerial representation, underscoring the political and social relevance of this year’s theme.

WTD 2014 campaign

- This year’s WTD campaign will be launched coinciding with the inauguration of the 57th Regional Commission for the Americas, to underscore the regions hosting the official WTD celebrations, in Guadalajara, Mexico.

- WTD 2014 is promoted throughout UNWTO’s communication platforms (press releases, UNWTO News, UNWTO’s presence in Facebook, LinkedIn and Twitter) reaching out to its international media data base, the Organization’s full and affiliate members and the broader global tourism community.

- The dedicated WTD microsite (wtd.unwto.org) provides the relevant information about the official celebration, including official support messages by UNWTO and host country Mexico, as well as the UN and other tourism stakeholders, background information on the theme, and resources including the WTD logo in all official UNWTO languages, links to publications and other relevant contents.

- The first ever WTD Blogger Competition, will be an additional campaign tool enriching already firmly established social media elements such as encouraging Facebook and Twitter followers to share pictures and short messages related to the theme.

Member involvement

- WTD is tourism's only international observance day on the UN calendar. As such, it serves as global platform to underscore tourism’s potential and real contribution to advance social and economic progress.
• UNWTO Members and the global tourism community at large are encouraged to embrace and amplify WTD and its yearly theme. All WTD resources offered through the WTD microsite wtd.unwto.org are free to use and can be incorporated according to local needs and promotion and communication strategies.

• By multiplying the official UNWTO campaign through their own channels, as well as supporting celebrations at the national, regional and local level, members can make a critical contribution to further mainstream tourism in the national as well as global political, economic and media agenda.

• Full and affiliate Members of the Americas are especially encouraged to support the official celebrations by sending representatives to attend the events in Guadalajara, Mexico.

The Secretariat therefore invites the host country of World Tourism Day 2014, Mexico, to report to the Commission regarding the activities that will be carried out on that occasion.