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Report of the Secretary-General

Part I. Current situation and activities

(f) World Tourism Day 2014

I. Background

1. World Tourism Day (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 contribution to advance social and economic progress.
2. The General Assembly, at its fifteenth session (2003), designated Malaysia and Qatar as the host countries of WTD 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, WTD would be celebrated in the following geographical order: Europe, South Asia, Americas, Africa, East Asia and the Pacific, and the Middle East.
3. The countries hosting the official celebrations of WTD between 2006 and 2013 were: 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).
4. In accordance with the above, the twentieth session of the General Assembly selected the following **countries to host the official celebrations of WTD 2014 and 2015: WTD 2014 - Mexico and WTD 2015 - Burkina Faso.**
5. The General Assembly adopted on that occasion **the following themes for the celebration of WTD 2014 and 2015:**
 - **World Tourism Day 2014: Tourism and Community Development**
 - **World Tourism Day 2015: One billion tourists, one billion opportunities**



II. WTD 2014: Tourism and Community Development

6. **WTD 2014 will be 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.

7. The **WTD Think Tank** is the key event of the official celebrations taking place in Guadalajara, Mexico, on 27 September. The Think Tank will gather 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, the WTD Think Tank will be held at the ministerial level, underscoring the political and social relevance of this year's theme.

8. **The 2014 WTD campaign** was launched in June 2014, coinciding with the 57th Regional Commission for the Americas. The campaign is **promoted throughout UNWTO's communication platforms** (press releases, UNWTO News, UNWTO's website and social media - Facebook, LinkedIn and Twitter) and includes 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 local level;
- **The first WTD Blogger Competition**, which will recognize 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 Facebook photo album** of celebrations around the world.

9. **UNWTO Members and the global tourism community are encouraged to celebrate WTD and share their celebrations with UNWTO and the global community.** By celebrating WTD at the national, regional and local levels, Members make a critical contribution to highlight the value and impact of the tourism sector in their countries.

10. Considering that the current document was prepared prior to the celebration of World Tourism Day 2014, an update on the official celebrations will be provided verbally by the Secretary-General to the 99th session of the Executive Council.

III. Actions to be taken by the Executive Council

11. The Executive Council is requested:

- (a) To take note of the information provided by the Secretary-General on World Tourism Day 2014;
- (b) To encourage all Member States to make the celebrations of World Tourism Day each year a key event in their calendars as an opportunity to promote the socioeconomic value of the sector; and
- (c) To commend Mexico for hosting the WTD official celebrations in 2014 and look forward to the celebrations of WTD 2015 to be hosted by Burkina Faso.