

Agenda item 6

**World Tourism Day: themes and host countries for 2022 and 2023 to be proposed to the General Assembly**

CE/113/6  
Madrid, 10 December 2020  
Original: English

The UNWTO is going green. All Executive Council documents are available on the UNWTO website at [www.unwto.org](http://www.unwto.org) or use the Quick Response code here.



**Executive summary**

The recommendations of host countries for World Tourism Day 2022 and 2023 will be made by the UNWTO Commission for East Asia and the Pacific at its 33rd joint meeting with the UNWTO Regional Commission for South Asia (Sri Lanka, dates to be confirmed) and by the UNWTO Regional Commission for the Middle East at its 47th meeting, respectively.

The suggested themes for the celebrations are proposed:

World Tourism Day 2022, hosted in East Asia and the Pacific: “Rethinking Tourism”

World Tourism Day 2023, hosted in the Middle East: “Tourism and Green Investments”

The nominations will be proposed to the 24th session of the General Assembly (Marrakesh, Morocco).

**DRAFT DECISION<sup>1</sup>**

**Agenda item 6**

World Tourism Day: themes and host countries for 2022 and 2023  
to be proposed to the General Assembly  
(document CE/113/6)

*The Executive Council,*

1. *Invites* the Regional Commission for East Asia and the Pacific and the Regional Commission for the Middle East to recommend to the 24th session of the General Assembly host countries for the 2022 and 2023 editions of World Tourism Day; and
2. *Proposes* to the General Assembly the following themes for the World Tourism Day celebrations:  
  
2022: "Rethinking Tourism"  
  
2023: "Tourism and Green Investments"

---

<sup>1</sup>This is a draft decision. For the final decision adopted by the Council, please refer to the Decisions document issued at the end of the session.

## **I. World Tourism Day host countries for 2022 and 2023**

---

1. By resolution 470(XV), 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.
2. In this regard, the recommendation of host countries for World Tourism Day 2022 and 2023 will be made by the UNWTO Regional Commission for East Asia and the Pacific at its 33rd joint meeting with the UNWTO Commission for South Asia (Sri Lanka, dates to be confirmed) and by the 47th UNWTO Regional Commission for the Middle East, respectively.
3. Upon recommendation of the above Regional Commissions, the host countries for the official celebrations of World Tourism Day 2022 and World Tourism Day 2023 will be proposed for endorsement to the 24th session of the General Assembly (Marrakesh, Morocco, October 2021).

## **II. World Tourism Day themes for 2022 and 2023**

---

4. For World Tourism Day 2022, hosted in East Asia and the Pacific, the following theme is proposed: "Rethinking Tourism". The year 2022 is expected to witness the rebuilding of tourism after the COVID-19 pandemic. While tourism has been among the hardest hit sectors by the pandemic, the sector has also strongly grown in visibility and relevance at a cross-cutting political, policy and social acceptance level during this period.
5. This theme will address the progress made in the pandemic aftermath and how policy makers and the tourism sector have been able to adapt and rethink tourism to make the sector more resilient and ensure it is on track towards the 2030 Agenda for Sustainable Development.
6. For World Tourism Day 2023, hosted in the Middle East, the following theme is proposed: "Tourism and Green Investments". Sustainable investments are at the centre of tourism's contribution to the 2030 Agenda for Sustainable Development. Mobilizing and attracting investments contribute to deepen the global economic integration through supplier linkages and knowledge transfer.
7. Investments have a strategic importance for tourism and its proven contribution to wider recovery, which will still be underway after the COVID-19 pandemic. The focus on Green Investments further underlines tourism's role in climate emergency response and how the sector can leverage its global relevance to make positive contributions beyond tourism itself.

\* \* \*