

Agenda item 13

World Tourism Day: information on the activities of 2020 and 2021 and designation of countries for 2022 and 2023

A/24/13
Madrid, 28 August 2021
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Executive summary

The recommendation of the host country for World Tourism Day (WTD) 2022 is to 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, 21-22 September 2021). Following the recommendation of the 47th Regional Commission for the Middle East (Riyadh, Saudi Arabia, 26-27 May 2021), the Kingdom of Saudi Arabia has been nominated as official host country for WTD 2023.

The General Assembly is requested to ratify the recommendations of the 112th session of the UNWTO Executive Council (15-17 September 2021, Tbilisi, Georgia), for the upcoming celebrations:

- 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”

Action by the General Assembly

DRAFT RESOLUTION¹

The General Assembly,

1. *Takes note* of the present report submitted by the Secretary-General on the observance of World Tourism Day 2020²;
2. *Expresses its gratitude* to the Governments of the MERCOSUR Member States (Argentina, Brazil, Paraguay, Uruguay, plus associate state Chile) and Cote d'Ivoire for hosting the official celebrations of World Tourism Day 2020 and 2021, respectively; and

Having taken cognizance of the proposed host countries by the Regional Commissions and themes proposed by the 113th session of the Executive Council for the next two World Tourism Day celebrations,

3. *Designates* the following countries to host the World Tourism Day celebrations in 2022 and 2023, with the respective themes:

2022: [COUNTRY], “Rethinking Tourism”

2023: [COUNTRY], “Tourism and Green Investments”

¹ This is a draft resolution. For the final decision adopted by the Assembly, please refer to the Resolutions document issued at the end of the session.

² This report was submitted before the celebration of World Tourism Day 2021.

World Tourism Day: 2020 celebrations and preparations for 2021

World Tourism Day 2020

1. In 2020, World Tourism Day was organized for the first time at the subregional level. The Mercosur Member States (Argentina, Brazil, Paraguay, Uruguay) plus Chile (Mercosur associate state), hosted the official celebrations with the theme “Tourism and Rural Development” as a virtual event, in the context of global restrictions due to the COVID-19 pandemic.
2. Key amongst the conclusions was tourism’s potential as an engine for growth, a generator of employment and a driver to advance inclusion in rural communities, to preserve and promote natural and cultural heritage, and curb urban migration. The celebrations underlined the importance of international cooperation and political support to restart tourism and attracted the participation of ministers from several countries, high-level political representatives at all levels of government, as well as leading entrepreneurs, investors and innovators.
3. Against the backdrop of WTD 2020, the winner of the 2nd Spanish Tourism Startup Competition was presented to investors and tourism leaders to showcase innovative projects with the potential to help the sector recover.
4. Compared to previous celebrations, the 2020 edition generated an unprecedented media impact with a potential reach of 141 million users.
5. The renewal of WTD since 2018 continues to be validated by these results, with its strong focus on outcomes to be consistent with aiming to provide concrete and actionable objectives to take away, while adding value to the hosting of this observance day.

World Tourism Day 2021

6. Preparations for the official celebrations of World Tourism Day 2021 in Cote d’Ivoire are well under way at the time of drafting this report. Celebrations will include an expert panel on “How Tourism can live up to the inclusive growth opportunity”, in line with this year’s theme “Tourism for Inclusive Growth”, with experts on international development, inclusive growth and tourism, against the backdrop of the COVID-19 pandemic.
7. For the first time, UNWTO Tourism Ambassadors are expected to join the official WTD celebrations to further raise general awareness on tourism’s socio-economic impact and help reach new audiences.
8. The composition of the WTD expert panel and the Tourism Ambassadors’ involvement will continue consolidating the new result-oriented focus initiated since WTD 2018.
9. Members are encouraged to use the WTD materials.

World Tourism Day host countries for 2022 and 2023

10. 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.
11. During its 113th session, the Executive Council invited 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 (CE/DEC/7 (CXIII)).
12. In this regard, the recommendation of host country for World Tourism Day 2022 is to 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 (14 September 2021, virtual).

13. The recommendation of the Kingdom of Saudi Arabia as host country for World Tourism Day 2023 has been made by the 47th UNWTO Regional Commission for the Middle East (Riyadh, Saudi Arabia, 26-27 May 2021).
14. Upon recommendation of the above Regional Commissions, the host countries for the official celebrations of World Tourism Day 2022 and World Tourism Day 2023 are to be proposed for endorsement at the 24th session of the General Assembly.
15. It is recalled that the General Assembly, in its resolution 662(XXI), requested Member States wishing to host a UNWTO meeting outside the headquarters to provide the conditions established in the model agreement attached to [document A/21/8\(II\)\(f\)](#) as Annex II. This model agreement includes all the necessary legal protections for all participants to an UNWTO meeting and follows the policy and practice of the United Nations and its specialized agencies on this matter. Any State willing to host an UNWTO meeting should accept the terms and conditions of the model agreement before the activity is planned in order to ensure that there will be no major obstacles at the time of concluding the agreement. The terms and conditions of the agreement, particularly on privileges and immunities, unimpeded access to and from the meeting venue for all invitees or appropriate security standards are essential conditions for the host of any UNWTO meeting away from headquarters.

II. World Tourism Day themes for 2022 and 2023

16. During its 113th session, the Executive Council proposed to the General Assembly the following themes for the World Tourism Day celebrations: “Rethinking Tourism” for 2022 and “Tourism and Green Investments” for 2023 (CE/DEC/7 (CXIII)).
17. For World Tourism Day 2022, to be 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, media and social acceptance level during this period.
18. 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.
19. For World Tourism Day 2023, to be hosted in the Middle East, the following theme is proposed: “Tourism and Green Investments”. Sustainable investments are a pillar of tourism’s contribution to the 2030 Agenda for Sustainable Development. Mobilizing and attracting green investments contribute to deepen a sustainable global economic integration through supplier linkages, knowledge transfer aiming at circularity geared towards economic, environmental and social sustainability.
20. Investments have a strategic importance for tourism and its proven contribution to wider recovery, which will be underway in the years to come after the COVID-19 pandemic. The focus on Green Investments further underlines tourism’s role and responsibility in climate emergency response and how the sector can leverage its global relevance to make positive contributions beyond tourism itself.

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