Executive summary

At its 118th session, the Executive Council decided to propose to the General Assembly the following themes for World Tourism Day in 2024 and 2025 (CE/DEC/11 (CXVIII)):

- 2024: “Tourism and Peace”
- 2025: “Tourism and Sustainable Transformation”

Following the invitation of the Council, the 68th Regional Commission for Europe (Sofia, Bulgaria, 31 May - 2 June 2023) and the Regional Commission for South Asia at the 35th joint CAP-CSA Meeting (Phnom Penh, Cambodia, 15-17 June 2023) recommended to the Assembly the following countries as hosts for the official World Tourism Day celebrations in 2024 and 2025:

- 2024: Georgia
- 2025: Malaysia

The 25th session of the General Assembly is requested to ratify the recommendations of the 118th session of the UNWTO Executive Council and the proposals of the aforementioned Regional Commissions.

In 2022, the official World Tourism Day celebration was hosted by Indonesia in Bali, under the theme “Rethinking Tourism”. The official World Tourism Day 2023 celebration will be hosted by the Kingdom of Saudi Arabia in Riyadh, under the theme “Tourism and Green Investments”, as a key priority for the sector, as per resolution A/RES/744(XXIV).

Action by the General Assembly

DRAFT RESOLUTION¹

The General Assembly,

1. Takes note of the report submitted by the Secretary-General on the observance of World Tourism Day 2022²;

2. Expresses its gratitude to the Governments of Indonesia and Saudi Arabia for hosting the official celebrations of World Tourism Day 2022 and 2023, respectively; and

¹This 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.
²This report was submitted before the celebration of World Tourism Day 2023.
Having taken cognizance of the host countries proposed by the Regional Commission for Europe and the Regional Commission for South Asia and the themes proposed by the 118th session of the Executive Council in its decision 11(CXVIII) for the next two World Tourism Day celebrations,

3. Designates the following countries to host the official World Tourism Day celebrations in 2024 and 2025, with the respective themes:

2024: Georgia, “ Tourism and Peace”

2025: Malaysia, “Tourism and Sustainable Transformation”
I. World Tourism Day: 2022 celebrations and preparations for 2023

1. The renewal of World Tourism Day (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.

2. At its 24th session, the Assembly approved the themes for 2022 and 2023 (A/RES/744(XXIV)) as “Rethinking Tourism” and “Tourism and Green Investments”, respectively.

World Tourism Day 2022

3. Resolution A/RES/744(XXIV) ratified Indonesia as the host of the official World Tourism Day 2022 celebrations.

4. Aiming to hear the voices of all relevant actors, the World Tourism Day programme was built around the following discussions:
   - High-Level Debate on Rethinking Tourism
   - Rethinking Tourism and New Governance for Recovery
   - The Tourism We Want: A Conversation with Local Representatives
   - UNWTO Affiliate Members: Breaking the ground in private-public partnership.

5. Joining UNWTO in Bali for the World Tourism Day celebrations were the Ministers of Tourism of Indonesia, the Kingdom of Bahrain, the Republic of Korea, Fiji, Spain, and the Kingdom of Saudi Arabia, alongside the Vice-Ministers of Tourism of Cambodia and Japan and high-level representatives from Germany, Canada and the United States of America.

6. The WTD 2022 celebration generated a potential reach of more than 300 million users, duplicating the numbers of 2021.

7. To further amplify the theme and tourism’s global observance, UNWTO launched its first World Tourism Day Report, a new annual series to further the legacy of the yearly WTD themes. The inaugural report "Rethinking Tourism: From Crisis to Transformation", reflects the timely relevance of the 2022 theme as well as the unprecedented crisis that hit the sector in 2020.

8. On the eve of World Tourism Day, UNWTO also presented the “G20 Guidelines on Strengthening MSMEs and Communities as Agents of Transformation in Tourism”, coinciding with the G20 Tourism Ministers’ Meeting in Bali. The Guidelines provide advice on key policies that can create resilient and sustainable MSMEs and communities around the pillars of human capital, innovation, youth and women empowerment, climate action, policy, governance and investments.

World Tourism Day 2023

9. Supported by the UNWTO Regional Office in Riyadh, Saudi Arabia, World Tourism Day 2023 will put the spotlight on the vital need for more and better-targeted investments to transform tourism everywhere. Preparations for the official celebration of World Tourism Day 2023 are well under way at the time of drafting of this report.

10. The programme will address “Tourism and Green Investments: Challenges and Opportunities" at a roundtable including CEOs and representatives of International Organizations, debates on “Investing in People”, and “Tourism Innovation for All”, including a special focus on “Women in Tech Tourism for Economic Diversification and Resilience” and “Partnerships”.

11. In the framework of the official celebration, the host country will organize a WTD High-Level Ministerial meeting on the day following the official WTD celebration.

12. Members are encouraged to participate and use the WTD materials.
World Tourism Day host countries for 2024 and 2025

13. 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.

14. During its 118th session, the Executive Council invited the 38th Regional Commission for Europe and the 59th Regional Commission for South Asia at its CAP-CSA Joint Meeting, to recommend to the 25th session of the General Assembly host countries for the 2024 and 2025 editions of World Tourism Day (CE/DEC/12(CXVIII)).

15. In this regard, the recommendation of Georgia as host country for World Tourism Day 2024 was made by the UNWTO Regional Commission for Europe (Sofia, Bulgaria, 31 May - 2 June 2023).

16. The recommendation of Malaysia as host country for World Tourism Day 2025 was made by the 59th UNWTO Regional Commission for South Asia at the 35th joint meeting CAP-CSA Meeting (Phnom Penh, Cambodia, 15-17 June 2023).

17. Upon recommendation of the aforementioned Regional Commissions, the host countries for the official celebrations of World Tourism Day 2024 and World Tourism Day 2025 are to be proposed for endorsement at the 25th session of the General Assembly.

18. 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.

19. 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.

World Tourism Day themes for 2024 and 2025

20. During its 118th session, the Executive Council proposed to the General Assembly the following themes for the World Tourism Day celebrations: “Tourism and Peace” for 2024 and “Tourism and Sustainable Transformation” for 2025 (CE/DEC/11(CXVIII)).

21. For World Tourism Day 2024, proposed to be hosted in Georgia, the following theme is proposed: “Tourism and Peace”. This theme will address the role of tourism in promoting peace and international understanding, and the role of peace as a vital contributor to sustainable tourism development.

22. For World Tourism Day 2025, proposed to be hosted in Melaka, Malaysia, the following theme is proposed: “Tourism and Sustainable Transformation”. The theme will focus on how tourism as the sector with the widest economic value chain and deepest social footprint is a critical contributor in the context of climate change response and the sustainable socio-economic transformation for people and planet.

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