



ORGANISATION MONDIALE DU TOURISME
WORLD TOURISM ORGANIZATION
ORGANIZACION MUNDIAL DEL TURISMO
ВСЕМИРНАЯ ТУРИСТСКАЯ ОРГАНИЗАЦИЯ
منظمة السياحة العالمية

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SUGGESTED ACTIVITIES FOR WORLD TOURISM DAY

A. INTRODUCTION

1. The institution of World Tourism Day (WTD), decided by the General Assembly in 1979, has the aim, on 27 September of each year, through a series of appropriate events, freely organized by each Member and other authorities wishing to become associated, of heightening public awareness of the social, cultural, political and economic values of travel and tourism.
2. The experience acquired since 1980 - the year this worldwide annual event began - has, thanks to Members' initiatives over the years, allowed a list to be drawn of activities at many levels that could be carried out to mark World Tourism Day. These activities are listed below for information.

B. ACTIVITIES

I. General activities at national level

3. Declaration of World Tourism Day (WTD) as a "*Special Day for the entire national territory*".
4. Heads of State and government messages addressed to their fellow citizens through the mass media, suggesting that they should specially think about the theme chosen for WTD within the context of the State's policies and reminding them, making the most of this occasion, of WTO activities in favour of tourism development and promotion.
5. Marking WTD in school and university teaching establishments, with comments made by the Head of State or government in their Messages, with conferences, distribution of prizes to the best contribution on tourism (composition, photography, drawing, film, video cassette, poster).
6. Free entry for tourists and citizens to museums, national parks and other sites of tourism interest.
7. Public transport special tours, fares and decorations to highlight both WTD and WTO activities.

II. **Specific activities at national and local levels**

1. **National tourism administrations (NTAs)**

8. The creation, under the aegis of the national tourism administration (NTA), of national committees for WTD, which would be made up of representatives of national, regional and local authorities, as well as those of Affiliate Members and others active in the operational sector.

9. Broadcast, through appropriate means (radio, television, Internet websites and promotional or other NTA publications) of the WTO Secretary-General's Message on the topic chosen for WTD and the information materials prepared by the Secretariat of the Organization or at the instigation of each Member, on this occasion.

10. Calling press conferences and radio and television presentations by the minister in charge of tourism and other leading figures in the tourism sector.

11. Organizing a competition to increase public awareness.

12. Organizing tourism fairs and meetings to coincide with World Tourism Day.

13. Special welcome reception for tourists during the Day, with the cooperation of hoteliers, restaurateurs and tourist guides: special attention to visitors because of WTD.

14. Printing stickers, flags and banners as a reminder of the theme of WTD and the activities of WTO.

15. The issue of commemorative postage stamps and medals.

16. Poster and craft exhibitions to commemorate the Day.

17. *Miss or Mister WTD* competitions

18. Awarding or presentation, on WTD, of Tourism Merit prizes or awards, already existing in some countries and which can be instituted in others, to eminent persons, professionals and the press.

2. **Local communities**

19. Encouraging and coordinating, through local tourist offices or other similar bodies, various initiatives undertaken by municipalities to mark World Tourism Day.

20. Mayor's message on the role of his/her town or village as a tourist destination.

21. Setting up special tourist itineraries by opening up places of interest to tourism which are normally closed to the public.
22. Illumination of the town or village's main sites and monuments.
23. Concerts by the local brass band with music from various countries.
24. Organizing festivals, processions of floral floats, concerts, folk shows and gastronomic days.

3. Operational sector of tourism

25. Active participation in the National Committee for WTD established on the initiative of the national tourism administration.
26. The assistance of Affiliate Members and tourism operators in reproducing and distributing materials provided by the WTO Secretariat (Message of the Secretary-General, articles, photographs, etc.).
27. Use of the slogan chosen for World Tourism Day on posters, advertisements and other promotional materials.
28. Explicit link with World Tourism Day in any promotional advantage or gift offered by carriers and other tourism operators to their clients.

III. Specific measures at international level

29. Coordination between the WTO Secretariat and the secretariats of other universal or regional intergovernmental organizations, for potential joint activities for promoting WTD when the topic is of common interest.
30. Coordination between the WTO Secretariat and international non-governmental organizations which are Affiliate Members of the Organization, to encourage their own affiliates to fully participate in WTD at national level: possible award of prizes for the best initiative taken in this regard.

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