



# WORLD TOURISM DAY



*The United Nations World Tourism Organization (UNWTO) has celebrated World Tourism Day since 1980. This year's theme is 'Rethinking Tourism.' The pandemic has had major impacts on the tourism industry, motivating stakeholders to rethink how tourism is done.*

## FIND OUT HOW YOU CAN #RETHINKTOURISM HERE!



INVITE & INTERVIEW advisory board members or owners of local hospitality and tourism businesses to find out how they are adapting for a sustainable future in the post-pandemic era. Which technologies or practices are they implementing to remain viable? How can your academy and community support their efforts?



LEARN about what [inclusive tourism](#) is all about, and CREATE a social media campaign that promotes what inclusive tourism can look like in your local context.



EXPLORE companies advancing the United Nations (UN) Sustainable Development Goals (SDGs) around the world:

- [Etnica, Guatemala](#)
- [Ifarm Agritech, Kenya](#)
- [Enexor BioEnergy, US](#)



Learn about education and training opportunities that can help transform tourism and better seize new opportunities.

[UNWTO Students](#)

[UNWTO Tourism Online Academy](#)

[UNWTO E-library and online resources](#)



DEEPEN your awareness of the [initiative to foster tourism growth in rural areas](#) through innovation and sustainability. SHARE your learning in a digital portfolio.



ASSESS the UN's strategy for to accelerate economic recovery of the tourism sector by scaling up innovative Small- and Medium-sized Enterprises. Discuss the main areas with a partner. What is your assessment of the strategy? Is anything missing? What will make the most impact?