



The commemoration of the World Tourism Day presents a unique opportunity to raise awareness of tourism's role in water access and shine a spotlight on the sector's contribution to a more sustainable future. The purpose of World Tourism Day is to foster awareness of the importance of tourism and its social, cultural, political and economic value. The day is set to the end of September, due to this being the end of high season in the northern hemisphere and the beginning of the season in the southern hemisphere, and tourism is on millions of peoples mind. In support of United Nations International Year of Water Cooperation, this year's theme for World Tourism Day (WTD) 2013 is Tourism and Water: Protecting our Common Future. The goal in 2013 is to highlight the responsibility of the tourism industry to safeguard and intelligently manage water.

Secretary General Ban Ki-moon issued his remarks on this important issue in relation to the World Tourism Day. He urged tourism establishments to cut consumption and improve waste management, while he urged individuals to play their part by making environmentally conscious choices when they travel. "By making water saving a priority we can all help to build the future we want" he stated.

As tourists, we have a chance to contribute to the local communities we travel to. Many campaigns and websites online have issued tips and guidelines on how to travel sustainably. Tips can include supporting the local economy by eating at local restaurants or not buying souvenirs from endangered trees or plants. One of the simple steps we can all make is in relation to our water use while on vacation. Lacking water resources is common in many countries popular with European tourists. Take a quick shower and don't let the water run while brushing your teeth, this way we can all contribute to protecting our future.

**Additional links:**

[World Tourism Day](#)

[Livestream](#)