

2017
**INTERNATIONAL YEAR
OF SUSTAINABLE TOURISM
FOR DEVELOPMENT**

**TRAVEL.
ENJOY.
RESPECT.**



1. About us

2. Tourism Trends

3. IY2017

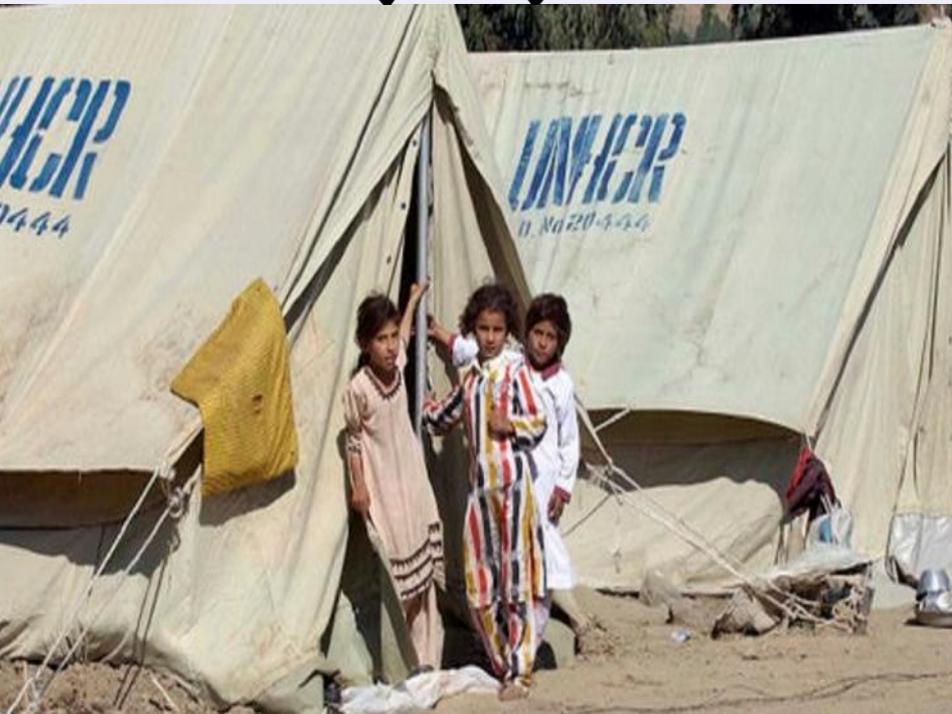


About UNWTO



UN specialized agency responsible for the promotion of tourism as a tool for economic growth, inclusive development and environmental sustainability

- 158 Full Members** (Governments)
- 6 Associate Members** (non sovereign territories)
- 500+ Affiliate Members** (non-governmental)
- 2 Observers** (Holy See and Palestine)



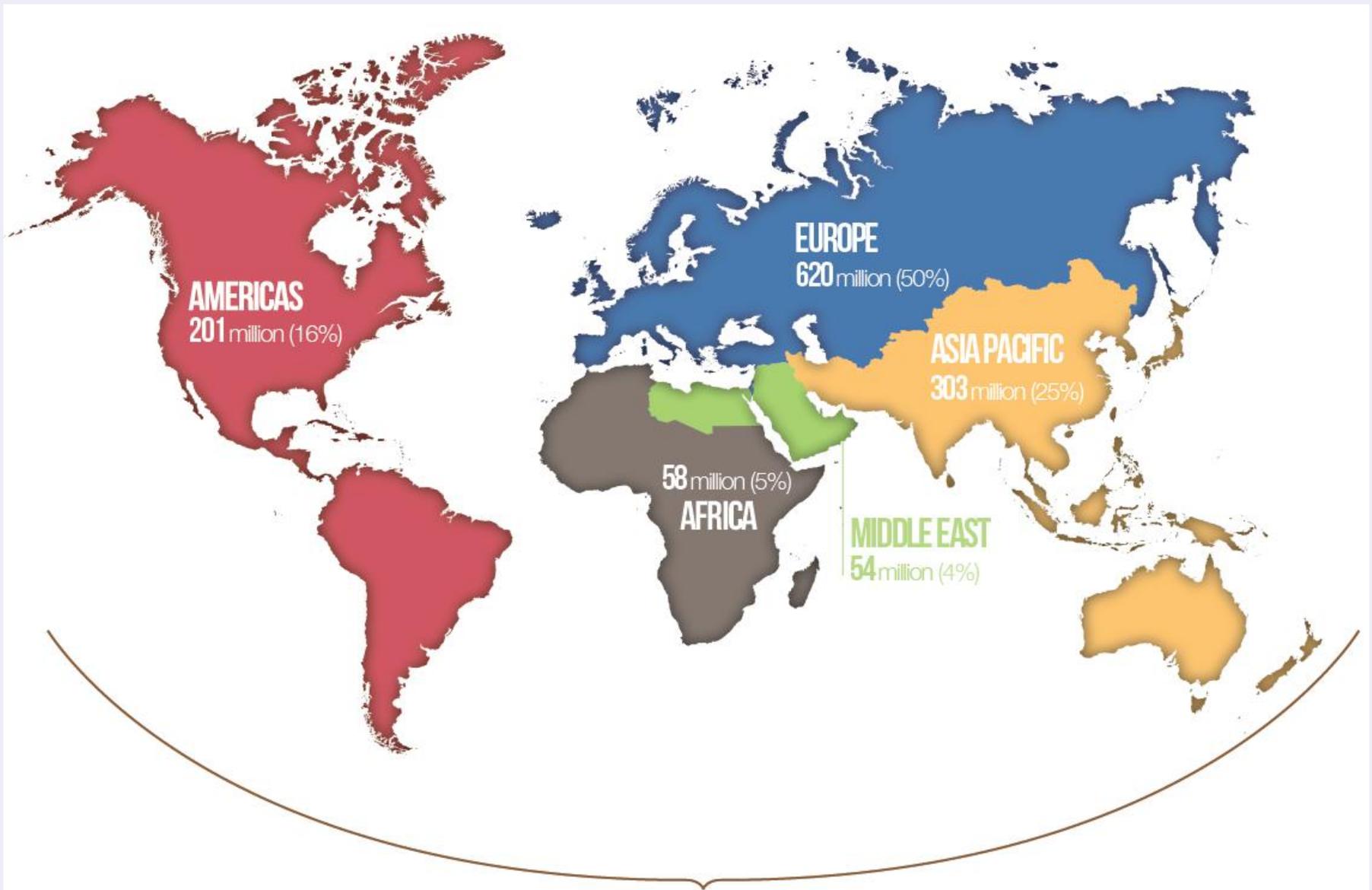




1. About us

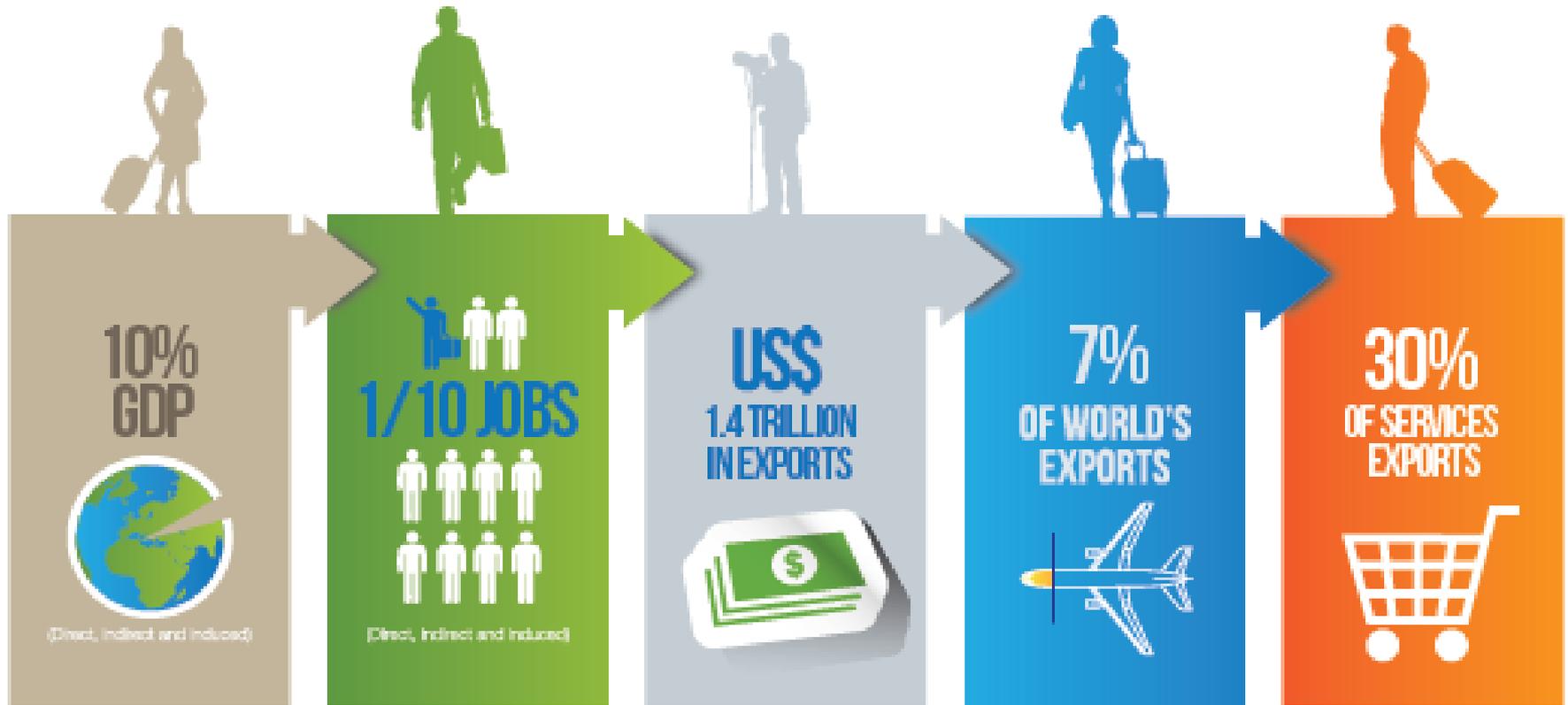
2. Tourism Trends

3. IY 2017



WORLD: 1,235 MILLION

World tourism



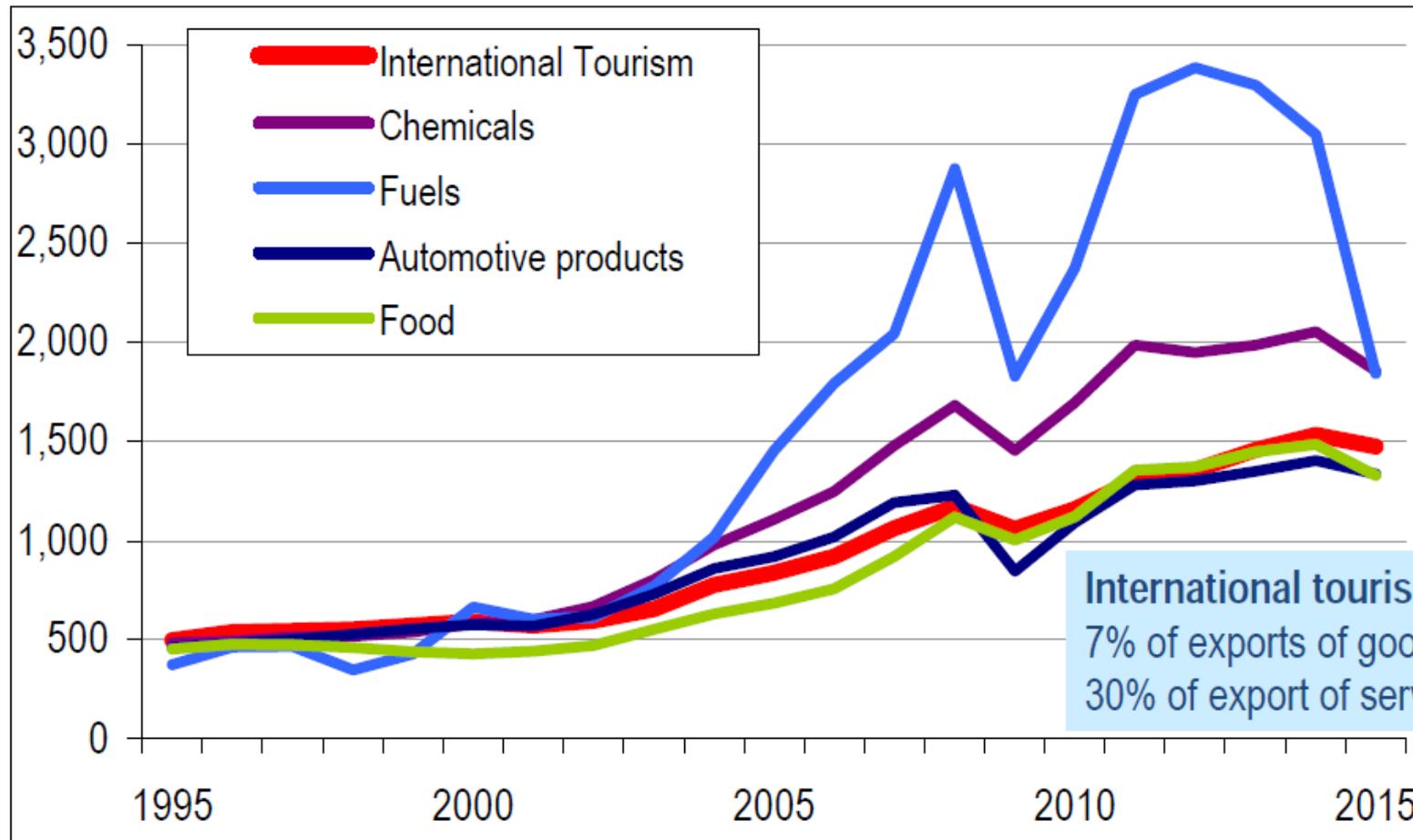
WHY TOURISM MATTERS

International tourism vs. other export categories

International Tourism (BOP Travel & Passenger transport) and export

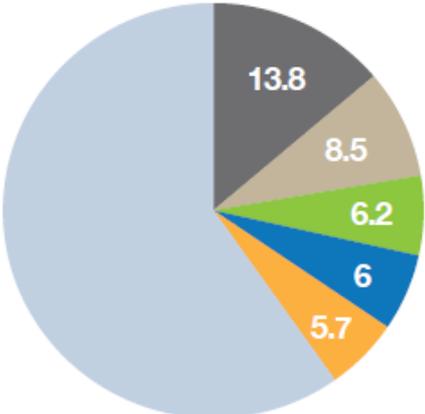
World

(US\$ billion)

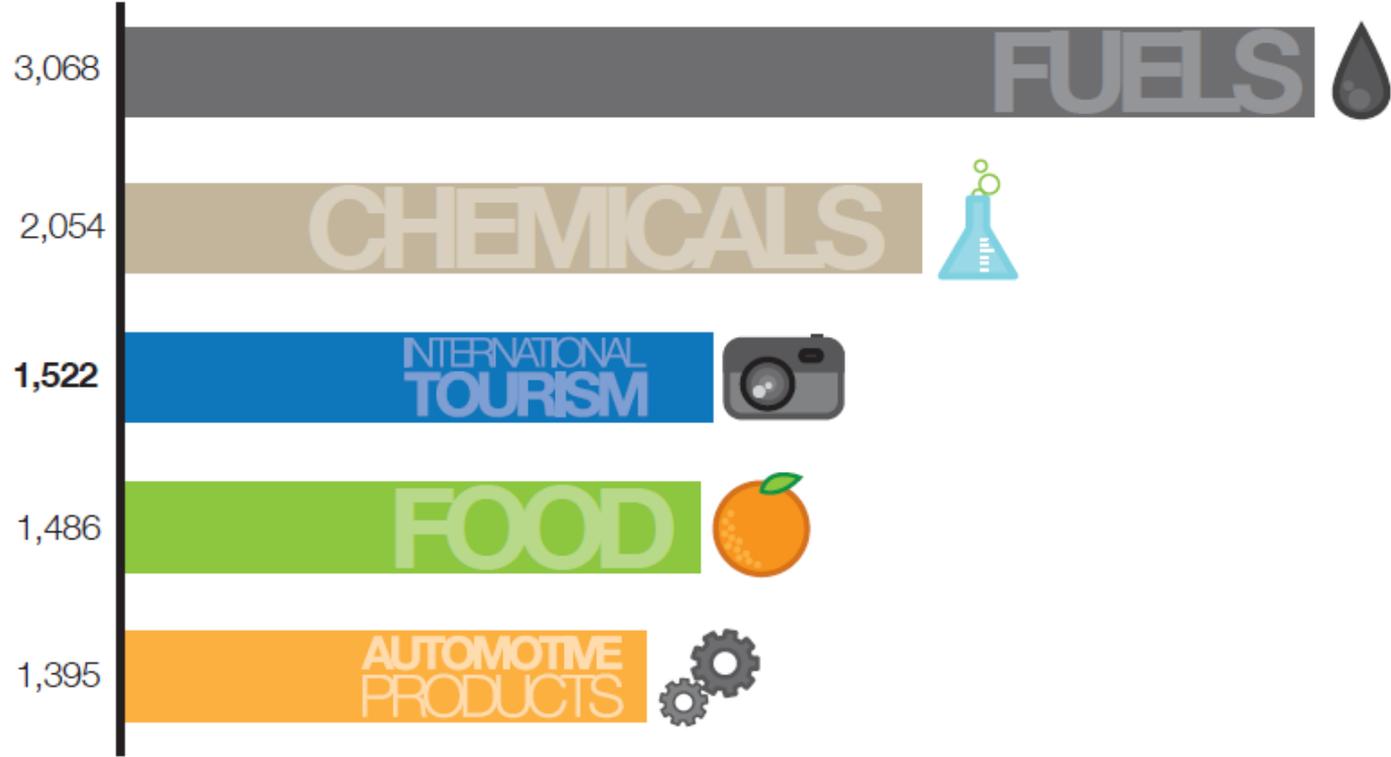


International tourism:
7% of exports of goods and services
30% of export of services

2014
EXPORT EARNINGS
BY CATEGORY
US\$ billion

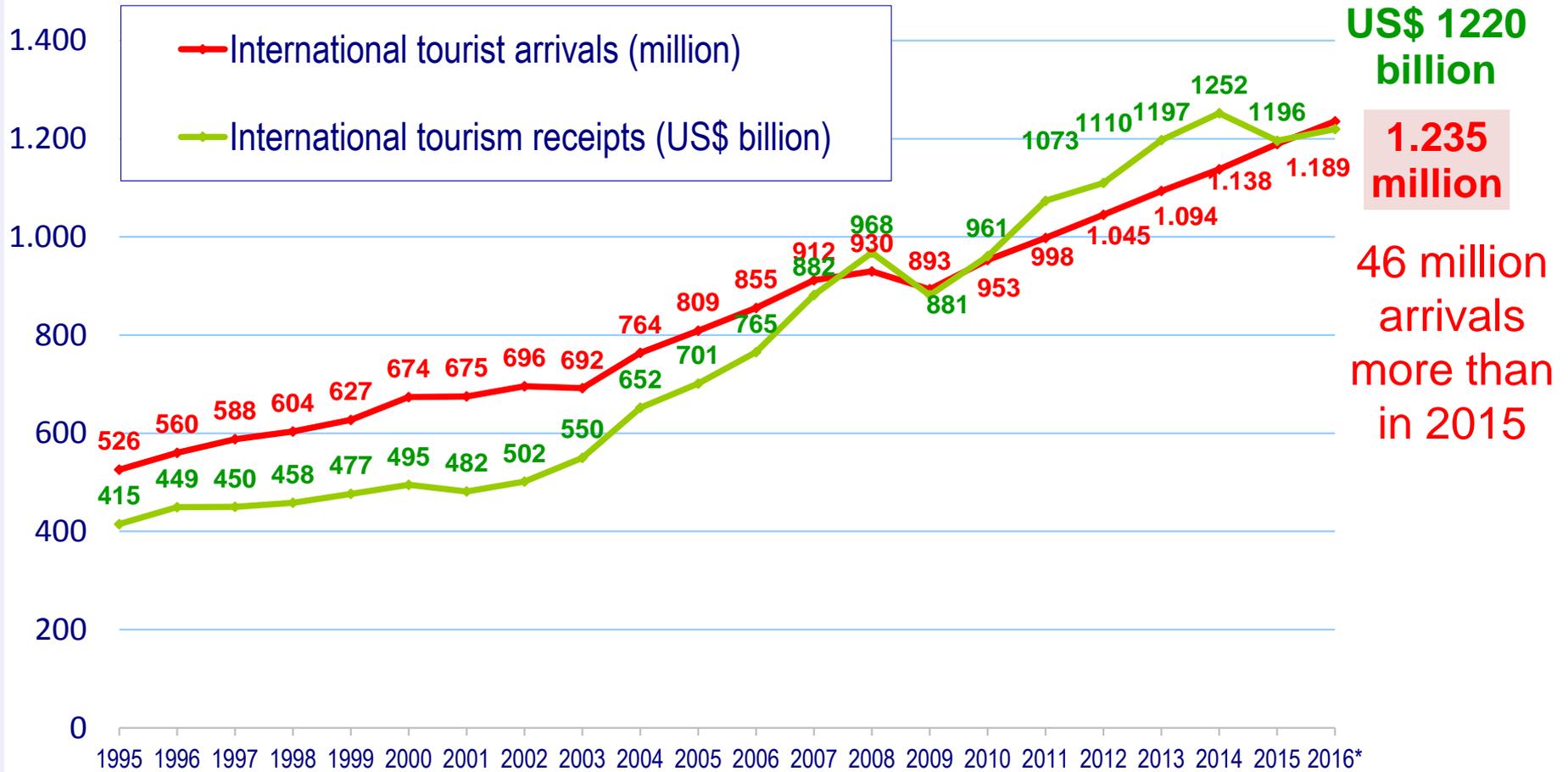


MARKET SHARE
(%)

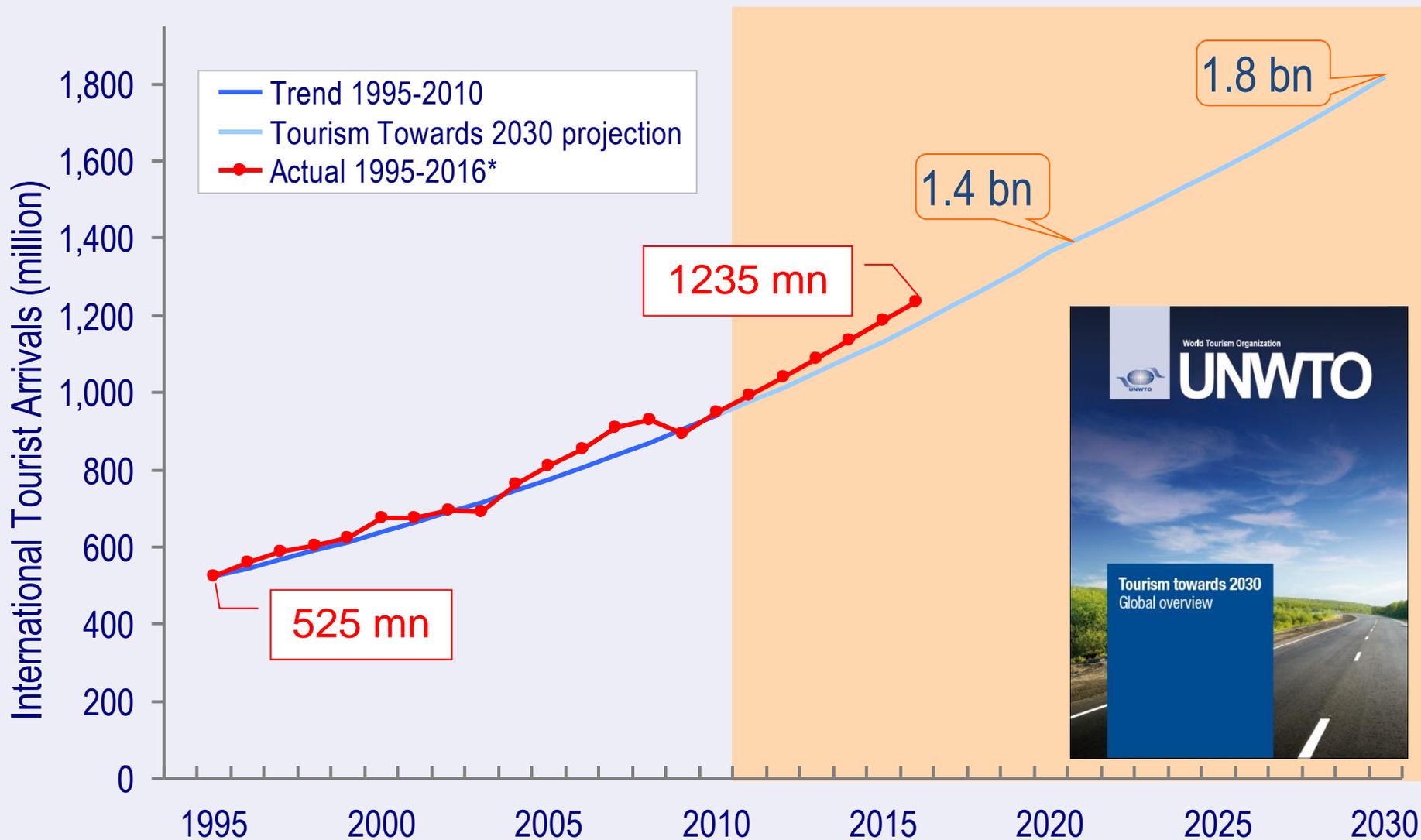


Inbound tourism in the world

International tourist arrivals and receipts, 1995-2016*



Actual Trend vs. Tourism Towards 2030 projection



Source: World Tourism Organization (UNWTO)

Tourism towards 2030

43

million
additional
international
tourist arrivals per
year

A photograph of a wooden boat filled with fresh produce, including red tomatoes, yellow lemons, and green apples, floating on water. The boat is part of a floating market. A person wearing a white hat is visible in the background. The water is dark and reflects the surrounding environment.

1. About us

2. Tourism Trends

3. IY 2017

Sustainable tourism for development

Rio de Janeiro
1992

Agenda 21

Johannesburg
2002

Rio+10

Marrakesh
2003-2011

Marrakesh
Process 2003-
2011

Rio de Janeiro
2012

Rio+20

New York
2015

New SDG

2017

International
Year of
Sustainable
Tourism for
Development

Adoption of a 10-year framework of programme (10YFP) on Sustainable Consumption and Production (SCP); in 2014, appointment of UNWTO has lead partner for tourism



The 2030 Agenda for Sustainable Development



SUSTAINABLE DEVELOPMENT GOALS
17 GOALS TO TRANSFORM OUR WORLD



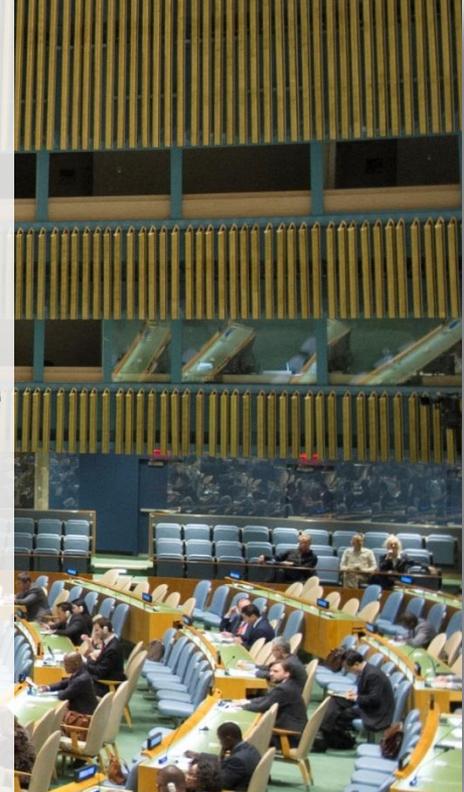
The 2030 Agenda for Sustainable Development





70th Session of UN General Assembly 2015

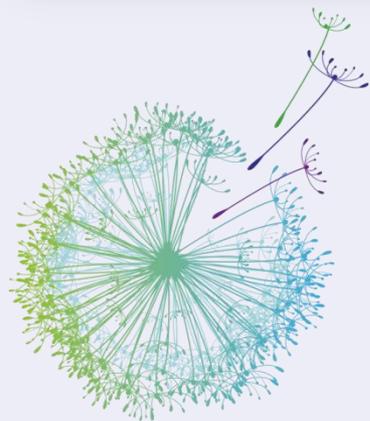
“Decides to proclaim 2017 the International Year of Sustainable Tourism for Development”



UNWTO- the leading agency to coordinate all IY2017 related activities on a global basis...

1967: International Tourist Year:
Tourism – Passport to Peace

2002: International Year of Ecotourism



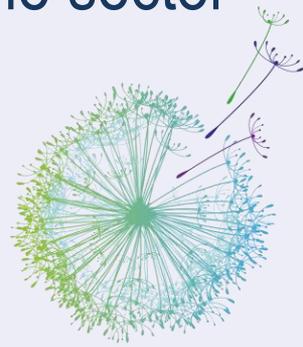
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OBJECTIVES

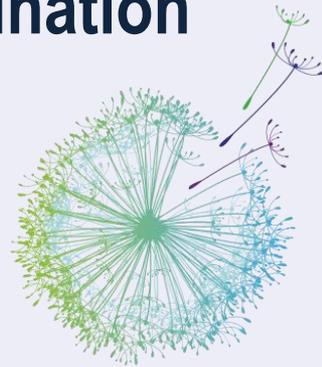
- ① **Raise awareness** on the contribution of sustainable tourism to development
- ② **Mobilize** all stakeholders in making the sector a catalyst for positive change
- ③ **Foster change** in policies, business practices and consumer behavior in tourism





LINES OF ACTION

- ① **Advocacy and awareness-raising**
- ② **Knowledge creation and dissemination**
- ③ **Policymaking**
- ④ **Capacity-building and education**



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5 KEY AREAS

- ① Inclusive and sustainable economic growth
- ② Social inclusiveness, employment and poverty reduction
- ③ Inclusive and sustainable economic growth
- ④ Cultural values, diversity and heritage
- ⑤ Mutual understanding, peace and security



SUSTAINABLE DEVELOPMENT GOALS

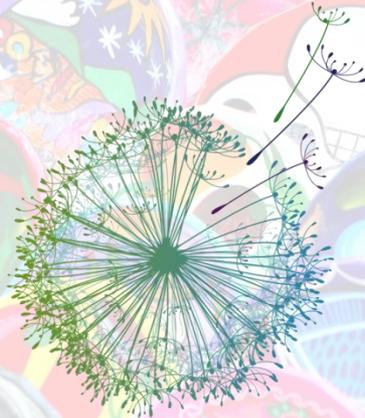
THE 2030 AGENDA FOR SUSTAINABLE DEVELOPMENT



IY2017 Key Areas

- SDGs 1, 2, 8, 9, 10, 17 → Inclusive and sustainable economic growth
- SDGs 1, 3, 4, 5, 8 → Social inclusiveness, employment and poverty reduction
- SDGs 6, 7, 11, 12, 13, 14, 15 → Resource efficiency, environmental protection and climate change
- SDGs 8, 11, 12 → Cultural values, diversity and heritage
- SDGs 4, 16 → Mutual understanding, peace and security

ROADMAP



2017
INTERNATIONAL YEAR
OF SUSTAINABLE TOURISM
FOR DEVELOPMENT

OFFICIAL SPONSORS

amadeus

ANA

CHIME 长隆LONG 长隆旅游

GOVERNACIÓN DE MADRID
INNOVACIÓN
RESEÑA TURISMO
AGENCIA TURISMO
SUSTENTABLE

Mallorca Ibiza
Menorca Formentera
Iles Balears



GLOBAL TOURISM
ECONOMY RESEARCH
CENTRE
世界旅游经济研究中心

GOBIERNO DE COLOMBIA

MINCOMERCIO
INDUSTRIA Y TURISMO

Hilton



minube

PR MEDIACO
TRAVEL PR - EVENTS - FILMING

Ras Al Khaimah
Tourism Development Authority

DIAMOND PARTNERS

arona
TRAVEL CO.

AZERBAIJAN

首都航空
Capital Airlines

eventisimo
AGENCIA DE COMUNICACIÓN Y EVENTOS
WWW.EVENTISIMO.COM

Georgia

mastercard

México
visitmexico.com

TRAVEL CO
THE
TTC
A FAMILY OF BRANDS
DRIVEN BY SERVICE
TTC.COM

GOLD PARTNERS

airbnb
Belong Anywhere

alphaland
CORPORATION



Generalitat de Catalunya
Government of Catalonia
Catalan Tourist Board

GENERALITAT
VALENCIANA

COMUNITAT
VALENCIANA

Germany
The travel destination
www.germanytravel



HTW Chur
Hochschule für Technik und Wirtschaft
University of Applied Sciences

IHG
InterContinental
Hotels Group

Innovation
Norway

TURISMO DE
PORTUGAL

pwc

SILVER PARTNERS

ECORUN

JTB
Perfect moments, always

myclimate
shape our future

south pole
group

swisscontact

SPECIAL PARTNER



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Swiss Confederation

Federal Department of Economic Affairs,
Education and Research EAER
State Secretariat for Economic Affairs SECO

MEDIA PARTNERS

CNN rtve

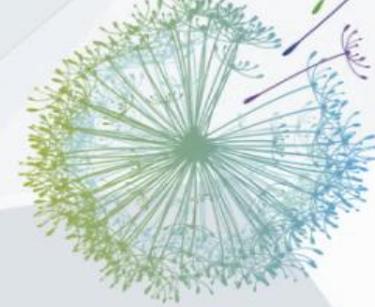


UNWTO

- **Content**
- **Measurement**
- **Ethics**
- **Development**
- **Official events**
- **Y Ambassadors**
- **Website**
- **Campaign**

INTERNATIONAL YEAR 2017

WEBSITE



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WEBSITE

SHARING
SOLUTIONS

The website is a collaborative platform inviting all players to share content (projects, initiatives, stories and research) as well as their own celebrations of the IY2017.

SHARING
STORIES

www.tourism4development2017.org

SHARING
KNOWLEDGE

Share knowledge and allow the world to learn more about how sustainable tourism can be an effective tool for development.

TRAVEL.
ENJOY.
RESPECT.

CAMPAIGN

- **A Consumer-oriented Campaign**

Promotion through international media, Travellers' competition, Consumer pledge...

- **Tips for a Responsible Traveler**

Developed by the World Committee on Tourism Ethics and are based on the UNWTO Global Code of Ethics for Tourism



TIPS FOR A RESPONSIBLE TRAVELLER



HONOUR YOUR HOSTS AND OUR COMMON HERITAGE

Research your destination to learn about local customs, traditions and social conditions. It's a great way to build understanding of the local community and excitement for your adventure ahead.

Learn to speak a few words in the local language. This can help you connect with the local community and its people in a more meaningful way.

Experience and respect all that makes an international destination different and unique, from its history, architecture, religion, dress and communication codes, to its music, art and cuisine.

Always ask before taking photographs of other people as their privacy matter as much as yours.



PROTECT OUR PLANET

Reduce your environmental impact by being a guardian of natural resources, especially forests and wetlands.

Respect wildlife and their natural habitats.

Purchase products that aren't made using endangered plants or animals.

In protected areas, access only the places open to visitors.

Reduce your water and energy consumption whenever possible.

Leave only a minimum footprint and a good impression behind.



SUPPORT THE LOCAL ECONOMY

Buy locally-made handicrafts and products.

Respect livelihoods of local vendors and artisans by paying a fair price.

Do not buy counterfeit products or items that are prohibited by national/international regulations.

Hire local guides with in-depth knowledge of the area.



BE AN INFORMED TRAVELLER

Take appropriate health and safety precautions prior and during your trip.

Know how to access medical care or contact your embassy in case of an emergency.

Research well before engaging into voluntourism.

Choose tourism operators with environmental policies and community projects in place.

BE A RESPECTFUL TRAVELLER

Observe national laws and regulations.

Respect human rights and protect children from exploitation. Abusing children is a crime.

Refrain from giving money to begging children and support community projects instead.

Take photos instead of protected cultural artefacts as mementos of your trip.

Provide honest travel reviews upon your return and promote your positive experiences.



ETHICS

Approval of the Framework Convention on Tourism Ethics

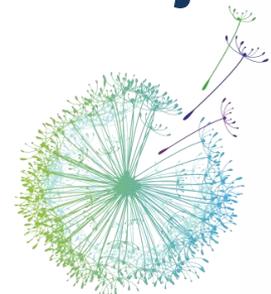
- I. Covers responsibilities of all stakeholders in the development of sustainable tourism
- II. Legal framework to ensure that tourism growth is managed responsibly



CONTENT

- I. **Discussion Paper on
“Sustainable Tourism for Development”**
- II. **“Journey to 2030: Tourism and the
Sustainable Development Goals” Project**

UNWTO

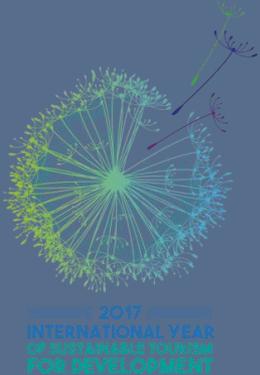


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MEASURING SUSTAINABILITY

Measuring Sustainable Tourism

- I. **SDG indicators based on statistics**
- II. **Integrated policies need integrated data**
- III. **UNWTO + UNSD working to harmonize TSA and SEEA**



Engage,
Research &
Discuss



Pilot studies



Statistical
standard



Capacity
building



Int'l
Database



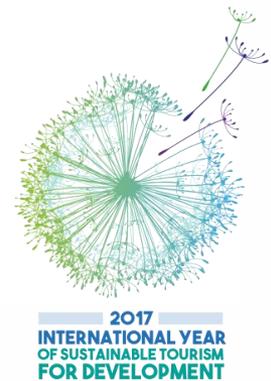
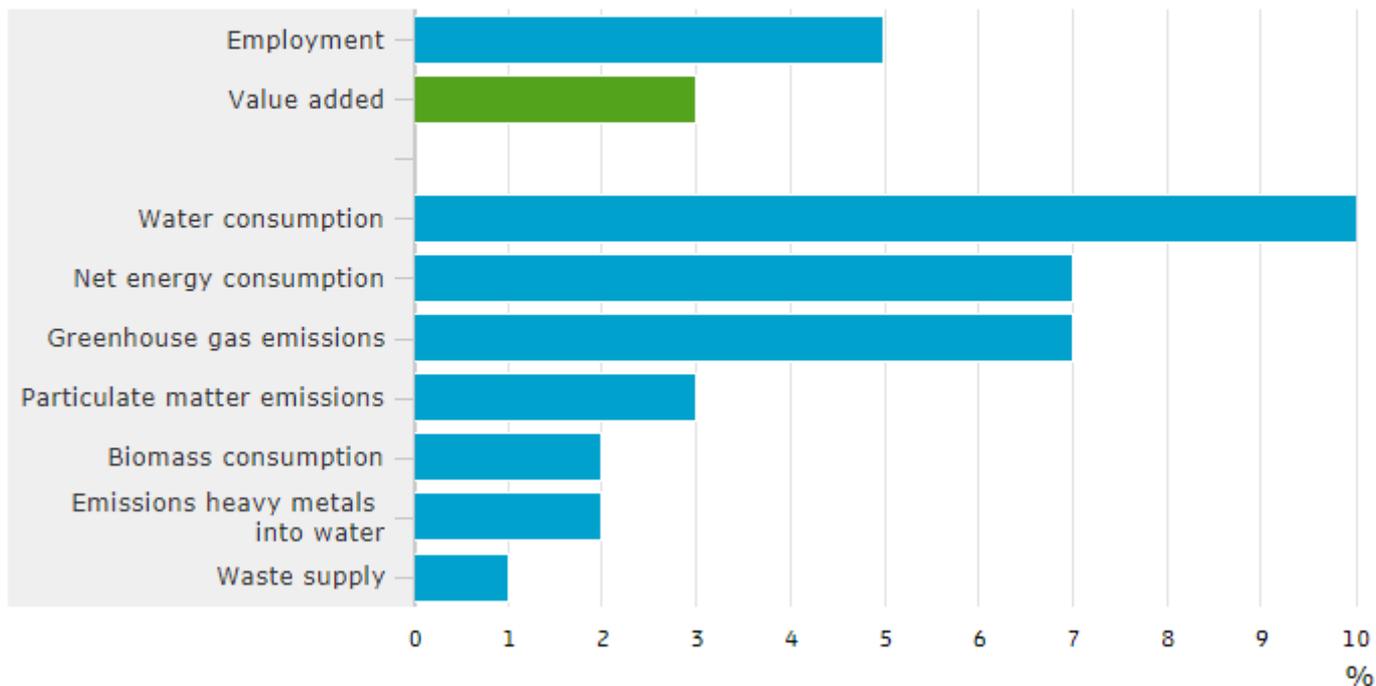
Analysis



Policy &
decision-
making

MEASURING SUSTAINABILITY

Share sector tourism in environmental-economic indicators relative to total economic activities in the Netherlands

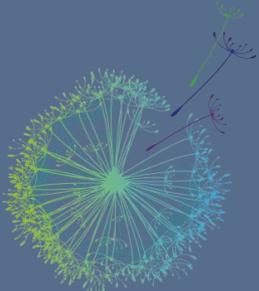




MEASURING SUSTAINABILITY

International Network of Sustainable Tourism Observatories

- I. Tangible and structured data for evidence-based decision-making
- II. Engage local stakeholders in destination management
- III. Flexible
- IV. Innovate and exchange knowledge



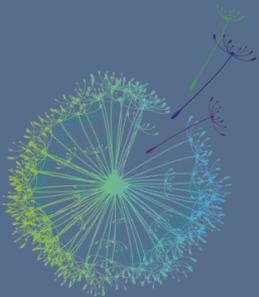
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DEVELOPMENT

Inclusion of UNWTO in OECD DAC's list of Official Development Assistance (ODA)-eligible organizations

- I. Membership fees are ODA-eligible**
- II. Powerful recognition of role of tourism in sustainable development**



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UNWTO

SPECIAL AMBASSADORS



**H.E. Mr. Juan
Manuel Santos**



**H.E. Mr. Luis
Guillermo Solís**



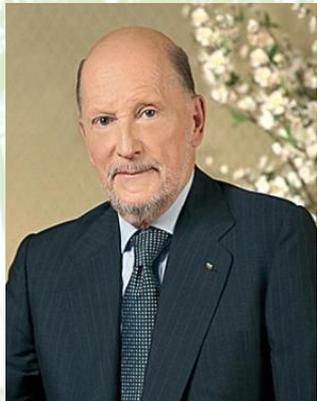
**H.E. Mrs. Ellen
Johnson Sirleaf**



**H.E. Maria-Louise
Coleiro Preca**



**H.E. Mr. Tuilaepa
Sailele Malielegaoi**



**H.M. King
Simeon II**



**H.E. Shaikha Mai
bint Mohammed
Al-Khalifa**



**H.E. Dr. Talal
Abu-Ghazaleh**



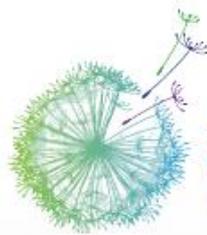
**Dr. Michael
Frenzel**



Mr. Huayong Ge



OFFICIAL EVENTS



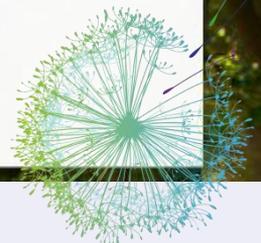
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UNWTO

CALENDAR OF OFFICIAL EVENTS OF THE INTERNATIONAL YEAR 2017

www.tourism4development2017.org



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FOR DEVELOPMENT



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