

2017
INTERNATIONAL YEAR
OF SUSTAINABLE TOURISM
FOR DEVELOPMENT

A photograph of a wooden boat filled with fresh produce, including a large quantity of red tomatoes, yellow lemons, and green apples, floating on water. The boat is also equipped with various items like a striped bag, a yellow plastic bag, and a blue bucket. The water is dark and reflects the surrounding environment.

1. About us

2. Tourism Trends

3. IY 2017

About UNWTO



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

157 Full Members (Governments)

6 Associate Members (non sovereign territories)

500+ Affiliate Members (non-governmental)

2 Observers (Holy See and Palestine)





1. About us

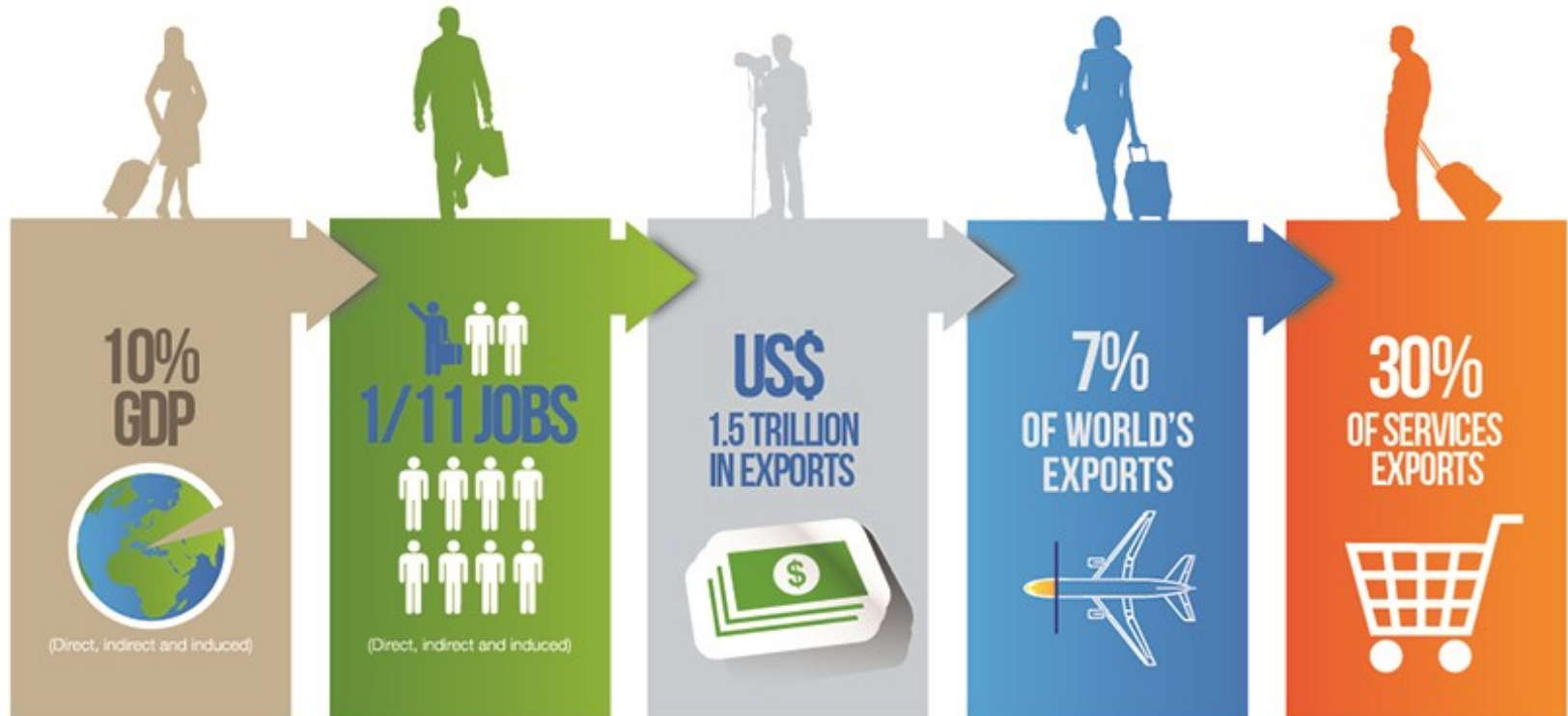
2. Tourism Trends

3. IY 2017



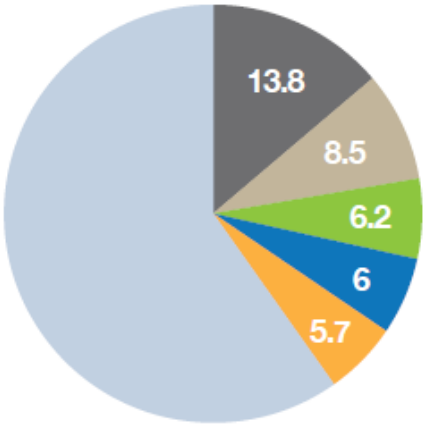
World tourism

2015
1,186 million
people travelled the world!

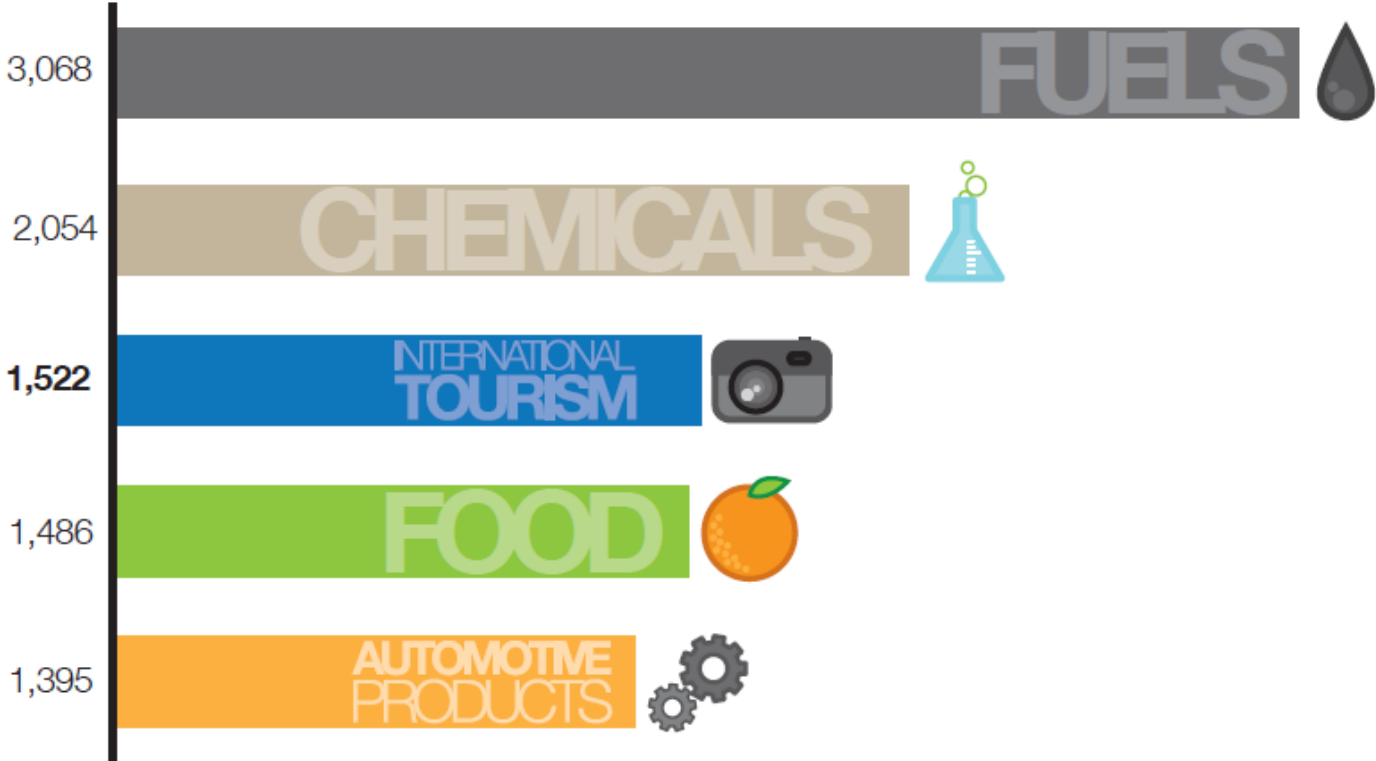


WHY TOURISM MATTERS

2014
EXPORT EARNINGS
BY CATEGORY
US\$ billion

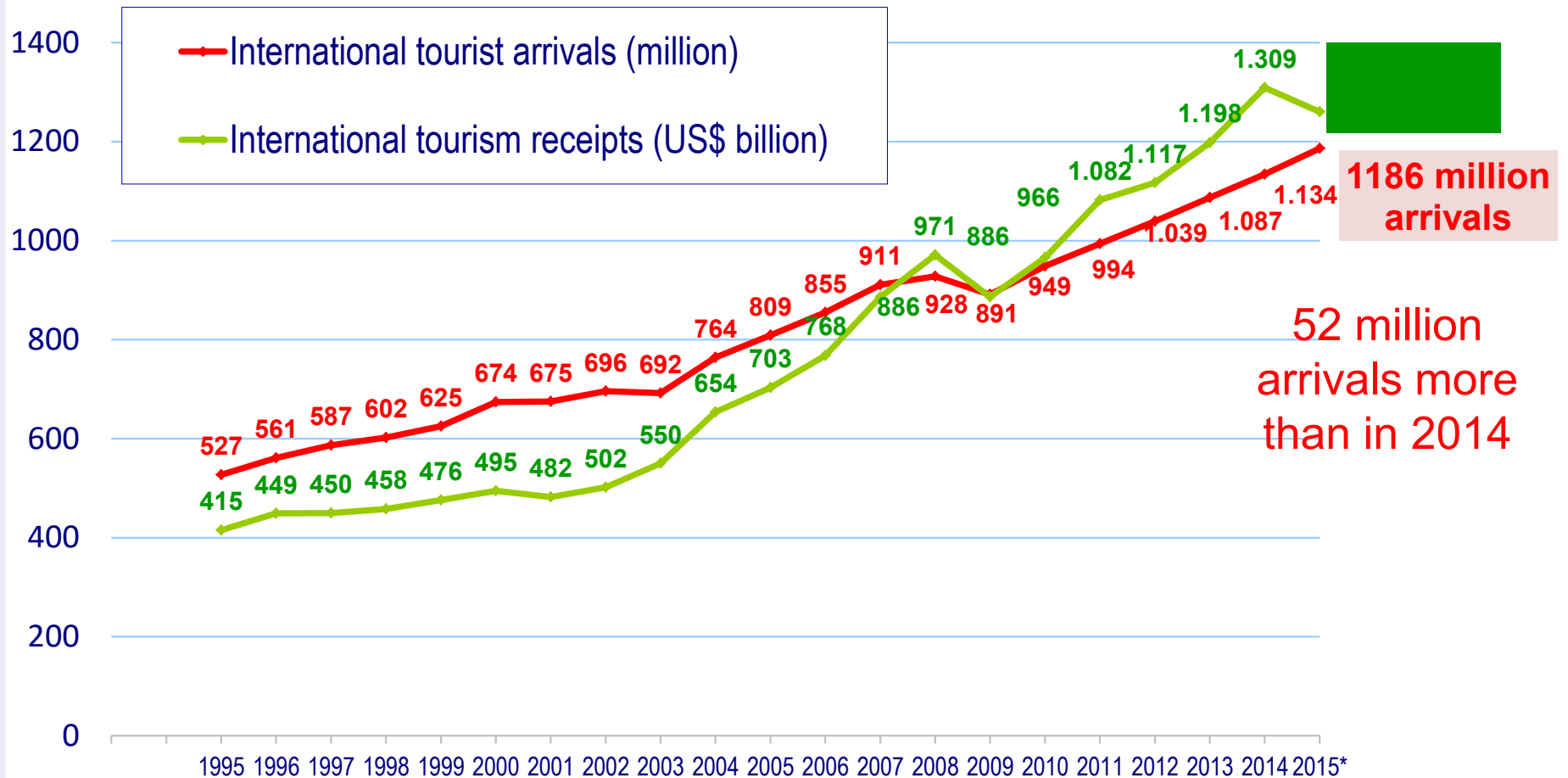


MARKET SHARE
(%)



Inbound tourism in the world

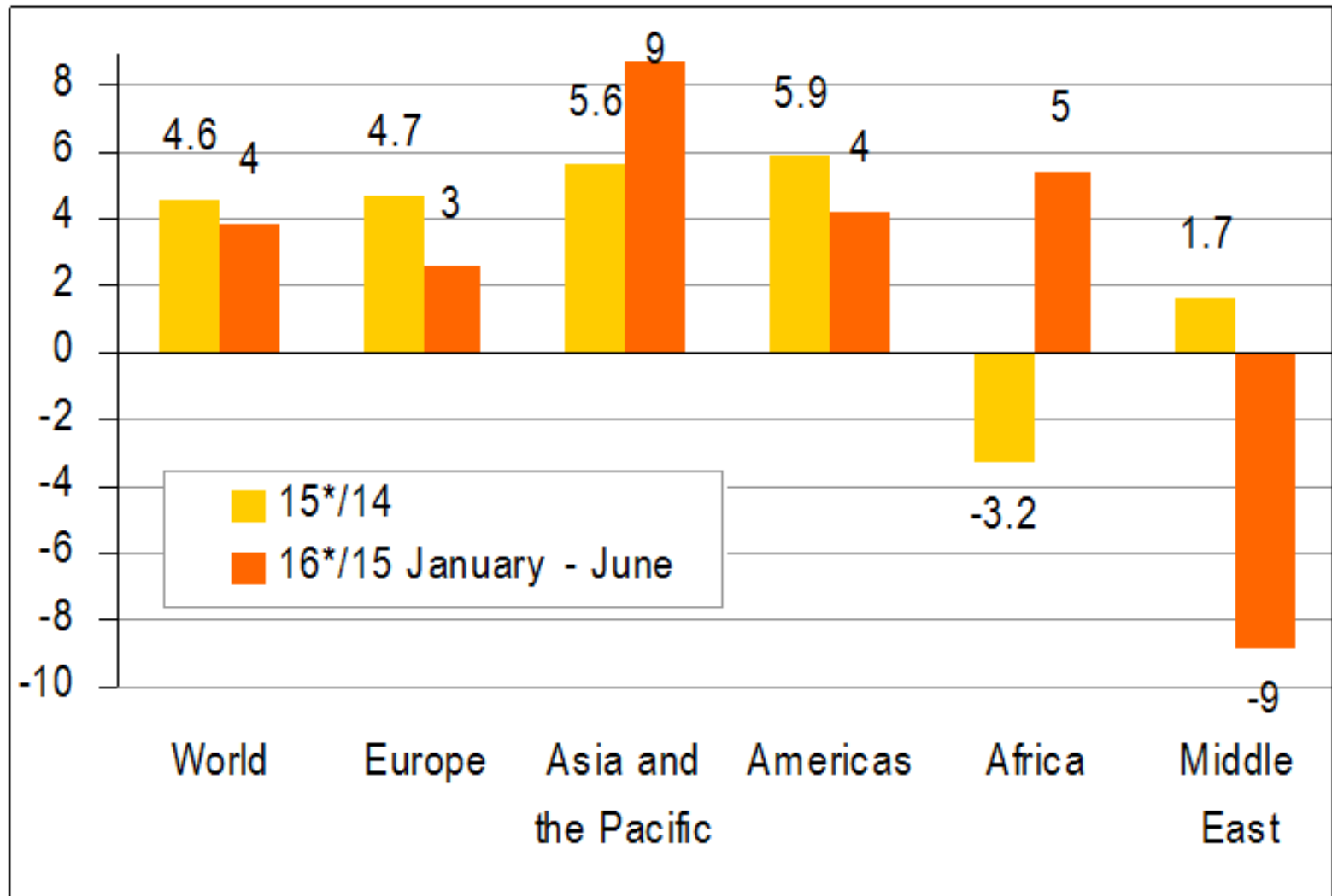
International tourist arrivals and receipts, 1995-2015*



2015 and 2016 by region

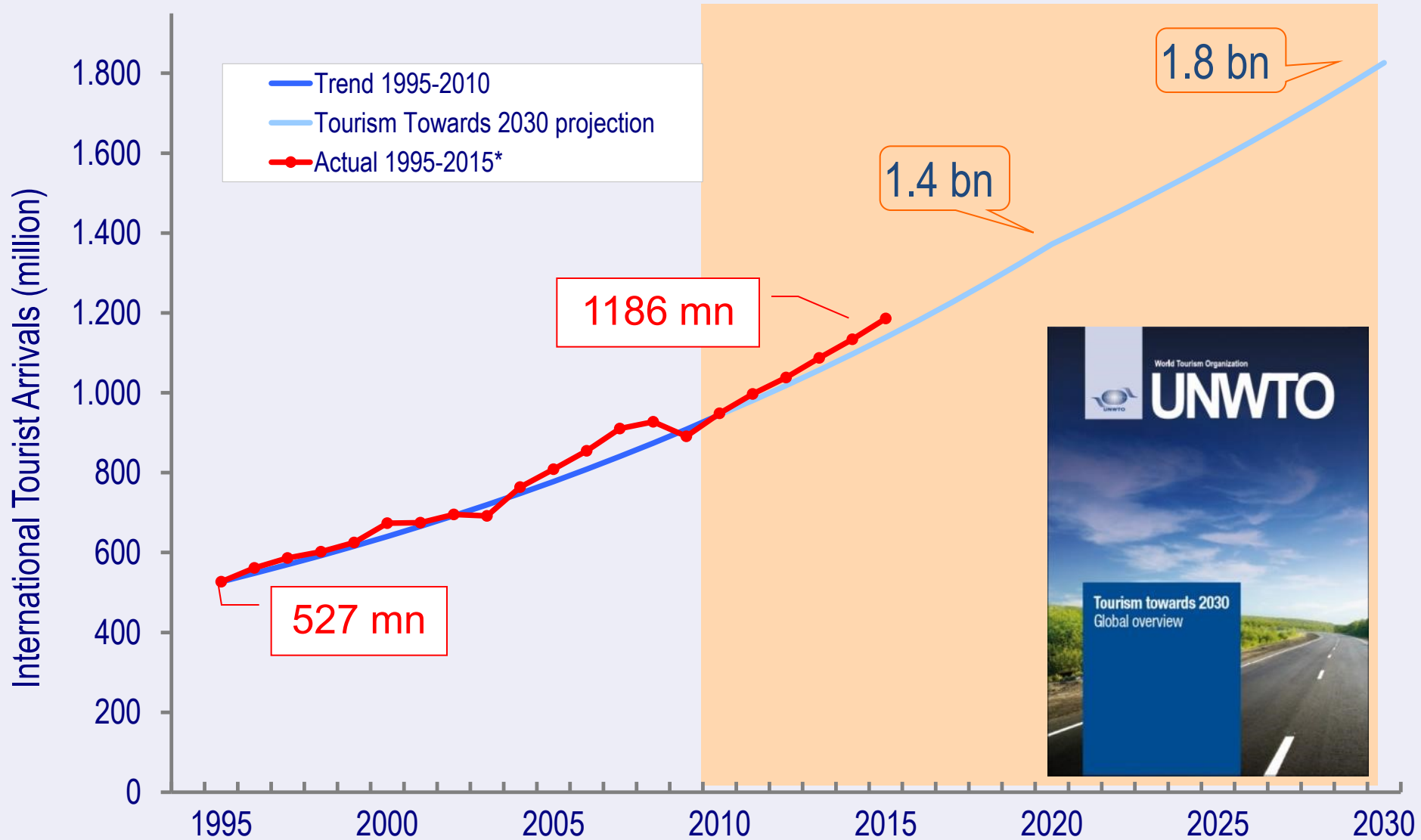
International Tourist Arrivals

(% change)



Source: World Tourism Organization (UNWTO)©

Actual Trend vs. Tourism Towards 2030 projection World



Source: World Tourism Organization (UNWTO)

Tourism towards 2030

43

million
additional
international
tourist arrivals per
year

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Sustainable tourism for development

Rio de Janeiro
1992

Johannesburg
2002

Marrakesh
2003-2011

Rio de Janeiro
2012

New York
2015

2017

Agenda 21

Rio+10

Marrakesh
Process 2003-
2011

Rio+20

New SDG

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

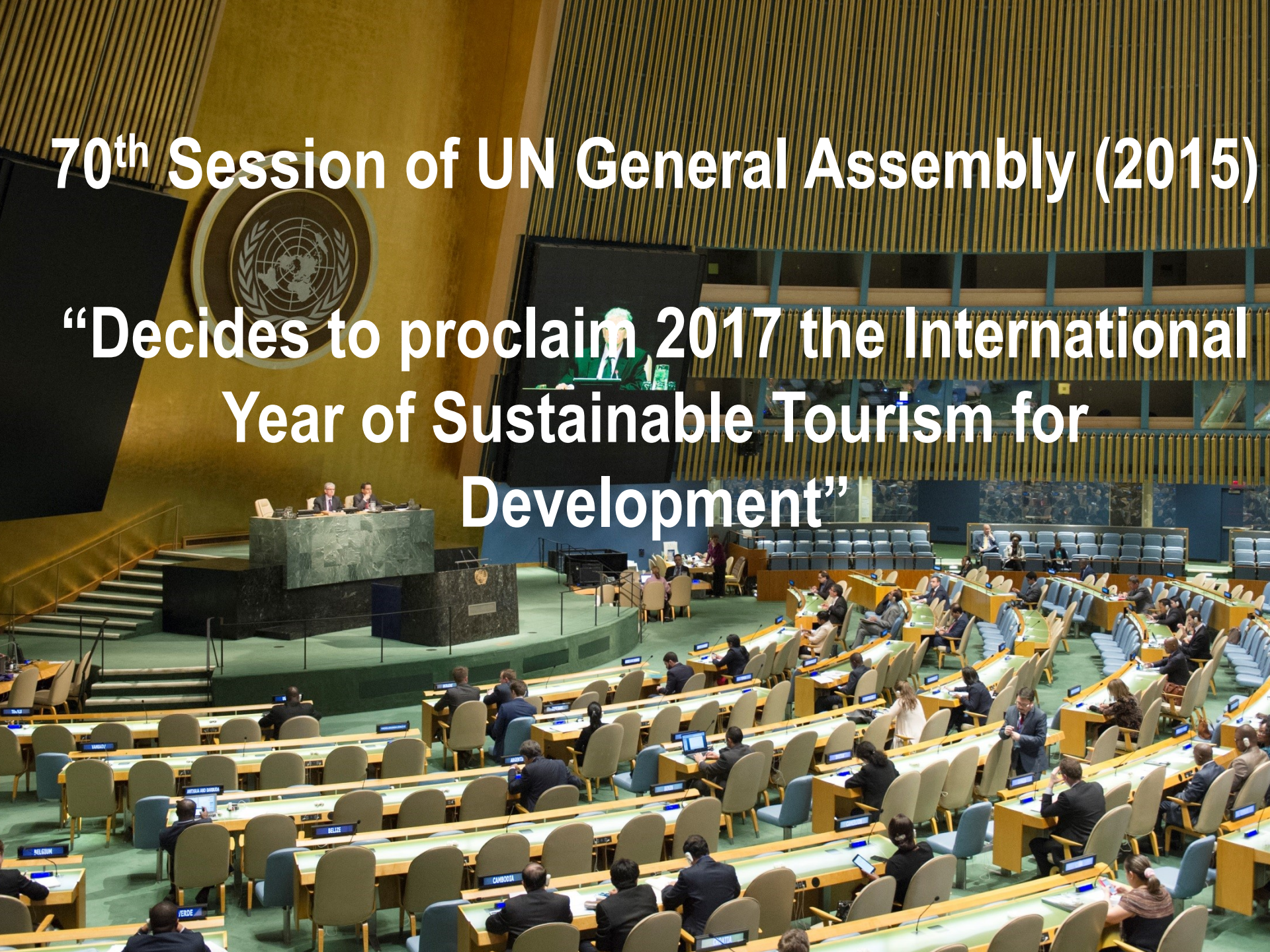


SUSTAINABLE DEVELOPMENT GOALS
17 GOALS TO TRANSFORM OUR WORLD



70th Session of UN General Assembly (2015)

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

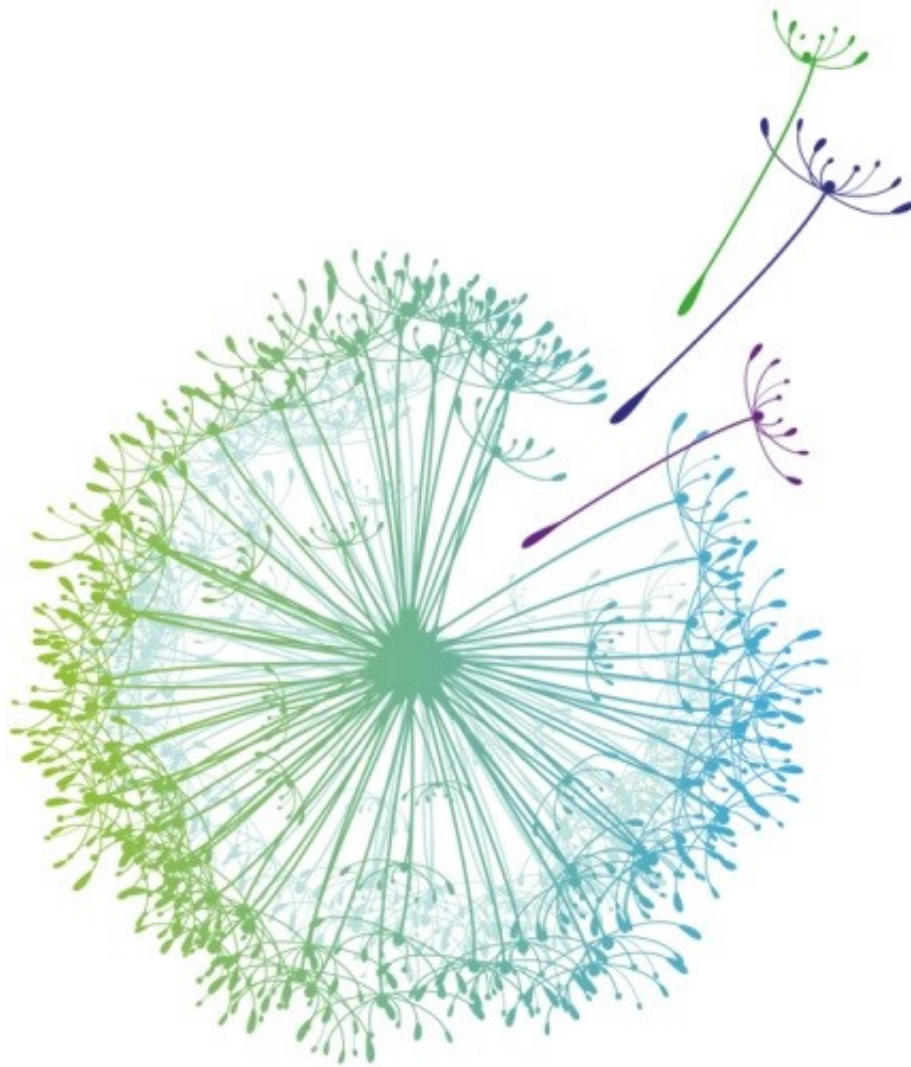


Objectives

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

Key Areas

- Sustainable economic growth
- Social inclusiveness, employment and poverty reduction
- Resource efficiency, environmental protection and climate change
- Cultural values, diversity and heritage
- Mutual understanding, peace and security

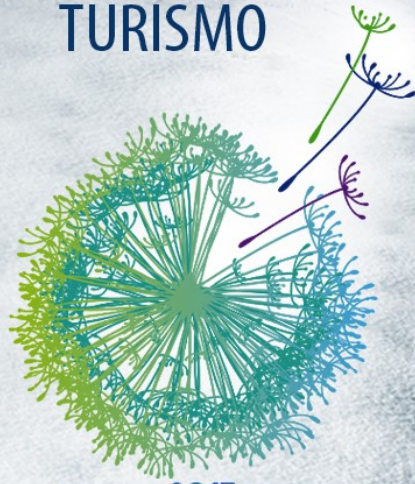


2017
INTERNATIONAL YEAR
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FOR DEVELOPMENT

Lines of Action

- Advocacy & Awareness
- Knowledge
- Policy
- Capacity Building & Education

TURISMO



2017
AÑO INTERNACIONAL
DEL TURISMO SOSTENIBLE
PARA EL DESARROLLO

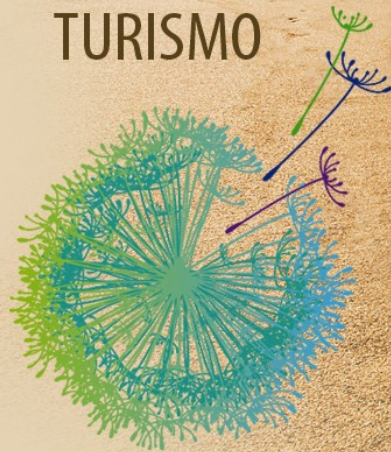
ESPAÑA

1,15€

CORREOS

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TURISMO



2017
AÑO INTERNACIONAL
DEL TURISMO SOSTENIBLE
PARA EL DESARROLLO

ESPAÑA
CORREOS

1,30€

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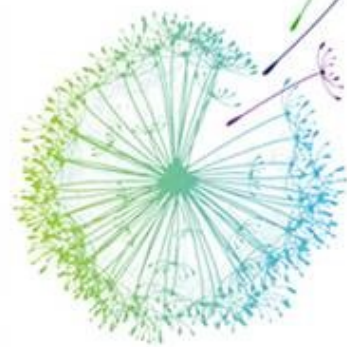


MAISON DE LA NATURE
ET DE L'ENVIRONNEMENT

SP&M
SAINT-PIERRE & MIQUELON

0,00 €

SAINT-PIERRE & MIQUELON
SP&M



2017
ANNÉE INTERNATIONALE
DU TOURISME DURABLE
POUR LE DÉVELOPPEMENT

0,00 €

RF POSTES 2017

Lines of Action

- Advocacy & Awareness
- Knowledge
- Policy
- Capacity Building & Education



2017 International Year of Sustainable Tourism for Development

A roadmap for celebrating together!

Selection of recommended activities for Governments, International Organizations (IOs), Private Sector, Academia and Non-Governmental Organizations (NGOs)

LINE OF ACTION	ACTIVITY*	WHO	WHAT TO REPORT ^{1,2}
1. Advocacy and awareness raising			
To promote sustainable tourism as a tool for development, encourage its full integration in national, regional and global development agendas, and highlight its catalytic function for economic and sustainable development	Establish special committees or designate focal points for the coordination of outreach and advocacy activities on an international, national, regional and local level	Governments IOs NGOs	Description of initiative (composition and role of the committee, etc.)
To stimulate a global debate on the contribution of tourism to the 2030 Agenda and the SDGs	Organize national and regional launches and closing events	Governments	Description of event(s) Number of participants
To increase awareness among all stakeholders — including tourists — of the impact of travel and tourism on society and the environment, and how responsible travel can contribute to sustainable development	Organize other events, meetings and conferences	Governments Private Sector Academia IOs NGOs	Description of each event Number of events Number of participants for each event Outcome of the event (reports, declaration, etc.)
	Develop a media and social media plan including press conferences, interviews, press releases, articles, bloggers activities, etc.	Governments Private Sector Academia IOs NGOs	Description of media activity Number of media activities Estimated outreach
	Host, promote and encourage regional, national or local awards for sustainable tourism, for development initiatives and/or innovative research	Governments Private Sector Academia IOs NGOs	Description of awards Number of participants and awardees Estimated outreach
	Adapt the UNWTO exhibitions/activities and/or organize competitions and/or exhibitions (e.g. photography, essays, research, media/ social media, etc.)	Governments Private Sector Academia IOs NGOs	Description of competition/ exhibition Number of participants Estimated outreach
	Produce thematic stamps or coins	Governments	Description of initiative Outreach

<http://tourism4development2017.org/>

NGOs

IY 2017

UNWTO Activities

- Opening Ceremony
- Regional Meetings
- World Tourism Day
- General Assembly
- Closing Ceremony
- Flagship Report
- Responsible Traveller Campaign

TRAVEL.
ENJOY.
RESPECT.

#TRAVELENOYRESPECT

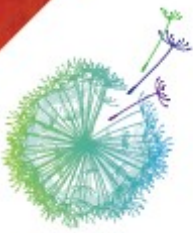
DRAFT



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#TRAVELENOYRESPECT



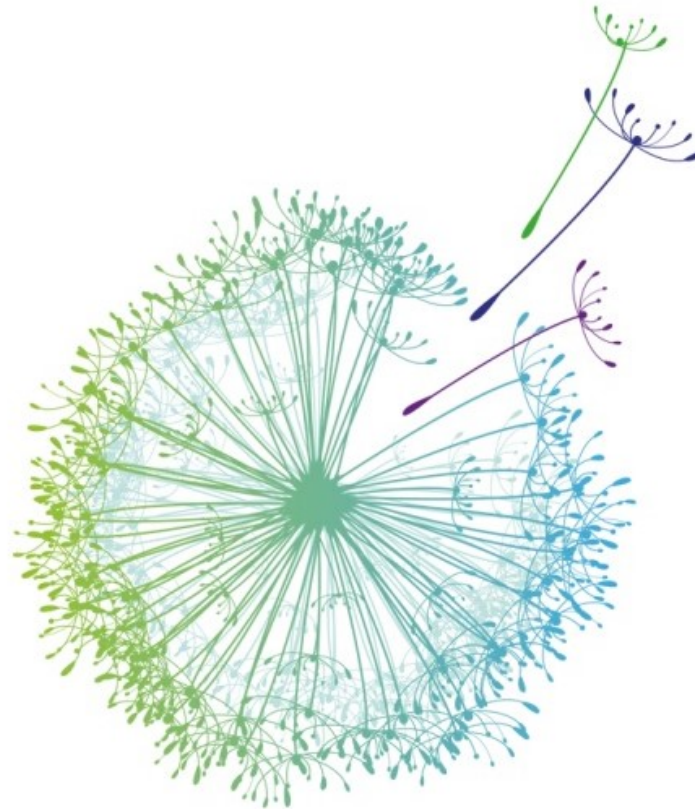
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Partnership **Opportunities**

Let's celebrate together

#IY2017



2017
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Thank you!

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