I. Introduction


II. Activities conducted in relation to the IY2017

2. During the reporting period, the following main activities have been carried out:

(a) Establishment of a Steering Committee, chaired by Samoa and consisting of 29 members from the public, private and civil sectors and academia (see Annex, part a), which held three meetings, two of which via video-teleconference, and which was regularly in contact with the Secretariat in order to guide and advise on activities related to the International Year of Sustainable Tourism for Development (IY2017).

(b) Development and subsequent worldwide dissemination of a Roadmap outlining five key areas in which tourism contributes to development, namely (i) sustainable economic growth, (ii) social inclusiveness, employment and poverty reduction, (iii) resource efficiency, environmental protection and climate change, (iv) cultural values, diversity and heritage and (v) mutual understanding, peace and security. The Roadmap also includes the objectives, lines of action and suggested activities for all stakeholders, as well as sponsorship and partnership opportunities in five languages.

(c) Development of an institutional communication plan aimed at increasing awareness of the IY2017, promote the engagement of all stakeholders and communicate the five pillars of the IY2017. The campaign is based on two main areas: (i) media relations through opinion articles and interviews published in printed and online media; (ii) online communication including a dedicated website available in three languages with a map of celebrations as well as co-creation spaces to share solutions, stories and knowledge on sustainable tourism.
(www.tourism4development2017.org), a set of resources including social media materials as well as other audiovisual resources including the official IY2017 logo (available in five UNWTO official languages and other designed upon request) selected through a worldwide competition. All materials are available online for Members States and all stakeholders to use and promote in their countries. As of the end June 2017, the outreach of the campaign included: 113,000 sessions and 71,000 users on the website, sharing in the website of 410 Events, 56 Solutions, 30 Knowledge sources and 45 Stories as well as a good level of outreach in social media with 12,713 followers on Facebook; 3,099 on Twitter and 10,450 views on YouTube during June only.

(d) Development of a consumer campaign ‘Travel.Enjoy.Respect’ aimed at raising awareness among travellers of their ability to promote positive change. The campaign includes a video, a set of tips for responsible traveller elaborated by the World Committee on Tourism Ethics in all official languages (others upon request) and a consumer facing microsite in three languages (traveleenjoyrespect.org to be released end of July). All materials are available online for Members States to use and disseminate in their countries. The campaign, which has been running through the year and is set to have its peak in August/September, includes three main actions: (i) awareness raising/advertising through partnerships with, among others, CNN, Renfe (Spanish Railways), Madrid Promotion Board; Mastercard as well as other IY2017 sponsors and partners; (ii) a travellers’ competition to select one “ambassador” to travel to the five world regions promoting sustainable travel (winner to be announced on World Tourism Day); and (iii) an Instagram competition to culminate at World Tourism Day on “Tourism for Development” on 27 September (more information in Annex, part f).

(e) Implementation of a global consultation around the discussion paper “Tourism for Development” that outlines along the five key areas the contributions of tourism to development, in order to seek responses on overall content and contributions of case studies for possible inclusion into the final flagship publication on “Tourism for Development” (Annex, part e: Executive Summary).

(f) Ongoing elaboration of the “Tourism and the Sustainable Development Goals: Journey to 2030” report, which addresses the links between tourism and the SDGs and setting an agenda for the sector towards 2030 (Annex, part c).

(g) Celebration of thirteen IY2017 Official Events (Annex, part b) in varying formats. At the date of this report, several IY2017 events have been successfully completed, namely the Launching Ceremony, events on the occasion of all six UNWTO Regional Commission Meetings, the Executive Council Session, as well as the 6th International Conference on Tourism Statistics, with more than 2,500 participants attending those.

(h) Establishment of a Special Ambassadors Programme, in order to enhance the advocacy and awareness raising on tourism as a tool for development and achieving the 2030 Agenda and the 17 Sustainable Development Goals. As of 4 July 2017 comprises ten high-profile individuals, namely:

- H.E. Mr. Juan Manuel Santos, President of Colombia;
- H.E. Mr. Sr. Luis Guillermo Solís Rivera, President of Costa Rica;
- H.E. Mrs. Ellen Johnson Sirleaf, President of Liberia;
- H.E. Mrs. Marie-Louise Coleiro Preca, President of Malta;
- H.E. Prime Minister Mr. Tuilaepa Sailele Malielegaoi, Independent State of Samoa;
• H.E. Shaikha Mai bint Mohammed Al Khalifa, President, Bahrain Authority for Culture and Antiquities;
• H.M. King Simeon II;
• H.E. Dr. Talal Abu-Ghazaleh, Chairman, Talal Abu-Ghazaleh Organization, Jordan;
• Mr. Huayong Ge, Chairman, UnionPay, China;
• Dr. Michael Frenzel, President, Federal Association of the German Tourism Industry.

(i) Agreements with more than 60 Official Sponsors, Partners and Friends of the IY2017 (Annex, part e), through a successful sponsorship and partnership scheme that helped to raise about one million euros in financial and in-kind contributions and thus enabled the Secretariat to engage in activities relevant for tourism and development.

III. Actions to be taken by the General Assembly:

3. The General Assembly is invited:

   (a) To recognize and thank Samoa, as Chair of the IY2017 Steering Committee (SC2017), and all other members of the SC2017, for their continued support and commitment;

   (b) To acknowledge and express gratitude for the invaluable support of the ten Special Ambassadors for the IY2017;

   (c) To encourage all Members and tourism stakeholders to continue exploring and making full use of the official IY2017 website, the official IY2017 logo, and to promote the consumer campaign “Travel.Enjoy.Respect.”;

   (d) To acknowledge the support of more than 60 Official Sponsors, Partners and Friends of the IY2017 thus far;

   (e) To encourage all Members to continue supporting the efforts of the Secretariat in mobilizing resources for the IY2017 and beyond, recalling that (i) according to the UN resolution on the IY2017, all UNWTO activities in the framework of the IY2017 must be met from voluntary contributions and (ii) advocacy and knowledge creation on tourism for development in general and in achieving the 2030 Agenda and its 17 Sustainable Development Goals in particular need to be further strengthened; and

   (f) To encourage the Secretariat to continue showing leadership in advocating for and providing understanding and guidance on tourism for development and its role in achieving the 17 Sustainable Development Goals, in order to contribute to prosperity and peace in the world.
Annex: IY2017-related documents and activities

a. Composition of the Steering Committee for the IY2017

**UNWTO Member States**

1. Samoa (Chair)
2. Colombia
3. Egypt
4. Indonesia
5. Morocco
6. Republic of Korea
7. Rwanda
8. Bahamas
9. Spain
10. Switzerland
11. Zimbabwe
12. Philippines
13. India

**UNWTO Associate Members**

14. Flanders

**UNWTO Affiliate Members**

15. Consolidated Tourism and Investment Consultants Limited, Jamaica
16. BTW (Federal Association of the German Tourism Industry)
17. Amadeus, Spain
18. NH Hotel Group, Spain
19. HOTREC, Belgium
20. ABTA, United Kingdom

**Other key stakeholders:**

**Academia**

21. George Washington University, USA
22. Hong Kong Polytechnic University, China
23. University of South Florida Patel College of Global Sustainability, USA

**Global Tourism Associations, DMOs and NGOs**

24. WTTC
25. PATA
26. The Travel Foundation
27. NECSTouR
28. Ras Al Khaimah Tourism Development Agency
29. Hilton Worldwide
b. UNWTO IY2017 official events

Opening Ceremony of the International Year of Sustainable Tourism for Development, 2017
Madrid, Spain, 18 January 2017

Interactive Session on the International Year of Sustainable Tourism for Development on the occasion of the UNWTO Regional Commission Meeting for Africa
Addis Ababa, Ethiopia, 19 April 2017

UNWTO & Arabian Travel Market Ministerial Forum on Tourism’s Contribution to Sustainable and Inclusive Economic Growth and Diversification in the MENA region on the occasion of the UNWTO Regional Commission for the Middle East
Dubai, UAE, 24 April 2017

Roundtable on Sustainable Urban Tourism on the occasion of the UNWTO Executive Council
Madrid, Spain, 10 May 2017

Event on the occasion of the UNWTO Regional Commission Meeting for Asia Pacific and South Asia
Dhaka, Bangladesh, 15–17 May 2017

International Seminar on New Technologies applied to Tourism on the occasion of the UNWTO Regional Commission Meeting for the Americas
Roatán, Honduras, 1 June 2017

Gala Dinner on the occasion of UNWTO Regional Commission Meeting for Europe
Chisinau, Moldova, 6 June 2017

International Conference on Tourism Statistics: Measuring Sustainable Tourism
Manila, Philippines, 21–24 June 2017

IY2017 Celebration on the occasion of the UNWTO General Assembly
Chengdu, China, 14 September

World Tourism Day 2017: Sustainable Tourism – A Tool for Development – Official Celebrations
Doha, Qatar, 27 September 2017

Montego Bay, Jamaica, 27–29 November 2017

UNWTO/UNESCO World Conference on Tourism and Culture: Fostering Sustainable Development,
Muscat, Oman, 11-12 December 2017

Closing Ceremony of the International Year of Sustainable Tourism for Development, 2017
Geneva, Switzerland, 19 December 2017
c. “Tourism and the Sustainable Development Goals: Journey to 2030”

This publication will serve as a guidance document showing how the tourism sector can contribute towards the implementation and achievement of the 17 SDGs. In particular, it should inspire governments, policymakers and tourism companies to incorporate relevant aspects of the SDGs into policy and financing frameworks as well as business operations, respectively. The content of the publication will be used to create an interactive web platform with the aim to share good practices, spark innovative ideas and set recommendations for action, as well as to monitor progress and results. Both the publication and the platform shall provide a roadmap and co-creation space for the tourism sector and the SDGs process until 2030. The Geneva Liaison Office is currently in discussion with the Swiss State Secretariat for Economic Affairs (SECO) to finalise funding to build a “Tourism and the SDGs” Platform aiming at providing a roadmap and a co-creation space from 2018 to 2030 for tourism stakeholders. The Platform will integrate the findings of the Report, as well IY2017 substantive activities.

d. List of 60 Sponsors, Partners and Friends of IY2017 as of 4 July 2017

<table>
<thead>
<tr>
<th>10 Official Sponsors (EUR 50,000)</th>
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<tr>
<td>Amadeus</td>
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<td>All Nippon Airways, Japan</td>
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<td>Chimelong Group, China</td>
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<td>Balearic Islands, Spain</td>
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<td>Global Tourism Education Centre, China</td>
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<td>Government of Colombia</td>
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<td>Government of Morocco</td>
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<td>Hilton</td>
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<td>Minube, Spain</td>
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<td>Ras Al- Khaimah</td>
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<th>8 Diamond Partners(EUR 20,000)</th>
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<tr>
<td>Patronato de Turismo Ayuntamiento de Arona, Spain</td>
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<td>Ministry of Culture and Tourism, Azerbaijan</td>
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<td>Capital Airlines, China</td>
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<td>Eventísimo, Spain</td>
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<td>Georgian National Tourism Administration</td>
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<td>Mastercard, Spain</td>
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<td>Ministry of Tourism, Mexico</td>
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<td>The Travel Corporation, USA</td>
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<th>12 Gold Partners (EUR 10,000)</th>
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<td>Airbnb</td>
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<td>Agència Catalana de Turisme, Spain</td>
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<td>Agència Valenciana del Turisme, Spain</td>
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<td>Alphaland Development, Inc., China</td>
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<td>East Asia Inter-Regional Tourism Forum (EATOF)</td>
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<td>German National Tourist Board</td>
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<td>Global Geoparks Network</td>
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<td>University of Applied Sciences HTW Chur - Institute of Tourism and Leisure, Switzerland</td>
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<td>Intercontinental Hotels Group, UK</td>
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<td>Innovation Norway</td>
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<td>Turismo de Portugal</td>
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<td>Price Waterhouse Cooper</td>
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<td>4 Silver Partners (EUR 5,000)</td>
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<td>South Pole Group</td>
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<td>Swisscontact</td>
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<td>JTB, Japan</td>
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<td>Ecorun, Spain</td>
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<th>24 Friends (EUR 1,000)</th>
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<td>ANVR, The Netherlands Association of Travel Agents and Tour Operators</td>
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<td>Betterfly, France</td>
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<td>BIZIBIZIKI, Spain</td>
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<td>Borneo Eco Tours</td>
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<td>Cabi, UK</td>
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<td>Desarrollo de Investigaciones Turísticas/Globaldit, Spain</td>
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<td>Diputación de Lleida, Spain</td>
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<td>Eden Network AISBL</td>
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<td>FEE-Blue Flag, Denmark</td>
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<td>FEE-Green Key</td>
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<td>Hersonisos Municipality, Greece</td>
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<td>InLombardia, Italy</td>
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<td>International Tourism Partnership, UK</td>
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<td>Lufthansa Group, Germany</td>
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<td>Mountain Lodges of Peru</td>
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<td>Peace Boat</td>
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<td>Private Foundation of the Hospital de la Santa Creu i Sant Pau, Spain</td>
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<td>Rainbow Garden Village, Germany</td>
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<td>Technical University of Crete, Renewable and Sustainable Energy Systems, Greece</td>
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<td>TripAdvisor</td>
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<td>Université d'Angers/UFR ESTHUA, France</td>
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<td>V&amp;A Waterfront, South Africa</td>
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<td>VIAJES CON ENCANTO SL dba CIVITATIS, Spain</td>
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<td>Zürich Tourism, Switzerland</td>
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<th>2 Media Partner:</th>
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<td>CNN</td>
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<td>RTVE, Spain</td>
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e. Executive Summary of the IY2017 Discussion Paper (see PDF)
The International Year of Sustainable Tourism for Development (IY2017) is a watershed moment for making tourism a catalyst for positive change. As the United Nations General Assembly affirmed when announcing the adoption of the International Year, tourism can contribute to all the three dimensions of sustainable development – economic, social and environmental – and each of the 17 Sustainable Development Goals. Not only does the sector spearhead growth, it also improves the quality of people’s lives. It can bolster environmental protection, champion diverse cultural heritage, and strengthen peace in the world. To harness tourism's impressive potential to advance sustainable development, clear evidence is needed on progress made to date – it is vital to understand what works, what doesn't, and what needs to be done to surmount current challenges and capitalize on opportunities.

Structure, Purpose and Scope of the UNWTO “Sustainable Tourism for Development” Discussion Paper

In this spirit, the Discussion Paper provides a preliminary framework for examining tourism's role in sustainable development during the IY2017 and beyond. It sets out tourism's strengths and the challenges it faces, while underlining the need for careful planning and management. As a first step towards gathering evidence of the nexus between tourism, sustainability, and development, it is by no means exhaustive. Rather, with this document UNWTO invites governments, organizations and individuals to submit further evidence and case studies to inform a flagship report on the ways in which tourism can further the course of sustainable development.

The Paper focuses on the five central pillars of the IY2017 – key elements of sustainable development to which tourism stands to make a significant, lasting contribution:

1) Sustainable economic growth
2) Social inclusiveness, employment and poverty reduction
3) Resource efficiency, environmental protection and climate change
4) Cultural values, diversity and heritage
5) Mutual understanding, peace and security

Each thematic section presents an overview of current evidence, raises key issues to consider when moving forward, and highlights priorities for action – with particular reference to the Sustainable Development Goals and the broader 2030 Development Agenda. A subsequent cross-cutting section looks at what governance, policy frameworks and instruments are required to spearhead sustainable tourism. The presented evidence on tourism performance and impact is drawn from previous studies by the World Tourism Organization (UNWTO) and its partners, international organisations, academic studies and other reputable sources.

What is the purpose of the Paper?
- Define the scope of tourism’s current and potential contribution to sustainable development
- Stimulate discussion on the factors which affect tourism’s ability to make this contribution
- Identify changes in policies, business practices and consumer behaviour
- Invite stakeholders to submit evidence and case studies

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Key Findings

Empirical studies (outlined in Annex 3) confirm a strong correlation between tourism and economic growth. While it is unclear whether tourism drives growth, or vice versa, their relationship appears mutually reinforcing. There is a less clear causal relationship between tourism and overall levels of sustainable development – particularly poverty reduction, socio-economic equality and environmental integrity. This highlights the need for further evidence, coupled with careful planning, management and monitoring of tourism growth – via evidence-based policies and actions – in order to achieve sustainable development outcomes.

Tourism offers significant opportunities as a tool for development, given the sector’s substantial size, contribution to international trade, rapid growth, and linkages to other sectors through the tourism value chain. Opportunities also abound given the prospects it offers for women and youth; its relative importance for developing states, rural areas and indigenous communities; its potential to incentivize the conservation of natural and cultural assets; and its capacity to spur interaction and understanding. Nevertheless, challenges persist – such as tourism’s susceptibility to market influences; over-dependence on tourism; issues of overcrowding; concerns over working conditions; emissions and pollution; and potential adverse effects on biodiversity, heritage and communities.

1) Sustainable Economic Growth

Where are we now? Whether growth is tourism-led or economy-led, tourism clearly makes an immense contribution to the global economy – estimated at US$ 7.170 trillion – through direct, indirect and induced contributions. International tourism generated US$ 1.5 trillion in exports in 2015, equivalent to 7% of all global exports in goods and services and 30% of exports in services alone – making tourism the world’s third largest export category. It is a leading export sector in many developing states, particularly small island developing states (SIDS) and least developed countries (LCDs) – in fact in 45 of 47 surveyed LCDs, tourism was a key development sector.

In Numbers

- 9.8% of the world’s GDP contributed by tourism
- 1.235 billion international arrivals in 2016
- US$ 1.260 trillion earned from international tourism in 2015
- US$ 3.420 trillion from domestic tourism
- 1 in 11 jobs worldwide provided by tourism
- 30% of exports in services globally
- 3.3% annual growth in international arrivals up to 2030

Tourism’s role in economic growth is linked to SDGs 8, 9, 10 and 17

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2 World Travel and Tourism Council estimate based on economic modelling across all countries.
5 World Travel and Tourism Council (2016a) Travel and Tourism Economic Impact 2016. London: WTTC
6 Ibid.
9 As evidenced by statistical correlation and causality tests applied to relevant indices, suggested by the literature review in Annex 3.
11 World Travel and Tourism Council (2016a) Travel and Tourism Economic Impact 2016. London: WTTC.
Domestic tourism also has a tremendous economic impact, generating US$ 3.42 trillion in 2015, over two and a half times the size of international tourism receipts. It is especially significant in developed economies – accounting for an average of 77% of tourism consumption in OECD countries\(^\text{15}\) – but is also crucial in several developing nations, representing 90% of tourism spending in China. The sector’s rapid growth means that tourism will only continue to grow in economic importance. Domestic tourism is growing swiftly, by 6% per year, while international tourism – which grew by an average of 3.9% each year between 2000 and 2014 – will grow by 3.3% per year up to 2030,\(^\text{16}\) with international tourist arrivals predicted to reach 1.8 billion.\(^\text{17}\)

**What needs to be done?** Capitalizing on this strong economic potential to ensure that tourism advances truly sustainable economic growth will hinge on:

- Cultivating a favourable business environment, characterized by stability and supportive policies;
- Ensuring openness and a high degree of connectivity; and
- Bolstering the resilience of the tourism sector.

It is imperative to address the structural challenges faced by the tourism sector – including a weak business environment, especially in developing countries; labour and skills shortages; limited access to finance; and low levels of investment. Reforming the policy, legal, institutional and regulatory conditions that govern business activity is an important first step. This must go hand in hand with raising awareness of tourism among investors and support services, while integrating tourism within trade policy and agreements. Investing in human capital is equally essential. Efforts are needed to bridge the skills gap, which threatens to reduce the sector’s contribution to GDP by US$ 610 billion over the next decade and create a shortfall of 14 million jobs.\(^\text{18}\) Promoting Foreign Direct Investment (FDI) that is well-grounded in destinations, and which maximizes economic benefits for local communities, will be vital to improve market awareness, economic stability, quality standards, skills levels and knowledge transfer. Given the sector’s high proportion of micro-, small- and medium-sized enterprises, which often struggle to access markets and capital, investors need to be incentivized to take on the complexities of investing in small-scale tourism ventures.\(^\text{19}\)

To spearhead greater connectivity, on-going investment in transport is fundamental, as is improving year-round load factors and reducing carbon footprints via sustainable transport options. Making visas easier to obtain would be a boon to barrier-free travel, which is currently constrained by the fact that 61% of the world’s population require traditional visas.\(^\text{20}\) Internet accessibility would also bolster connectivity, market access, distribution and networking, underscoring the importance of improving ICT infrastructure, particularly in developing countries and rural areas. Harnessing tourism’s impressive resilience is another key means of fostering its role in economic growth. Tourism tends to recover more quickly than other sectors, with the sector swiftly bouncing back in the

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\(^{16}\) World Travel and Tourism Council (2016a) Travel and Tourism Economic Impact 2016. London: WTTC.

\(^{17}\) World Tourism Organization (2011b) Tourism Towards 2030. Madrid: UNWTO.

\(^{18}\) World Travel and Tourism Council (2015b) Global Talent Trends and Issues for the Travel and Tourism Sector. London: WTTC.


wake of the global economic crisis, with arrivals growing by 7% between 2009 and 2010, and 2016 marking the seventh consecutive year of sustained growth following the onset of the crisis. Investing in communities and the environment would help to secure resilience, coupled with risk and crisis management plans; early warning systems; social insurance; emergency response and recovery plans; market diversification; and a greater focus on domestic tourism to mitigate the shocks of international market trends.

2) Social Inclusiveness, Employment and Poverty Reduction

Where are we now? Tourism is not just a major part of the global economy; it is also a means of furthering “inclusive” growth which increases opportunities for all. The sector is a major source of employment, providing an estimate one in eleven jobs worldwide. In 2015, tourism accounted for 283 million jobs – 9.5% of global employment through direct employment and indirect jobs across the supply chain. Tourism is especially notable for the opportunities it offers for economic activity at the local level, as well as for women and youth – the sector employs higher proportions of women and young people than are represented in the overall global workforce. Although tourism cannot be automatically assumed to alleviate poverty, it is well-placed to contribute to poverty reduction given the low skills requirements for entry-level positions and the prospects it offers for small-scale entrepreneurs to pursue new activities or formalize existing micro ventures. The sheer scale of the complex tourism value chain presents significant opportunities for generating backward and forward linkages which can engage local micro-, small- and medium-sized enterprises (MSMEs).

What needs to be done? To harness tourism’s potential for inclusivity, decent work and poverty eradication – while overcoming the challenges of unsustainable tourism activity – it will be important to:

- Pursue an “inclusive growth” approach;
- Create decent jobs, which redress the skills gaps while ensuring fair, productive employment;
- Support local communities and empower women and youth; and
- Provide tourism experiences for all, via a focus on universal accessibility.

A holistic approach which champions “inclusive growth” through effective policies, planning and concerted action is vital for ensuring that the dividends of prosperity generated by tourism – both in monetary and non-

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23 World Travel and Tourism Council (2016a) Travel and Tourism Economic Impact 2016. London: WTTC.
24 Ibid.
monetary terms – are fairly distributed across societies.\textsuperscript{28} Tourism strategies require cross-sectoral linkages, since tourism for development cannot be pursued in isolation. Creating productive employment and entrepreneurship opportunities is vital, in line with the concept of “decent work”.\textsuperscript{29} This is especially necessary given skills shortages across the sector, alongside high levels of job turnover; high proportions of part time, seasonal and temporary jobs\textsuperscript{30}; and the large share of low paid jobs, with limited training and career prospects, weak labour rights and poor employment conditions.\textsuperscript{31} To this end, tourism should build on the positive prospects it offers for youth and women, including for women to run their own businesses.\textsuperscript{32} Capacity-building and training should be at the heart of this drive, alongside bridging the pay gap – as women workers earn 10%-15% less than men – and redressing the vulnerability of unpaid workers in family tourism businesses.\textsuperscript{33}

Community-based tourism can also create much-needed opportunities, especially for rural or indigenous communities. To overcome potential adverse effects, such as competition for scarce resources like land and water, tourism planning and management must strive to ensure that tourism’s socio-economic benefits reach local communities – whether through direct employment and business opportunities, or through indirect and collateral benefits – while ensuring that local communities are integrated in all policies. For instance, via investment in local infrastructure and services, as well as the use of tourism-related taxes and charges within local areas. Universal accessibility also lies at the heart of tourism’s inclusivity, as it is intimately linked with the human right to freedom of movement, leisure and travel. Providing barrier-free access for people with physical, sensory and other disabilities, stands to benefit us all – tourists and locals alike – particularly the elderly, pregnant women and families with young children.

3) Resource Efficiency, Environmental Protection and Climate Change

\textbf{Where are we now?} As a sector which depends so much on the natural environment, tourism has a special responsibility towards the planet, with the potential to harness this dependency to promote conservation. Challenges abound as tourism is a generator of emissions and pollution which drive climate change – accounting for an estimated 5% of global CO\textsubscript{2} emissions.\textsuperscript{34} The sector consumes vast quantities of resources – for instance, tourism can strain

\begin{itemize}
  \item Water and Sanitation
  \item Affordable and Clean Energy
  \item Decent Work and Economic Growth
  \item Sustainable Cities and Communities
  \item Responsible Consumption and Production
  \item Climate Action
  \item Life Below Water
  \item Life on Land
\end{itemize}

\textit{Tourism’s role in resource efficiency, environmental protection and addressing climate change is linked to SDGs 6, 7, 8, 11, 12, 13, 14 and 15}

\textsuperscript{27} Organisation for Economic Co-operation and Development (2016) \textit{Inclusive Growth}. Paris: OECD


\textsuperscript{29} International Labour Organization (n.d.) \textit{Decent Work}. Geneva: ILO.


\textsuperscript{31} See, for instance \url{http://www.ilo.org/wcmsp5/groups/public/---ed_dialogue/---sector/documents/meetingdocument/wcms_162202.pdf}


\textsuperscript{33} Ibid.

freshwater resources, with tourist facilities using between 100 to 2,000 litres per guest, per night, far more than most local populations. Energy consumption, food waste, and overall waste management are also pressing concerns. Opportunities for “greening” the tourism sector are not only environmentally sound, they also promise substantial businesses savings through efficient resource management and sourcing local supplies, materials and services, which in turn can benefit local employment. Far more needs to be done to ensure efficient resource management, including among small businesses.

What needs to be done? The tourism sector must become more rigorous in its efforts to monitor, report and reduce resource consumption and emissions. An integrated, approach to environmental sustainability is required, grounded upon strategies for decoupling tourism growth from environmental degradation and excessive resource use, with a focus on:

- Enhancing the efficient use of resources;
- Focusing on biodiversity conservation and environmental protection;
- Investing in climate change mitigation and adaptation;
- Increasing knowledge of how environmental issues are related to tourism and increasing awareness among key stakeholders.

To spearhead the efficient use of natural resources, there is a need for strict impact assessments; careful planning; and effective water and energy management, particularly in areas of water scarcity. Good practice examples of “retrofitting” existing structures – e.g. improving building insulation, replacing equipment, and using renewable energy – should be supported and replicated in a contextually-sensitive manner. Tackling the over-use of consumable goods requires a “reduce, reuse and recycle” approach, coupled with recycling services and green disposal in destinations. To improve waste management, tourism facilities must adequately treat and dispose of solid and liquid waste, recycling grey water and preventing pollution to water courses through improved treatment processes. Increasing tourists’ awareness of resource use, and encouraging them to change their behaviour, are also key to bolstering sustainability.

To prevent tourism from degrading sensitive ecosystems, or placing indirect pressure on ecological resources, a balanced approach is required. This should combine conservation with creative opportunities to promote the sustainable use and management of ecosystems, ideally engaging key players within the tourism sector in defence of biodiversity. To this end, useful guidance is offered by the Guidelines on Biodiversity and Tourism

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The pressing need to mitigate the impacts of climate change will require the sector to meet the targets of the 2015 Paris Agreement, in keeping with sectoral commitments to reduce tourism’s impact on climate change. A coordinated sector-wide response to climate change – involving agreement on systematic sector-wide monitoring, targets and routes for achieving stated aims – will be essential. Reducing emissions could be supported by using new technologies, operational efficiency, emissions trading schemes, and off-setting schemes. A strategic approach could involve decreasing the average distance and frequency of trips, while increasing the length of stays and shifts in modes of transport.

4) Cultural Values, Diversity and Heritage

Where are we now? The global wealth of cultural heritage is one of the principal motivations for travel. 40% of international arrivals are considered “cultural tourists”, i.e. travellers who participate in a cultural visit or activity as part of their stay. The myriad links between tourism and culture can contribute to catalysing inclusive, sustainable development. Tourism presents notable opportunities for safeguarding the world’s rich cultural heritage, since the revenue it generates can be channelled back into initiatives to aid its long-term survival. Culture, in turn, offers innovative means of gaining socio-economic benefits through tourism. The end benefits are not merely economic – intercultural dialogue lies at the heart of cultural tourism, entailing wider experiential and educational benefits for visitors and communities. New opportunities exist to strengthen links between tourism and other creative industries, including music, the performing arts, design and cuisine. Recently, significant attention has been paid to the growing significance of food tourism, as well as the role of contemporary culture in urban regeneration and renewal linked to tourism.

What needs to be done? Bolstering the links between sustainable tourism and culture will require:

- Positioning “cultural tourism” as a tool for sustainable development;
- Safeguarding and promoting cultural heritage – both tangible and intangible; and
- Linking tourism to living, contemporary culture and the creative industries.

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44 World Tourism Organization (2011c) Tourism and Intangible Cultural Heritage. Madrid: UNWTO.
Throughout, a focus is needed on promoting cultural exchange between local communities and visitors. Championing “cultural tourism” – understood as tourism that is related to, or motivated by, culture – requires further integration between cultural and tourism policies and planning at all levels – within communities, countries, regions and globally. This can be facilitated by creating or expanding collaborative structures, networks and programmes which link tourism and culture at the national, regional and international levels. Further research and knowledge-sharing are needed to better understand cultural tourism’s current impact and potential scope.

Strategies for safeguarding and promoting cultural heritage ought to be complementary. Sensitive marketing is important for attracting interest in heritage, while securing support for conservation. It is essential to engage and empower local communities, including minorities and indigenous people, so that their concerns about the integrity of their cultural heritage are reflected across all aspects of tourism planning and management. Formal recognition of heritage sites and assets at the national or international levels, coupled with adequate protection strategies, are core requirements for conservation. This process should involve an assessment of a site’s carrying capacity and its tourism potential, drawing on available guidance about visitor management at cultural heritage sites. Given the rapid growth of the creative industries – as trade in creative goods increasing by 8.6% per year from 2003 to 2012 – the time is ripe to link contemporary culture and creative cultural activities to tourism. Not only would this enrich tourism offer, it can help to revive urban areas, facilitate host-guest interaction, and promote local creativity.

5) Mutual Understanding, Peace and Security

Where are we now? There appears to be a strong, positive correlation between tourism and peace. On the one hand, the very existence of tourism depends on peace and security. On the other, the transformative power of tourism – grounded upon billions of encounters that occur every day – paves the way towards dialogue, mutual understanding and tolerance, the cornerstones of a culture of peace. A sustainable, well-managed tourism sector also contributes to the building blocks of peace – the “attitudes, institutions and structures” upon which peaceful societies are built, alongside economic development, democratisation, social justice, education, equality, empowerment, and reconciliation. Tourism can recover quickly after conflicts cease and can be relevant in post-conflict situations, helping to re-build economies and promote reconciliation. The need to

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49 World Travel and Tourism Council (2016b) Tourism as a Driver of Peace. London: WTTC.
52 World Travel and Tourism Council (2016b) Tourism as a Driver of Peace. London: WTTC.
53 Ibid.
provide for the safety of tourists can also play a part in maintaining more secure destinations and minimizing levels of violence.

**What needs to be done?** Advancing tourism’s contribution to mutual understanding, peace and security requires:

- Fostering a “culture of peace” and global citizenship through tourism;
- Harnessing tourism as an agent for peace and reconciliation; and
- Maintaining safety and security across the tourism sector.

Creating a “culture of peace” – one which rejects violence, prevents conflicts by tackling their root causes, and solves problems through dialogue and negotiation\(^{55}\) – is key to enabling long-term, harmonious coexistence between peoples and cultures. Tourism can contribute to building a culture of peace, if all stakeholders actively pursue “peace-sensitive tourism” – that is, tourism which takes into account local conditions and involves local communities in all decision-making processes.\(^{56}\)

Advancing peace-sensitive tourism requires opportunities to experience “other” cultures, including interaction between hosts and guests; visits to sites related to conflict or peace; cross-border tourism experiences, including thematic routes; religious and faith-based tourism; exchange visits, like youth exchange programmes; sharing experiences through social media; and local community engagement. This is tied to tourism’s potential to further a sense of “global citizenship”\(^{57}\), whereby individuals reflect on their relationship with the “other” and embrace diversity – particularly in cultural contexts – thereby promoting exchange and the reaffirmation of “global values”. While the term allows for different interpretations, it arguably entails people taking responsibility for, and thinking critically about, global issues, as members of a shared “global community”.

The processes involved in sustainable tourism development – especially stakeholder dialogue and community engagement – can help rebuild relationships and trust\(^{58}\) between parties in post-conflict situation. To contribute to peace and reconciliation efforts, tourism development needs to be embedded in an on-going peace process. All parties must be made aware of the potential benefits of tourism, in order to incentivize reconciliation efforts. Similarly, collaboration between and within countries is vital for furthering safety and security across the tourism sector. Promoting security also requires fully integrating tourism into international and national security systems, coupled with timely, accurate and regularly updated travel advisories, and sustained, open media engagement.\(^{59}\)

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**Theme 5 – Key Priorities for Action**

- Working to make tourism “peace-sensitive” and proactively promoting “global citizenship”
- Promoting experiences of “other” cultures and host-guest interaction
- Encouraging visits to peace-related sites, cross-border travel, exchange visits and religious tourism
- Promoting cultural diversity and heritage through the media and social media
- Raising awareness of tourism’s benefits for peaceful societies among local stakeholders
- Conducting further research on tourism’s role in peace, reconciliation and security
- Integrating tourism in security systems
- A global response to security concerns
- Issuing accurate, timely travel advisories

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\(^{57}\) Ibid.

\(^{58}\) Ibid.

Overall, a broader base of evidence is needed on tourism's current and potential role in peace, reconciliation and security which should be pursued in partnership with academic institutions.

**Cross-Cutting Issues: Governance, Policies and Tools for Sustainable Tourism**

Effective governance, policies and tools need to be in place in order to plan, guide, support and coordinate sustainable tourism development. In terms of governance at the **international level**, organisations like UNWTO have a leading role to play in fostering international partnerships, liaisons between multinational bodies and engagement with the private sector and civil society. At the **national level**, the opportunities which tourism offers for sustainable development need to be recognized by governments; inter-ministerial liaison groups and multi-stakeholder bodies should be formed; and adequate budgetary resources should be allocated to ensure tourism's sustainability. At the **local destination level**, effective coordination is needed with national structures, alongside local multi-stakeholder management structures, adequate financial and human resources, and community engagement. Vertical coordination across all three levels is imperative.

**Policy frameworks** within individual countries must ensure that tourism, including tourism promotion, is adequately integrated in national policies and plans – particularly plans on sustainable development and growth. Management plans at the national and/or local levels are required, with destination management plans offering significant prospects for an inclusive approach. In order to ensure their efficacy, local tourism plans and strategies should be aligned with national priorities. Policies, in turn, must be informed by **evidence** – making the collection of data collection, analysis and monitoring all the more important. In addition to countries developing System of Tourism Statistics (STS) and Tourism Satellite Accounts (TSAs) to provide credible measures of tourism’s economic contribution, efforts are needed to ensure that data collection is sustained and participatory; makes use of existing statistical frameworks where relevant; involves needs-based indicators; and that the data collected is used to guide tourism management in practice. Systematic data collection, disclosure and sharing are necessary, and may be supported by the Statistical Framework for Measuring Sustainable Tourism (MST) being developed by UNWTO and the UN Statistics Division.

**Useful tools** to support sustainable tourism outcomes should also be employed, such as land-use planning; economic tools like discretionary financial assistance or tax incentives; voluntary standards and certification schemes; and codes of good practice. Effective marketing and the use of social media can also greatly influence visitor awareness of sustainability issues, as well as their awareness of their own impact on sustainability.

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60 For more information, please see: [http://statistics.unwot.org/mst](http://statistics.unwot.org/mst)
f. Travel.Enjoy.Respect Campaign Partners (see PDF)
International Year 2017
Campaign Supporters
The United Nations 70th General Assembly has designated 2017 as the International Year of Sustainable Tourism for Development.

The UNWTO, the United Nations Specialized Agency for Tourism, has been mandated to facilitate the organization and implementation of the International Year, in collaboration with governments, relevant organizations of the United Nations system, international and regional organizations and other relevant stakeholders.
The IY2017 in numbers

14  Official Events of the IY2017, of which 6 have been held

5.6 K  Total expected participants at Official Events

440 K  Views on the Official IY2017 website

60  Sponsors and Partners
The following are partners of the International Year of Sustainable Tourism for Development

OFFICIAL SPONSORS

amadeus    ana    china airlines    long tourism

GOBIERNO DE COLOMBIA    MEDITERRANEAN INDUSTRIAL TOURISM    hilton    minube

DIAMOND PARTNERS

arizona    capital airlines    event sim    georgia    mastercard    méxico

GOLD PARTNERS

airbnb    easyJet    Generalitat de Catalunya    Generalitat de Catalunya    Generalitat de Catalunya

HTW Chur    InterContinental Hotels Group    innovation norway    tourismo de portugal    pwc

SILVER PARTNERS

ecorun    jtb    south pole group    swisscontact

MEDIA PARTNERS

cnn    rtve
1. OBJECTIVES
Increase Awareness About the International Year on Sustainable Tourism for Development, 2017 and the consumer campaign Travel.Enjoy.Respect

Knowledge Of: 1) ways of becoming a responsible traveller, 2) joining the IY2017 celebrations, 3) partnering in the consumer campaign Travel.Enjoy.Respect

Engagement By providing useful content through Social Media platforms, sharing content and joining the movement of Travel.Enjoy.Respect
Be Part of the IY2017!
2. ACTIVITIES
For the first time in its history, UNWTO developed a consumer-oriented campaign: “Travel.Enjoy.Respect.”, aimed at increasing awareness among the public, particularly tourists, on their active role in harnessing tourism’s contribution to sustainable development.

UNWTO developed materials to disseminate the message of #TravelEnjoyRespect such as a video and a manual of tips for responsible travelers, available in different languages on the campaign website.
IY2017 Travel.Enjoy.Respect. (English)

I AM LIKE YOU
B. Photo Contest

- Engage travelers by asking them to upload a photo of what #TravelEnjoyRespect means to them

- Photos using #IY2017 #TravelEnjoyRespect hashtags will be displayed on consumer website

- Selected photos will be displayed at the World Tourism Day Official Event in Doha, Qatar
C. Travellers’ Competition

With the variety of digital tools and channels offered to them, travelers are generating content whether in form of tweets, comments, photos, video or reviews, and are key stakeholders in disseminating the message in the IY2017.

In this competition travelers will be asked to submit on the website of Minube an article with photos, describing a place or destination that sets a good example of sustainable tourism and where people can Travel.Enjoy.Respect.

The selected winner will get the chance to go on a 1 month trip around the world, visiting sustainable destinations from countries from the 5 different regions, staying at places offered by the IY2017 sponsors and partners, and undertaking activities that promote and contribute to the values of sustainable tourism.

*Sponsorship opportunities available
Become a Campaign Supporter!
2. HOW TO JOIN
A. Social Media

- Travel.Enjoy.Respect campaign banners for Facebook and Twitter
- Facebook and Twitter banners promoting Travellers’ Competition and Photo Contest
- Travel.Enjoy.Respect campaign images for Facebook, Twitter, Instagram
- Sample tweets and Facebook posts
B. Digital Promotion

- Banners on Website/Mobile app
- Banners and tips manual in booking confirmation email
- Travel.Enjoy.Respect campaign banner on online boarding pass/ticket
- Travel.Enjoy.Respect campaign video on board, in rooms or in offices and common areas
C. Print Promotion

- Travel Enjoy Respect postcards
- Travel Enjoy Respect branded items (luggage tags, notebooks, pens, etc...)
- Ad space in magazine
- Article/interview space in Magazine
2. WHY TO JOIN
More than 650,000 People reached through Official Events, IY2017 Website, Social Media and Press Releases of the IY2017
But also....

Association with UN Values

Visibility and Exposure

Networking Opportunities

Use of official International Year “Media Partner” Logo

Partner’s Logo with link to website on IY official Website and Consumer Campaign Website

Invitation to attend all IY Official Events

Mention at official IY2017 media presentations

Mention on IY2017 Social Media Platforms

Opportunity to provide promotional material for IY2017 official events
5. TIMELINE

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<tr>
<th>Date</th>
<th>Event</th>
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# International Year 2017 Consumer Campaign
## Promotional Calendar

<table>
<thead>
<tr>
<th>Action</th>
<th>Date</th>
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<tbody>
<tr>
<td><strong>Travel Enjoy Respect Campaign</strong></td>
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<tr>
<td>Launch of microsite travelenjoyrespect.org</td>
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<td><strong>Travellers Competition</strong></td>
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<td>Teaser video</td>
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<td>Launch of competition</td>
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<td>End of Phase I: articles submission</td>
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<td>Start of Phase II: videos submission</td>
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<td>End of Phase II</td>
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<td>Announcement of Winner</td>
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<td>Start of trip</td>
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<td>End of trip</td>
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<td><strong>Photo Movement</strong></td>
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<td>Launch of movement</td>
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<td>Wall of photos at WTD</td>
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<td>Boost movement</td>
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<td>Wall of photos at closing</td>
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<tr>
<td><strong>IY2017 Official Events</strong></td>
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<tr>
<td>International Conference on Tourism Statistics: Measuring Sustainable Tourism</td>
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<td>World Conference on “Tourism and Future Energy: Unlocking low-carbon growth opportunities”</td>
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<td>Event on the occasion of the UNWTO General Assembly</td>
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<tr>
<td>Global Conference on Sustainable Tourism for Development and Peace</td>
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<tr>
<td>World Tourism Day 2017: Sustainable Tourism - A Tool for Development - Official Celebrations</td>
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<tr>
<td>Global Conference on Partnerships for Jobs and Inclusive Growth through Sustainable Tourism</td>
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<tr>
<td>UNWTO/UNESCO World Conference on Tourism and Culture: Fostering Sustainable Development</td>
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<tr>
<td>Closing Ceremony of the International Year of Sustainable Tourism for Development, 2017</td>
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## Important Dates for Promo Boost
- Campaign
- Competition
- Photo Movement
Thank you!

#TravelEnjoyRespect
#IY2017

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UNWTO - United Nations World Tourism Organization