Measuring Sustainable Tourism Initiative

Our Mandate

The promotion of **responsible, sustainable** and **universally accessible tourism**.

“The fundamental aim of the Organization shall be the promotion and development of tourism with a view to contributing to economic development, international understanding, peace and prosperity”

UNWTO Statutes
Tourism is economic growth!

The 2030 Agenda for Sustainable Development

Target 8.9 – by 2030, devise and implement policies to promote sustainable tourism that creates jobs and promotes local culture and products.

Target 12.b – develop and implement tools to monitor sustainable development impacts for sustainable tourism that creates jobs, promotes local culture and products.

Target 14.7 – by 2030 increase the economic benefits to SIDS and LDCs from the sustainable use of marine resources, including through sustainable management of fisheries, aquaculture and tourism.
The 2030 Agenda for Sustainable Development

Target Audiences / Objectives

- Governments: Support
- NTAs; NSOs, CBs: Engagement
- Sustainable Tourism Community; UN Family: Advocacy
Messaging

**WHAT?**
What?
Process...

**WHY?**
Why?
Benefits...

**HOW?**
How?
Participation...

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Role of Committee

- Share
- Testimonies
- Disseminate
Subgroup on Communications

- Objectives
- Target audience
- Outreach strategy
- Content
- Messages

Thank you!

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