### UNWTO Activities for the IY2017

- Official IY2017 Events
- Content
- Special Ambassadors
- Website
- “Travel, Enjoy, Respect” campaign

### Sponsors & Partners
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
ROADMAP
or Plan for the Observance
Provides guidance and support to UNWTO in the implementation of the IY2017

- Member States
- Affiliate Members
- Academia
- Global Tourism Associations
- NGOs
The Dandelion represents Planet Earth—a planet where people, as seeds, travel in a sustainable and responsible way. By travelling, these seeds connect to others through knowledge and culture, and thus build a better future.
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
5

KEY AREAS

Inclusive and sustainable economic growth
• 4% or more annual increase in international tourist arrivals since 2009
• 7% of total world exports and 30% of world services exports
• US$ 1.5 trillion in exports from international tourism in 2015
• 10% of world GDP

Social inclusiveness, employment and poverty reduction
• One in every eleven jobs globally
• Largest export category in many developing countries
• 57% of international tourist arrivals in 2030 will be in emerging economies
• Almost twice as many women employees as other sectors
Resource efficiency, environmental protection and climate change
- Committed to reducing 5% of world CO2 emissions
- Raises financing for conservation of heritage, wildlife and the environment
- Can be a vehicle for protecting and restoring biodiversity
- Must sustainably manage an expected 1.8 billion international tourists in 2030

Cultural values, diversity and heritage
- Revives traditional activities and customs
- Empowers communities and nurtures pride within them
- Promotes cultural diversity
- Raises awareness of the value of heritage

Mutual understanding, peace and security
- Breaks down barriers and builds bridges between visitors and hosts
- Provides opportunities for cross-cultural encounters that can build peace
- A resilient sector that recovers quickly from security threats
- A tool for soft diplomacy
UNWTO ACTIVITIES

UNWTO Activities for the IY2017

- Official IY2017 Events
- Content
- Special Ambassadors
- Website
- “Travel, Enjoy, Respect” campaign
- Others
OFFICIAL EVENTS

Official Launch of the IY2017
18 January 2017, Madrid, Spain
<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
<th>Location</th>
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<tbody>
<tr>
<td>JAN. 18</td>
<td>Opening Ceremony of the International Year of Sustainable Tourism for Development, 2017</td>
<td>Madrid, Spain</td>
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<tr>
<td>APR. 19</td>
<td>Interactive Session on the International Year of Sustainable Tourism for Development on the occasion of the UNWTO Regional Commission Meeting for Africa</td>
<td>Addis Ababa, Ethiopia</td>
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<td>APR. 24</td>
<td>UNWTO &amp; Arabian Travel Market Ministerial Forum on <em>Tourism’s Contribution to Sustainable and Inclusive Economic Growth and Diversification in the MENA region</em> on the occasion of the UNWTO Regional Commission Meeting for the Middle East</td>
<td>Dubai, UAE</td>
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<td>MAY. 10</td>
<td>Roundtable on <em>Sustainable Urban Tourism</em> on the occasion of the UNWTO Executive Council</td>
<td>Madrid, Spain</td>
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<tr>
<td>MAY. 15-17</td>
<td>Event on the occasion of the UNWTO Regional Commission Meeting for Asia Pacific and South Asia</td>
<td>Dhaka, Bangladesh</td>
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<td>JUN. 1</td>
<td>Technical Seminar on <em>Technologies applied to Tourism</em> on the occasion of the UNWTO Regional Commission Meeting for the Americas</td>
<td>Roatán, Honduras</td>
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<tr>
<td>JUN. 6</td>
<td>Gala Dinner on the occasion of the UNWTO Regional Commission Meeting for Europe</td>
<td>Chisinau, Moldova</td>
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<td>Month</td>
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<td>Event</td>
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<tr>
<td>Sep.</td>
<td>4 - 9</td>
<td>Event on the occasion of the UNWTO General Assembly</td>
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<td>18 - 19</td>
<td>Global Conference on Sustainable Tourism for Development and Peace</td>
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<td>27</td>
<td>World Tourism Day 2017: Sustainable Tourism - A Tool for Development - Official Celebrations</td>
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<tr>
<td>Nov.</td>
<td>27 - 29</td>
<td>UNWTO/Government of Jamaica/ World Bank Group - Global Conference on Partnerships for Jobs and Inclusive Growth Through Sustainable Tourism</td>
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<tr>
<td>Dec.</td>
<td>11 - 12</td>
<td>UNWTO/UNESCO World Conference on Tourism and Culture: Fostering Sustainable Development</td>
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<td></td>
<td>TBC</td>
<td>Closing Ceremony of the International Year of Sustainable Tourism for Development, 2017</td>
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</table>
I. Discussion Paper on “Sustainable Tourism for Development”

II. “Journey to 2030: Tourism and the Sustainable Development Goals” Project
Purpose

• To define the scope of the current and potential contribution of tourism towards development, establishing a more solid knowledge base through evidence and facts
• To stimulate discussion on the factors affecting the ability of tourism to make this contribution
• To identify priorities for advancement and future actions at all levels

Stages

Phase I: Discussion Paper for global consultation

• In line with 5 key areas of the IY2017
• Recommendations for necessary changes in policies, behaviour and business practices

Phase II: Discussion Paper becomes the Flagship Report “Tourism for Development”

• Input from UN Member States (comments, current practices, case studies, etc.)
• Thematic Discussions at Regional Commission Meetings
• Presentation during UNWTO GA in Chengdu, China and IY2017 closing ceremony in Geneva (December 2017)
THE 2030 AGENDA FOR SUSTAINABLE DEVELOPMENT

IY2017 Key Areas

- Inclusive and 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

SDGs
1, 2, 8, 9, 10, 17
SDGs 1, 3, 4, 5, 8
SDGs 6, 7, 11, 12, 13, 14, 15
SDGs 8, 11, 12
SDGs 4, 16
“Journey to 2030: Tourism and the Sustainable Development Goals” Project

Purpose

- Knowledge creation on the links between tourism and the SDGs
- Guidance document and eventually a platform (tbc) showing how the tourism sector contributes towards the implementation and achievement of the SDGs

With and for whom?

- Development partners: e.g. UN Steering Committee on Tourism for Development (SCTD), Int. Organizations, Institutions and donors, committed to achieve the SDGs through tourism.
- Public sector: e.g. encourage and empower tourism policy makers to develop a policy and financing framework for the SDGs
- Private sector: e.g. how to relate CSR strategies to SDGs, providing a roadmap for a stronger engagement of the private sector towards the SDGs
- Consumers: e.g. implications of consumer behaviour for the SDGs
SPECIAL AMBASSADORS
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.

www.tourism4development2017.org

Share knowledge and allow the world to learn more about how sustainable tourism can be an effective tool for development.
A Consumer-oriented Campaign
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, a fundamental frame of reference for responsible and sustainable 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 handcrafts 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. 

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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.
IMPLEMENTATION OF SUSTAINABLE TOURISM AGENDA FOR ECONOMIC DEVELOPMENT
Nigeria

SAVE SEED FOR SUSTAINABLE ORGANIC AGRO TOURISM
India

NATION WIDE STUDENT COMPETITION ON IY2017
Greece

SENBOKU AKITA DECLARATION ON SUSTAINABLE TOURISM
Japan
Official Sponsor of the International Year
• Starting at EUR 50,000

Partner of the International Year
• Diamond starting at EUR 20,000
• Gold starting at EUR 10,000
• Silver starting at EUR 5,000

Friend of the International Year
• EUR 1,000

Tailor-made Sponsorships
THANK YOU!