



# 2017 International Year of Sustainable Tourism for Development: Overview and Legacy

UNWTO Regional  
Support Office for Asia  
and the Pacific

13 March 2018





# Agenda

1. International Year of Sustainable Tourism for Development (IY2017)
  - Background
2. IY2017 Highlights
  - Events
  - Public/private partnerships
  - Travel.Enjoy.Respect
3. IY2017Legacies
  - MST Framework
  - Journey toward 2030



Image: ALS. Hoi An, Viet Nam, 2016

# Background

1967

International  
Tourist Year

Promote better understanding among peoples  
everywhere

2002

International  
Year of  
Ecotourism

Promote sustainable development and  
protection of the environment

2015

70th UN  
General  
Assembly

- \* 2030 Agenda for Sustainable Development
- \* 17 Sustainable Development Goals (SDGs)
- \* International Year of Sustainable Tourism for Development

2017

International  
Year of  
Sustainable  
Tourism for  
Development

Promote contribution of sustainable tourism to  
development



UNITED NATIONS

TRANSFORMING OUR WORLD:



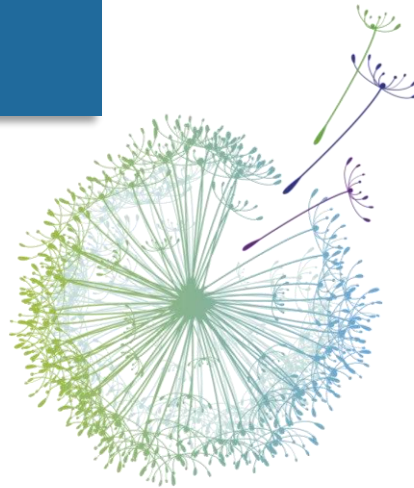
THE 2030 AGENDA FOR  
SUSTAINABLE DEVELOPMENT



SUSTAINABLE  
DEVELOPMENT **GOALS**



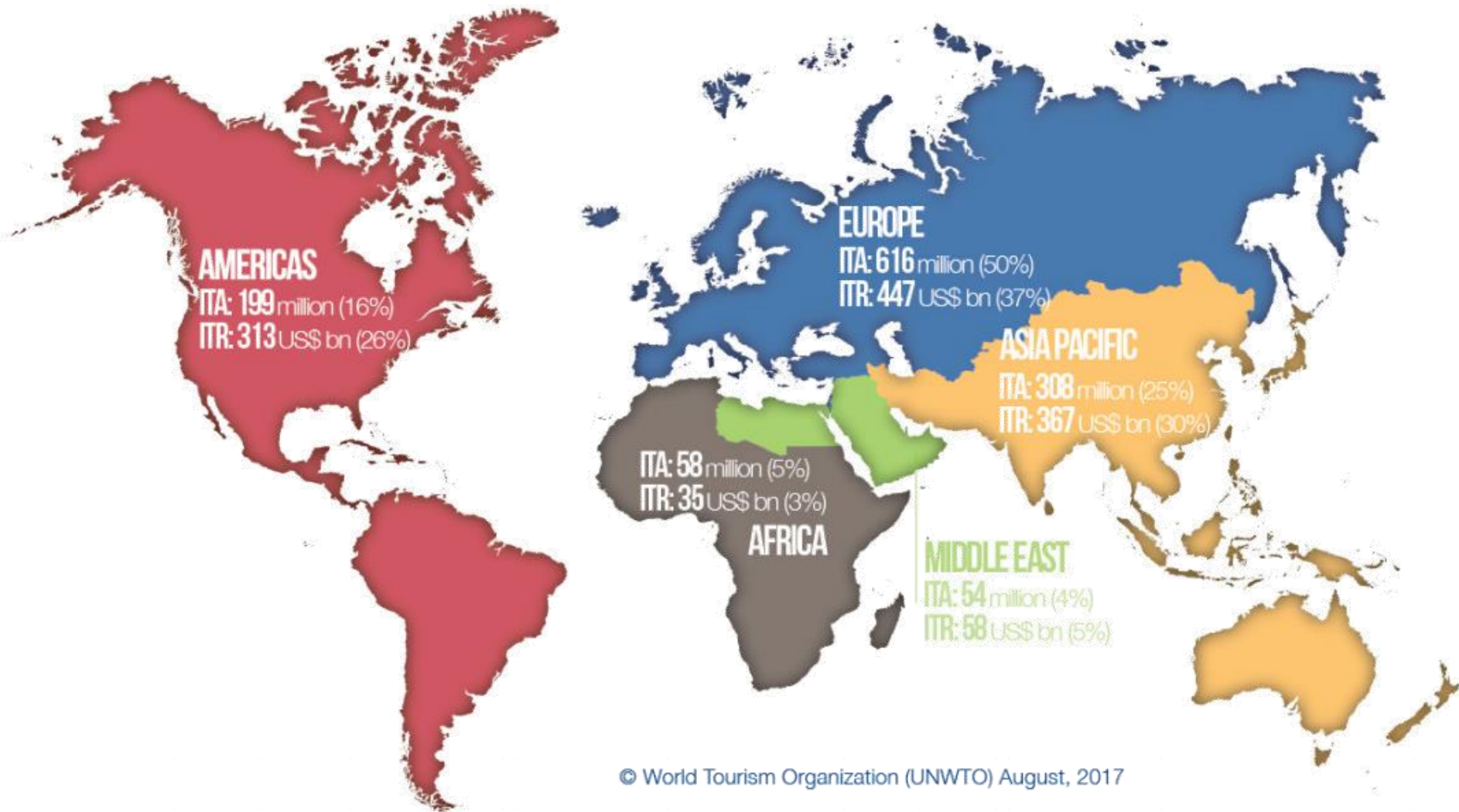
**PARIS2015**  
UN CLIMATE CHANGE CONFERENCE  
COP21•CMP11



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

# 2016年の国際観光客到着数

2016: International Tourist Arrivals



© World Tourism Organization (UNWTO) August, 2017

到着数: 12億3,500万人

ITA: 1,235 million

観光収入: 1兆2,200億米ドル

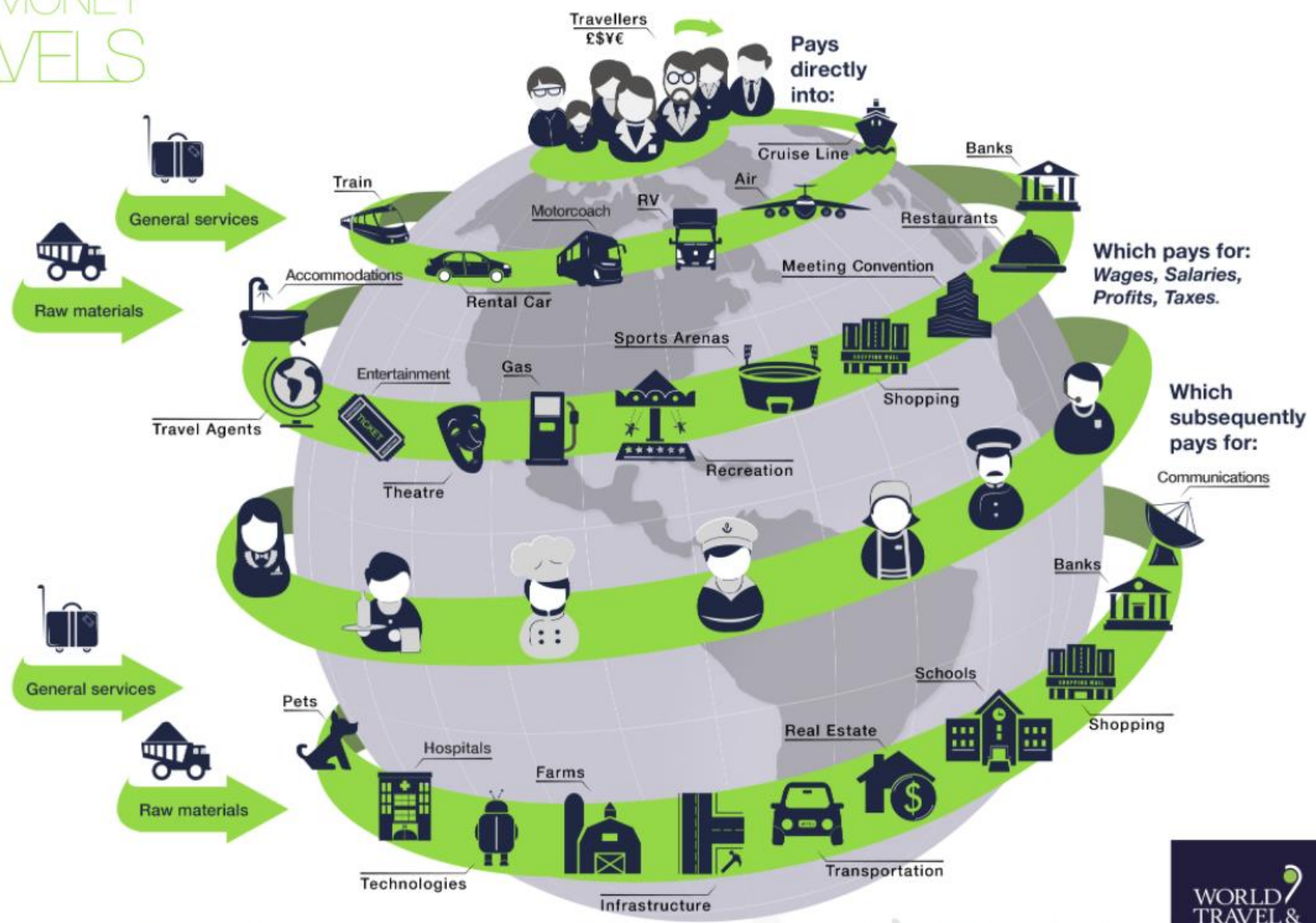
ITR: US\$ 1,220 billion

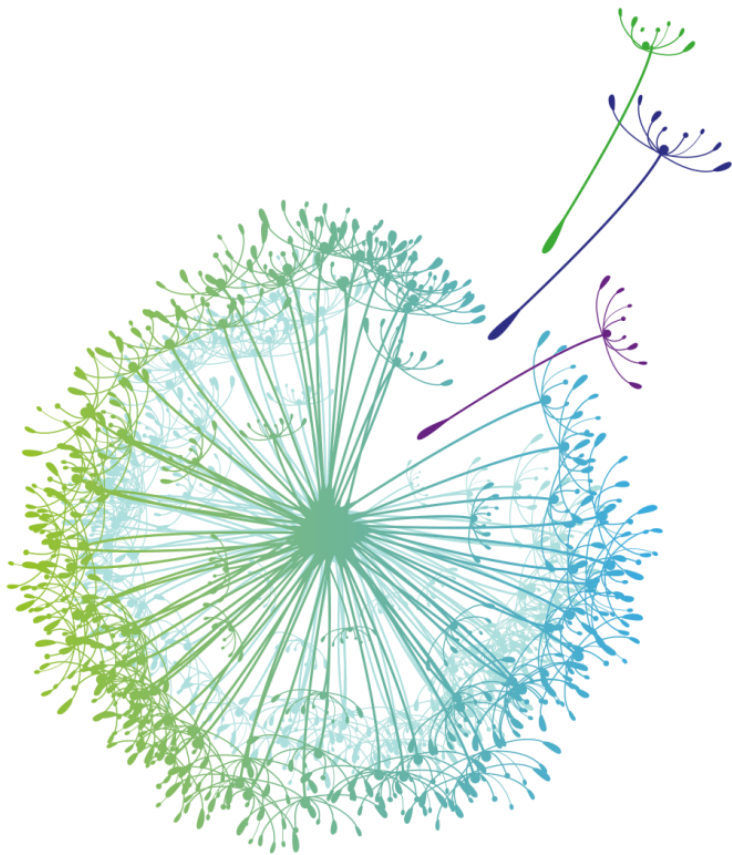




# Travel Pays

## HOW MONEY TRAVELS





**持続可能な観光  
国際年 2017**

# IY2017 Five 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 employers as other sectors



## **Resource efficiency, environmental protection and climate change**

- Committed to reducing its 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



# IY2017 Key Areas – cont'd



## Cultural values, diversity and heritage

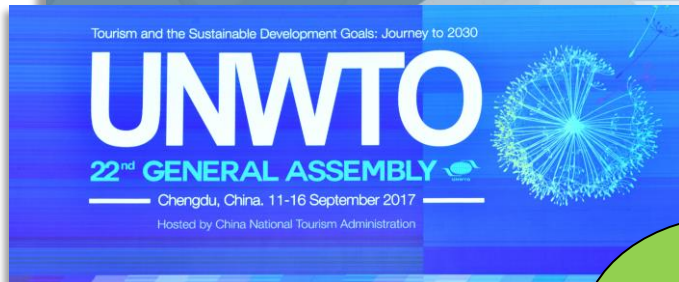
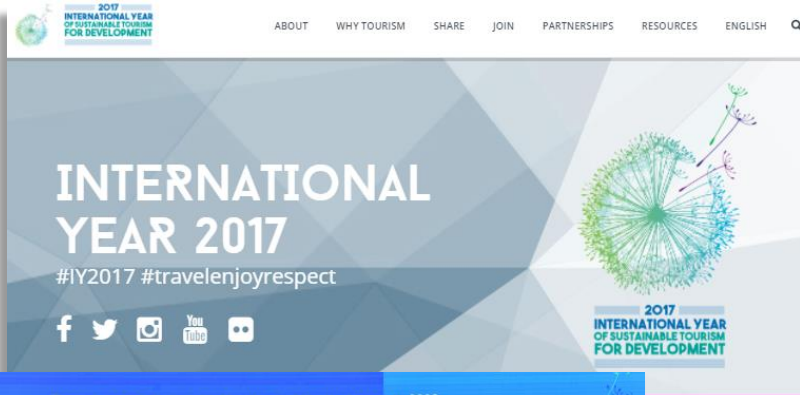
- Revives traditional activities and customs
- Empowers communities and nurtures pride within them
- Promotes cultural diversity
- Raises awareness of the value of heritage



## Mutual understanding, peace and security

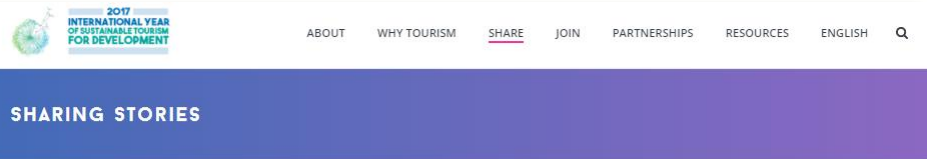
- Breaks down barriers and builds bridges between visitors and hosts
- Provides opportunities for cross-cultural encounters that can build peace
- A resilient sector that recovers quickly from security threats
- A tool for soft diplomacy

# IY2017 Highlights



Activities

14  
official  
events



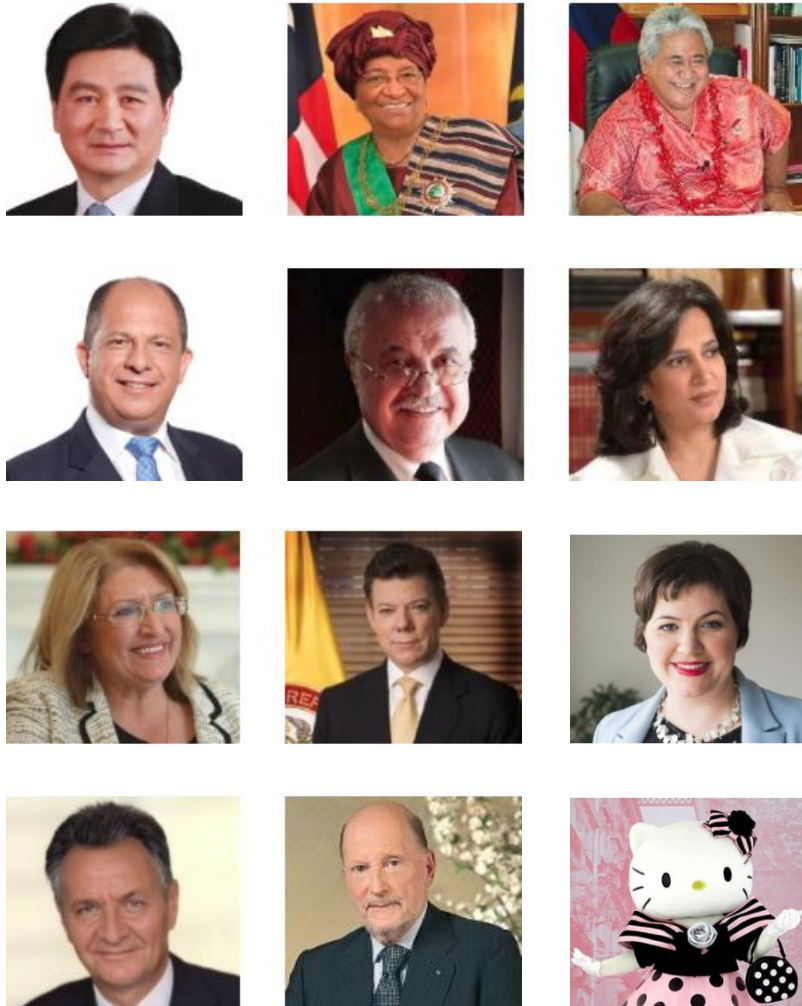
JAN.	18	Opening Ceremony of the International Year of Sustainable Tourism for Development, 2017	Madrid, Spain
APR.	19	Interactive Session on the International Year of Sustainable Tourism for Development on the occasion of the UNWTO Regional Commission Meeting for Africa	Addis Ababa, Ethiopia
	24	UNWTO & Arabian Travel Market Ministerial Forum on <i>Tourism's Contribution to Sustainable and Inclusive Economic Growth and Diversification in the MENA region</i> on the occasion of the UNWTO Regional Commission Meeting for the Middle East	Dubai, UAE
MAY.	10	Roundtable on <i>Sustainable Urban Tourism</i> on the occasion of the UNWTO Executive Council	Madrid, Spain
	16	Gala Dinner on the occasion of the UNWTO Regional Commission Meeting for Asia Pacific and South Asia	Chittagong, Bangladesh
JUN.	1	International Seminar on <i>New Technologies applied to Tourism</i> on the occasion of the UNWTO Regional Commission Meeting for the Americas	Roatán, Honduras
	6	Gala Dinner on the occasion of the UNWTO Regional Commission Meeting for Europe	Chisinau, Moldova
	21 - 24	International Conference on Tourism Statistics: <i>Measuring Sustainable Tourism</i>	Manila, Philippines
SEP.	11 - 16 27	Event on the occasion of the UNWTO General Assembly <i>World Tourism Day 2017: Sustainable Tourism - A Tool for Development - Official Celebrations</i>	Chengdu, China Doha, Qatar





# IY2017 Highlights – cont'd

## Special Ambassadors



The following are partners of the International Year of Sustainable Tourism for Development

### OFFICIAL SPONSORS



### DIAMOND PARTNERS



### GOLD PARTNERS



### SILVER PARTNERS



### SPECIAL PARTNER



### MEDIA PARTNERS



65+

# IY2017 Highlights – cont'd

PICTURE TAG SHARE

what TRAVEL. ENJOY means to you

責任ある旅行者になるためのヒント  
#TRAVEL ENJOY RESPECT

YOU RESPECT

FOLLOW THE JOURNEY OF THE WINNER OF THE TRAVELLER'S COMPETITION

HONOUR YOUR AND COM HERITAGE

THE WINNER

Read more about Katie's sustainable travels here

The travellers' competition closed with 2,400 submissions and one lucky winner: **Katie Diederichs**

RESPECTFUL TRAVELLER

UNWTO

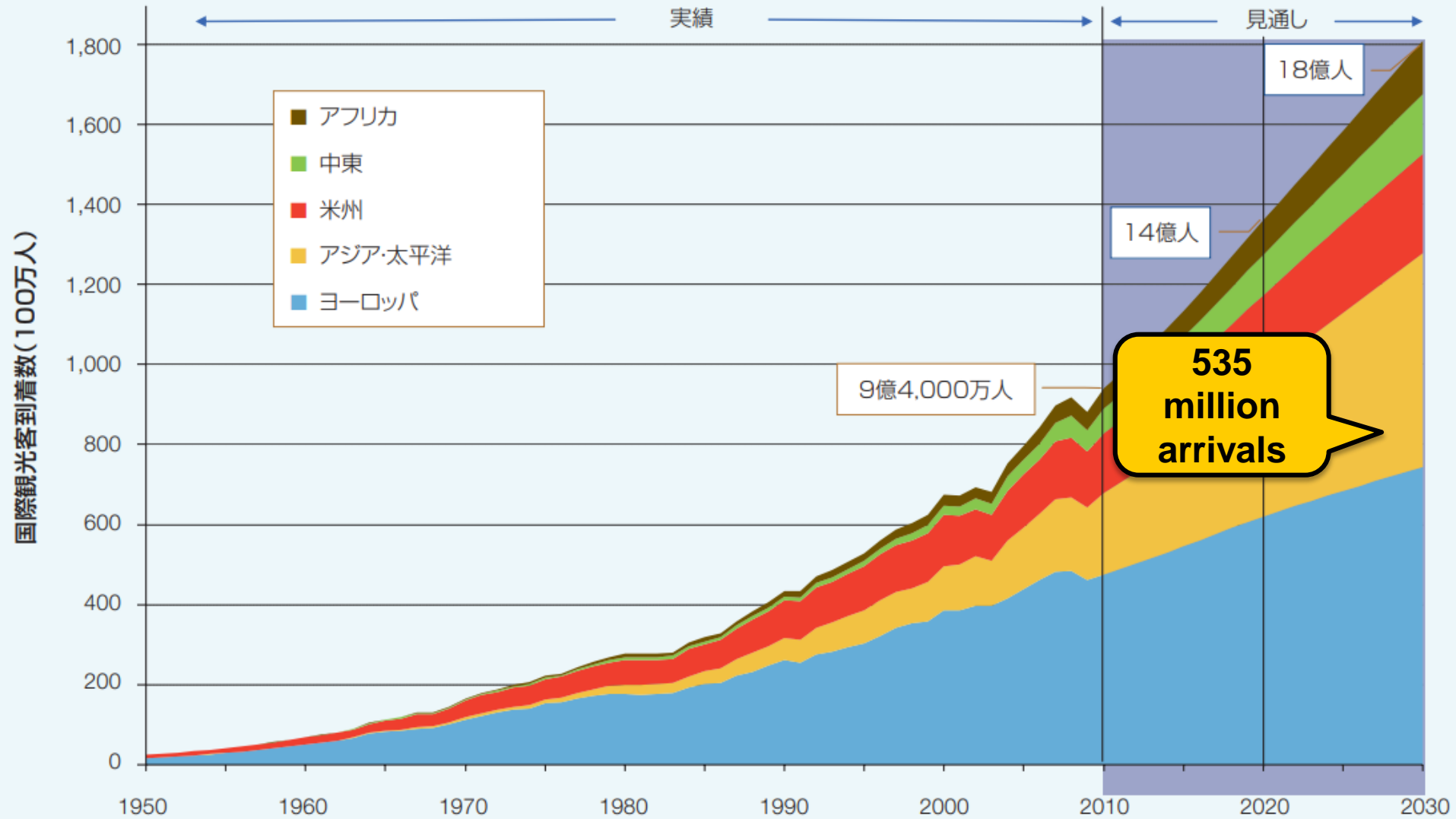


# Where do we go from here?

# UNWTOの2030年長期予測

## Tourism Towards 2030

UNWTO2030長期予測：1950-2030年の実績と見通し





# SUSTAINABLE DEVELOPMENT GOALS

世界を変えるための17の目標

1 貧困をなくそう



2 飢餓をゼロに



3 すべての人に健康と福祉を



4 質の高い教育をみんなに



5 ジェンダー平等を実現しよう



6 安全な水とトイレを世界中に



7 エネルギーをみんなにそしてクリーンに



8 働きがいも経済成長も



9 産業と技術革新の基盤をつくろう



10 人や国の不平等をなくそう



11 住み続けられるまちづくりを



12 つくる責任 つかう責任



13 気候変動に具体的な対策を



14 海の豊かさを守ろう



15 陸の豊かさを守ろう



16 平和と公正をすべての人に



17 パートナーシップで目標を達成しよう

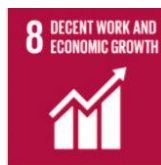
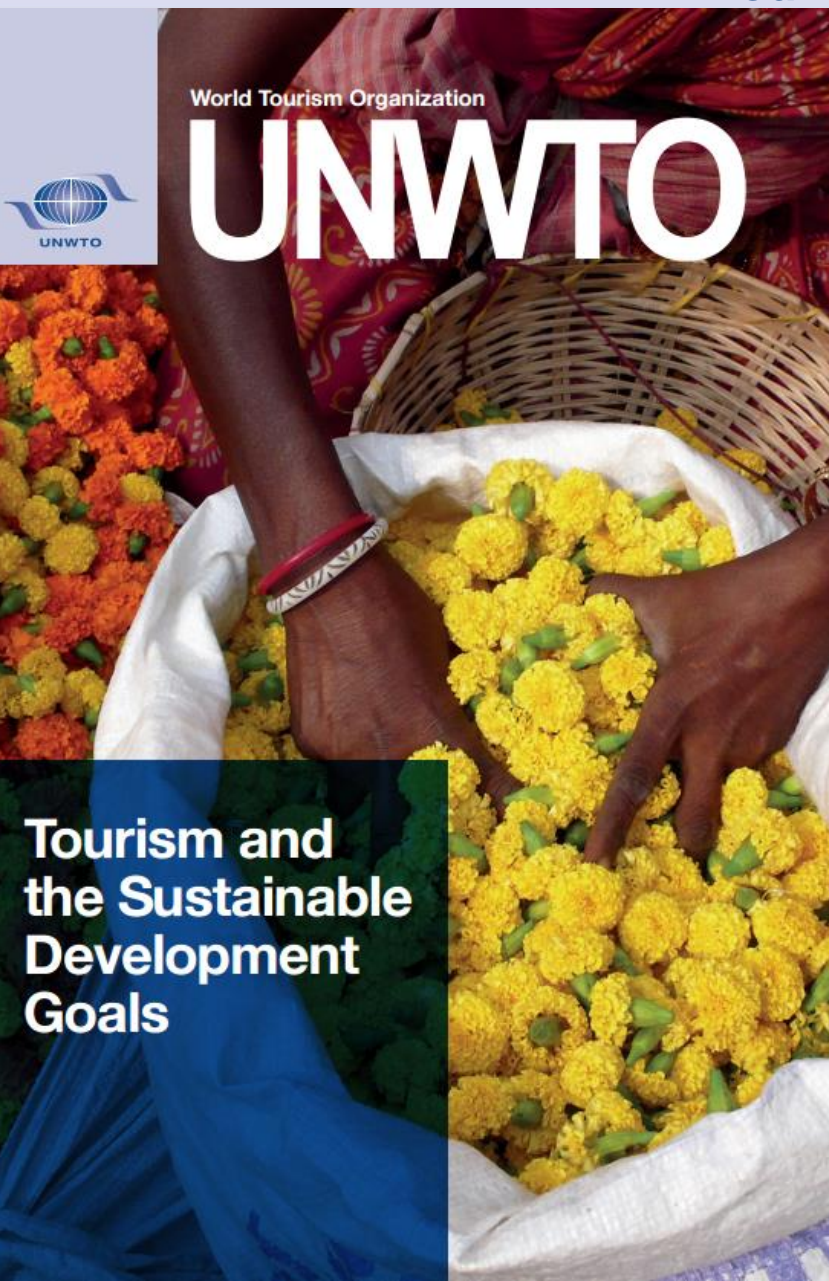


SUSTAINABLE DEVELOPMENT GOALS

2030年に向けて  
世界が合意した  
「持続可能な開発目標」です

# 観光と持続可能な開発のための目標

## Tourism and the SDGs



**Target 8.9:** 2030年までに、雇用創出、地方の文化振興・産品販促につながる持続可能な観光業を促進するための政策を立案し実施する。

“by 2030, devise and implement policies to promote sustainable tourism that creates jobs and promotes local culture and products”.



**Target 12.B:** 雇用創出、地方の文化振興・産品販促につながる持続可能な観光業に対して持続可能な開発がもたらす影響を測定する手法を開発・導入する。

“develop and implement tools to monitor sustainable development impacts for sustainable tourism that creates jobs and promotes local culture and product”.

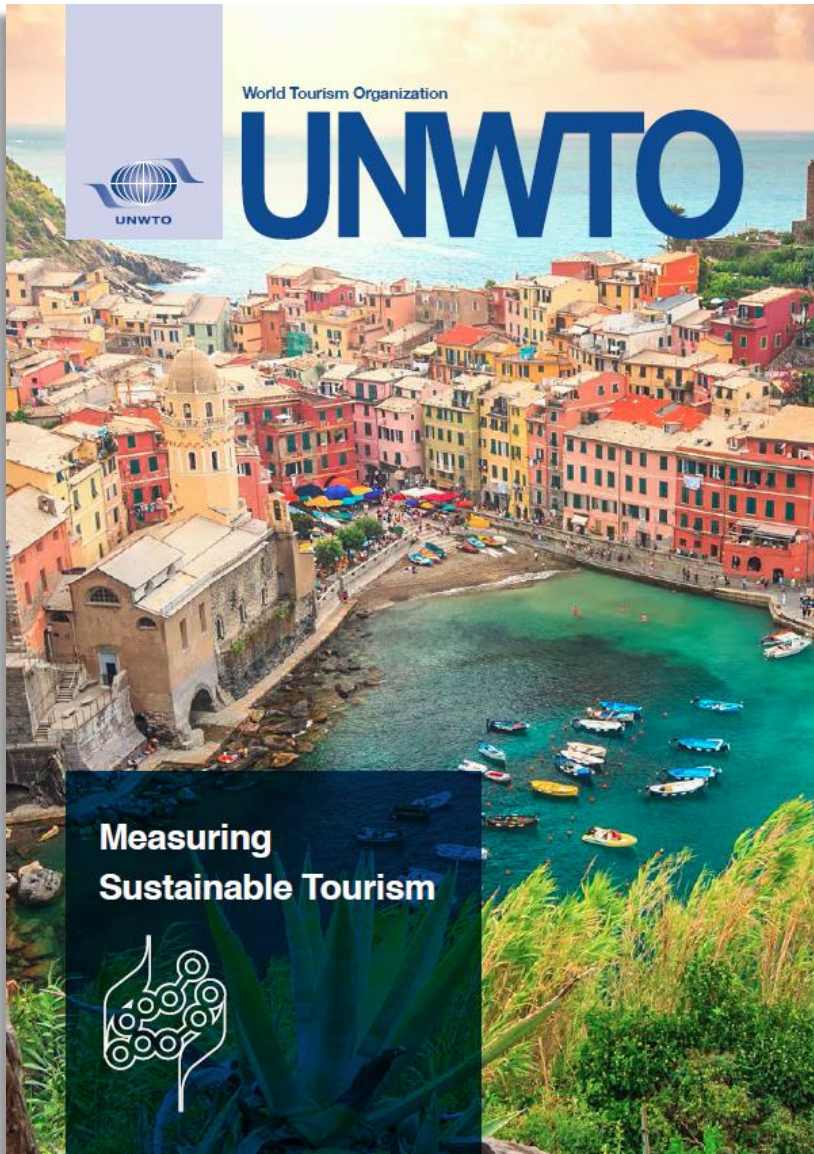


**Target 14.7:** 2030年までに、漁業、水産養殖及び観光の持続可能な管理などを通じ、小島嶼開発途上国及び後発開発途上国の海洋資源の持続的な利用による経済的便益を増大させる。

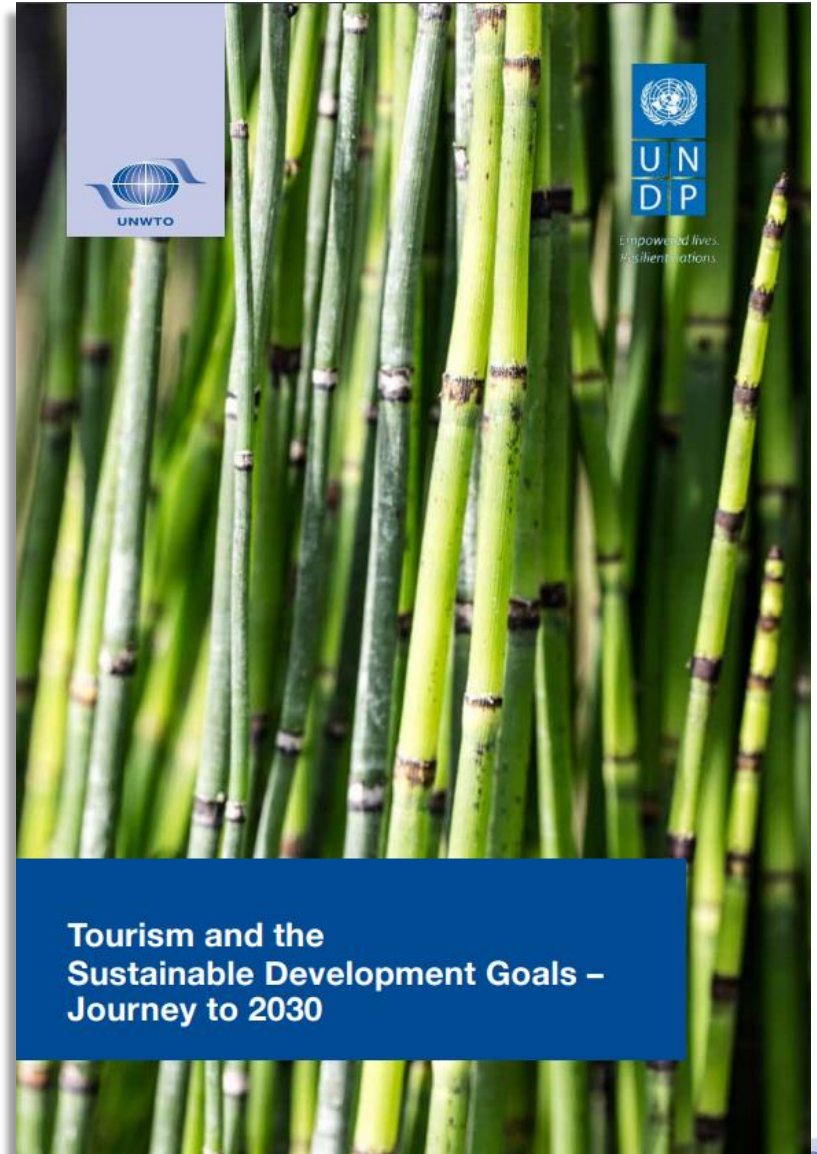
“by 2030, increase the economic benefits to SIDS and LDCs from the sustainable use of marine resources, including through sustainable management of fisheries, aquaculture and tourism”.



# International Year Legacies



Source: <http://cf.cdn.unwto.org/sites/all/files/docpdf/folderfactsheetweb.pdf>



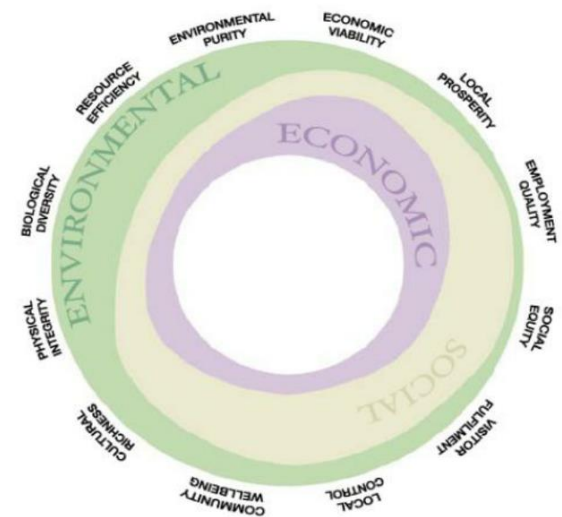
Source: [www.e-unwto.org/doi/pdf/10.18111/9789284419401](http://www.e-unwto.org/doi/pdf/10.18111/9789284419401)

# Measuring Sustainable Tourism

- Increasingly relevant in national agendas.
- Global tool of economic growth, social inclusiveness and protection of natural and cultural heritage.
- Needs evidence to support policies.
- Need for a common, standardized language to track impact and progress.
- *“Countries have the primary responsibility for follow-up and review of the progress made in implementing the Goals, which will require quality, accessible and timely data collection” – UN.org*
- What is not measured can neither be managed or improved

*“Tourism that takes full account of its current and future **economic, social and environmental** impacts, addressing the needs of visitors, the industries, the environment and the host communities”*

*“[...] is a continuous process and requires constant monitoring of impacts“*





# What is the MST Framework?

- Initiative launched in 2015 by UNWTO in partnership with UN Statistics Division (UNSD)
- Collaboration between UNSD, SEEA, EU
- **Aim:**
  - Develop a standardized framework for the collection of information
  - Integrate tourism statistics with other economic, social and environmental information
  - Coherent information base for the derivation of indicators that are relevant for the monitoring and analysis of sustainable tourism
- Raise awareness
- Garner support
- Demonstrate commitment
- Facilitate collaboration



Source: UNWTO International Conference on Tourism Statistics, Manila June 2017





# Indicator Development Process

## Research and Organization

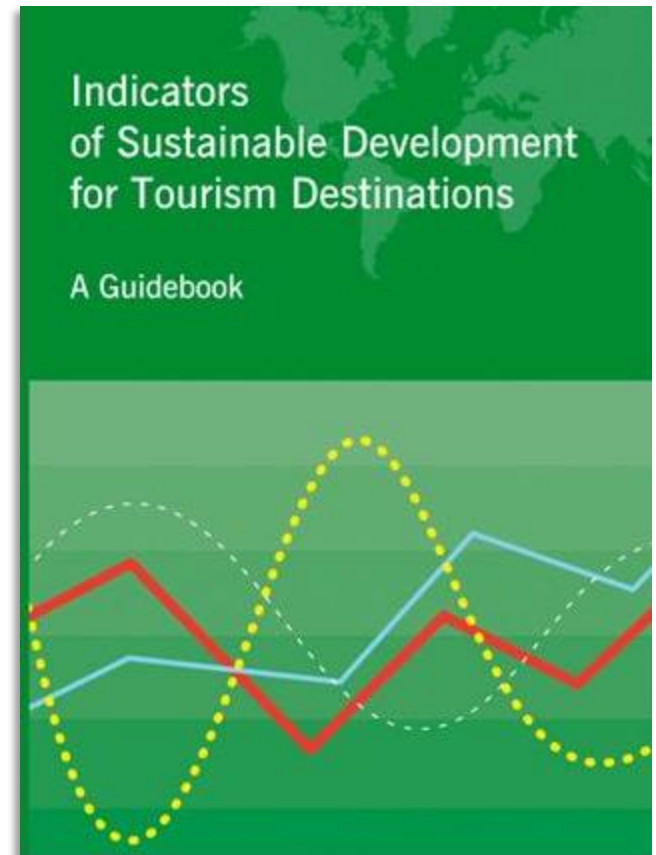
- Step 1. Definition/delineation of the destination
- Step 2. Use of participatory process
- Step 3. Identification of tourism assets and risks
- Step 4. Long-term vision for a destination

## Indicators Development

- Step 5. Selection of priority issues
- Step 6. Identification of desired indicators
- Step 7. Inventory of data sources
- Step 8. Selection procedures

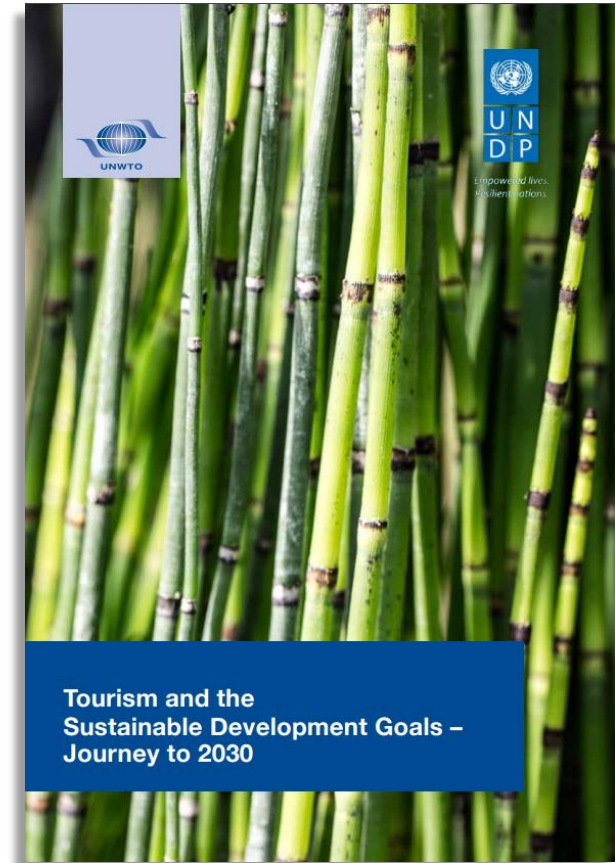
## Implementation

- Step 9. Evaluation of feasibility/implementation
- Step 10. Data collection and analysis
- Step 11. Accountability, communication and reporting
- Step 12. Monitoring and evaluation of indicators application



# Tourism and the SDGs – Journey to 2030

- Report aim: build knowledge
  - Empower and inspire tourism stakeholders
  - Align policies and business operations to the objectives of the SDGs
- Set of recommendations based on survey from 64 countries & 60 global tourism companies
  - Awareness-raising and the measurement of impacts
  - Integration of tourism in SDG-oriented national planning and business practices
  - Effective partnership for tourism and the SDGs
  - Financing the tourism sector to implement the SDGs



# 観光と持続可能な開発のための目標

Tourism and the SDGs – cont'd

## IY2017 重点分野 Key Areas



**SDGs 1, 2, 8, 9, 10, 17** → 包摂的かつ持続可能な経済成長  
Inclusive and sustainable economic growth

**SDGs 1, 3, 4, 5, 8** → 社会的包摂、雇用、貧困削減  
Social inclusiveness, employment and poverty reduction

**SDGs 6, 7, 11, 12, 13, 14, 15** → 資源効率、環境保全、気候変動  
Resource efficiency, environmental protection and climate change

**SDGs 8, 11, 12** → 文化的価値、多様性、遺産  
Cultural values, diversity and heritage

**SDGs 4, 16** → 相互理解、平和、安全  
Mutual understanding, peace and security





**Thank you!**

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