



## 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**



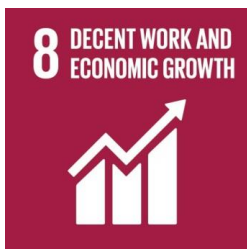


### WHY TOURISM MATTERS

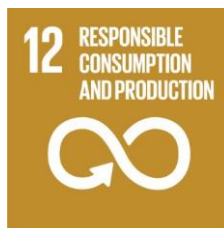
Source: © Highlights 2017 - World Tourism Organization (UNWTO), July 2017

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**.

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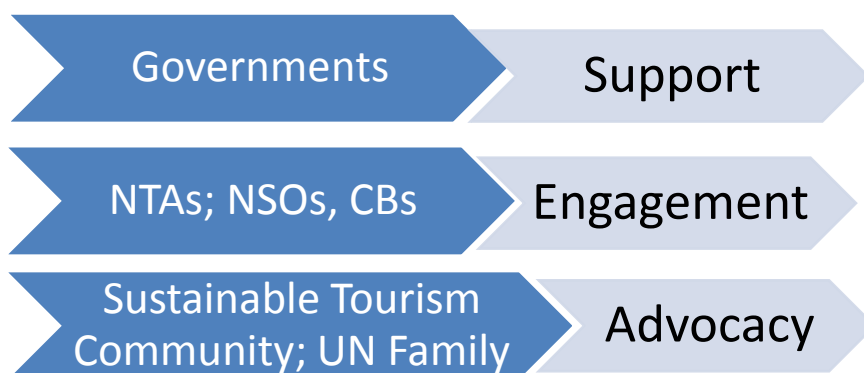
## The 2030 Agenda for Sustainable Development



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## Target Audiences / Objectives



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# Messaging

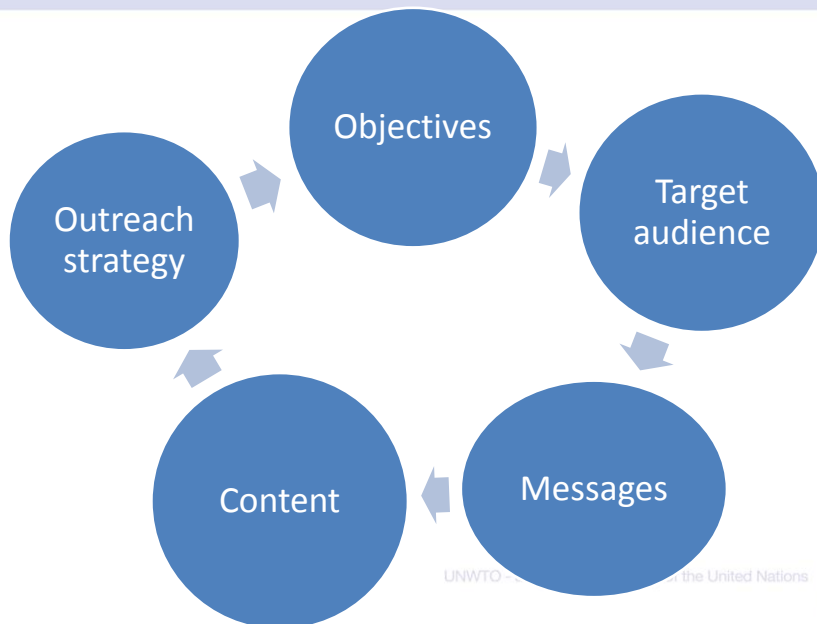
-  What?  
Process...
-  Why?  
Benefits...
-  How?  
Participation...

# Role of Committe

-  Share
-  Testimonies
-  Disseminate



## Subgroup on Communications



# Thank you!

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