



2017
INTERNATIONAL YEAR
OF SUSTAINABLE TOURISM
FOR DEVELOPMENT



General Assembly

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Report of the Secretary-General

Part I: Programme of work for 2016-2017

(b) Report on the International Year of Sustainable Tourism for Development 2017

I. Introduction

1. The present document recalls document A/21/8(l)(c) Add. 1 and its Annex and the subsequent documents CE/104/5(a), Annex I and CE/105/3(d).

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 (travelenjoyrespect.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

UNWTO/Government of Jamaica/World Bank Group – Global Conference on Partnerships for *Jobs and
Inclusive Growth Through Sustainable Tourism*
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

10 Official Sponsors (EUR 50,000)
Amadeus
All Nippon Airways, Japan
Chimelong Group, China
Balearic Islands, Spain
Global Tourism Education Centre, China
Government of Colombia
Government of Morocco
Hilton
Minube, Spain
Ras Al- Khaimah
8 Diamond Partners(EUR 20,000)
Patronato de Turismo Ayuntamiento de Arona, Spain
Ministry of Culture and Tourism, Azerbaijan
Capital Airlines, China
Eventísimo, Spain
Georgian National Tourism Administration
Mastercard, Spain
Ministry of Tourism, Mexico
The Travel Corporation, USA
12 Gold Partners (EUR 10,000)
Airbnb
Agència Catalana de Turisme, Spain
Agència Valenciana del Turisme, Spain
Alphaland Development, Inc., China
East Asia Inter-Regional Tourism Forum (EATOF)
German National Tourist Board
Global Geoparks Network
University of Applied Sciences HTW Chur - Institute of Tourism and Leisure, Switzerland
Intercontinental Hotels Group, UK
Innovation Norway
Turismo de Portugal
Price Waterhouse Cooper

4 Silver Partners (EUR 5,000)

South Pole Group

Swisscontact

JTB, Japan

Ecorun, Spain

24 Friends (EUR 1,000)

ANVR, The Netherlands Association of Travel Agents and Tour Operators

Betterfly, France

BIZIBIZIKI, Spain

Borneo Eco Tours

Cabi, UK

Desarrollo de Investigaciones Turísticas/Globaldit, Spain

Diputación de Lleida, Spain

Eden Network AISBL

FEE-Blue Flag, Denmark

FEE-Green Key

Hersonisos Municipality, Greece

InLombardia, Italy

International Tourism Partnership, UK

Lufthansa Group, Germany

Mountain Lodges of Peru

Peace Boat

Private Foundation of the Hospital de la Santa Creu i Sant Pau, Spain

Rainbow Garden Village, Germany

Technical University of Crete, Renewable and Sustainable Energy Systems, Greece

TripAdvisor

Université d'Angers/UFR ESTHUA, France

V&A Waterfront, South Africa

VIAJES CON ENCANTO SL dba CIVITATIS, Spain

Zürich Tourism, Switzerland

2 Media Partner:

CNN

RTVE, Spain

e. Executive Summary of the IY2017 Discussion Paper (see PDF)

f. Travel.Enjoy.Respect Campaign Partners (see PDF)