



2017
INTERNATIONAL YEAR
OF SUSTAINABLE TOURISM
FOR DEVELOPMENT



CALENDAR OF OFFICIAL EVENTS OF THE INTERNATIONAL YEAR 2017

www.tourism4development2017.org

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	Event on the occasion of the UNWTO General Assembly	Chengdu, China
	27	World Tourism Day 2017: <i>Sustainable Tourism - A Tool for Development</i> - Official Celebrations	Doha, Qatar
NOV.	16 - 18	International Conference on Promoting Sustainable Tourism, A Tool for Inclusive Growth and Community Engagement in Africa	Lusaka, Zambia
	27 - 29	UNWTO, Government of Jamaica and World Bank Group - Global Conference on <i>Jobs & Inclusive Growth: Partnerships for Sustainable Tourism</i>	Montego Bay, Jamaica
DEC.	11 - 12	Second UNWTO/UNESCO World Conference on Tourism and Culture: <i>Fostering Sustainable Development</i>	Muscat, Oman
	19	Closing Ceremony of the International Year of Sustainable Tourism for Development, 2017	Geneva, Switzerland

OFFICIAL IY2017 ACTIVITIES

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#IY2017 #travelenjoyrespect

Flagship Publications

Sustainable Tourism for Development Report

The flagship report is aligned with the five key areas of the International Year of Sustainable Tourism for Development: (1) Inclusive and sustainable economic growth, (2) Social Inclusiveness, employment and poverty reduction, (3) Resource Efficiency, environmental protection and climate change, (4) Cultural values, diversity and heritage and (5) Mutual understanding, peace and security. Initially a **discussion paper**, it will turn into a full-fledged report after a global consultation with UN Member States, the private sector and academia. It will address the necessary changes for tourism to become a more effective tool for development and will include case studies from around the world.

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 encourage governments and tourism companies to incorporate relevant aspects of the SDGs into the policy and financing framework as well as business operations respectively. Both the report platform shall provide a roadmap for the tourism sector and the SDGs process until 2030.

Awareness-Raising Campaigns

“Travel. Enjoy. Respect.”

The Travel.Enjoy.Respect. Campaign focuses on increasing awareness among the public, in particularly travellers, on their active role in harnessing tourism’s contribution to sustainable development. The Campaign provides a better understanding of sustainable tourism while promoting the exchange of good practices and knowledge. It also engages all stakeholders in making tourism a catalyst for positive change, by offering tips on how to become more responsible travellers, based on the UNWTO Global Code of Ethics in Tourism.

Sleep for Peace Initiative

On the occasion of the International Day of Peace on 21 September, stakeholders in the accommodation sector are invited to join to carry out activities that raise awareness on the important contribution tourism can make to peace and peacebuilding. Guidelines for this purpose are developed. Join the existing “Sleep for Peace” initiative created by one of our Affiliate Members.

Special Ambassadors Programme

In order to help raise awareness on the IY2017, Special Ambassadors from different nationalities and backgrounds have been appointed so far. They will engage in some of the official IY2017 events and promote the International Year through keynote speeches, video messages, interviews and other relevant means.

The IY2017 Special Ambassadors are:

H.E. Mr. Juan Manuel Santos, President of Colombia
H.E. Mr. Luis Guillermo Solis, 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. Mr. Tuilaepa Sailele Malielegaoi, Prime Minister of Samoa
H.M. King Simeon II
H.E. Shaikha Mai bint Mohammed Al Khalifa, President of Bahrain Authority for Culture and Antiquities
H.E. Dr. Talal Abu-Ghazaleh, Chairman, Talal Abu-Ghazaleh Organization
Dr. Michael Frenzel, President, Federal Association of the German Tourism Industry
Mr. Huayong Ge, Chairman, China UnionPay

UNWTO Silk Road Training and Capacity Building Programme

UNWTO, together with the UNWTO Themis Foundation and the University of Valencia, has launched the UNWTO Silk Road Training and Capacity Building Programme, a novel executive training initiative aimed at officials from Silk Road Member States, private sector stakeholders and university graduates aspiring to work within the tourism industry. Held as an official activity of the 2017 International Year of Sustainable Tourism for Development, the training will strengthen cooperation and improve connectivity along the historic Silk Road routes by providing participants with practical know-how in the areas of strategic tourism management, transnational route development and sustainable tourism practices. The training will consist of 2-two-week online courses in October 2017, and a 10-day onsite course to take place in Madrid and Valencia, Spain in November 2017. All relevant course information is available on the website: <http://silkroad.unwto.org/event/unwto-silk-road-training-and-capacity-building-programme>