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### Report of the Secretary-General

#### Part I: Tourism trends and activities

#### (b) Mainstreaming tourism in the global agenda

##### I. Introduction

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1. Promoting tourism's contribution to economic growth, inclusive development and environmental sustainability in the national and international agendas continues to be a major priority for the Organization as a precondition for the development and implementation of policies that support the growth and sustainability of the sector.
2. The present report highlights the main actions implemented and planned by the Secretariat to mainstream tourism in the global and national agendas since the report delivered to the 101st session of the Executive Council.

##### II. Mainstreaming tourism in the global agenda

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3. The **UNWTO/WTTC Open Letter on Travel and Tourism** campaign continues to advance. Since its inception in 2011, a total of 82 Heads of State and Government have been presented with the Open Letter. The initiative aims to promote the role of the sector at the highest level, foster cross-cutting policy coordination on tourism issues and raise awareness among decision makers of pressing challenges facing the sector.
4. The **sixth T.20 Ministers' Meeting** was held in the Republic of Turkey on 29-30 September 2015. As per the priorities of the Turkish G20 Presidency, the meeting discussed how tourism can address the challenge of a jobless recovery, with a particular focus on policies that promote gender equality, youth unemployment, skills adequacy, entrepreneurship, and investment. To that end, UNWTO and the International Labour Organization (ILO) prepared a background document and a communiqué which was integrated as an annex to the G20 Leaders' Declaration (see <http://g20.org.tr/g20-ministers-of-tourism-discuss-how-tourism-can-create-more-and-better-jobs/>).



The **seventh Meeting of the G20 Tourism Ministers** will be held in Beijing, China, on 20 May 2016 in the framework of the Chinese Presidency of the G20 and coinciding with the First World Conference on Tourism for Development organized by UNWTO and the Government of the People's Republic of China. The Meeting will focus on the theme of "Sustainable Tourism – An Effective Tool for Inclusive Development".

5. **The Secretariat continues to work to position tourism higher in the United Nations system agenda as well as in the agendas of other relevant international and regional organizations** (for details see document CE/103/5). In this framework, it is worth highlighting:

(a) The inclusion of tourism in the **Sustainable Development Goals (SDGs)**: As a result of concerted efforts of the UNWTO Secretariat and Member States, tourism is included as a target under three of the SDGs (SDG 8: Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all; SDG 12: Sustainable Consumption and Production; and SDG 14: Conserve and sustainably use the oceans, seas and marine resources for sustainable development). The tourism targets are specifically:

- 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 and promotes local culture and products"; and
- Target 14.7: "By 2030, increase the economic benefits to small island developing States and least developed countries from the sustainable use of marine resources, including through sustainable management of fisheries, aquaculture and tourism".

Nonetheless, it is important to stress that given its cross-cutting nature, tourism is well positioned to contribute to all of the 17 SDGs (for more information on tourism and the SDGs see <http://icr.unwto.org/content/tourism-and-sdgs>).

UNWTO is an observer to the Inter-agency Expert Group on SDG Indicators which has produced a proposal of indicators to measure the SDGs targets (see <http://unstats.un.org/unsd/statcom/47th-session/documents/2016-2-SDGs-Rev1-E.pdf>)

(b) The preparation for the celebrations of **2017 as the International Year of Sustainable Tourism for Development**: The United Nations (UN) General Assembly has approved the adoption of 2017 as the International Year of Sustainable Tourism for Development. The resolution, adopted on 4 December 2015, recognizes "the importance of international tourism, and particularly of the designation of an international year of sustainable tourism for development, in fostering better understanding among peoples everywhere, in leading to a greater awareness of the rich heritage of various civilizations and in bringing about a better appreciation of the inherent values of different cultures, thereby contributing to the strengthening of peace in the world".

The declaration by the UN of 2017 as the International Year of Sustainable Tourism for Development is a unique opportunity to advance the contribution of the tourism sector to the three pillars of sustainability---economic, social and environmental---while raising awareness of the true dimensions of a sector which is often undervalued. As the lead UN agency for this initiative, UNWTO will work on the organization and implementation of the International Year, in

collaboration with governments, relevant organizations of the UN system, other international and regional organizations and all other relevant stakeholders (see document CE/103/3(d)).

(c) The **First World Conference on Tourism for Development**, to be organized by UNWTO and the People's Republic of China on the theme of "Tourism for Peace and Development", will be an opportunity to advance the debate at the highest level on how tourism can contribute to the SDGs and the 2030 Agenda for Sustainable Development as well as set the preparation of the celebrations of the International Year of Sustainable Tourism for Development 2017, which will be formally presented on the occasion.

(d) UNWTO continues to progress on the work of the **10-Year Framework of Programmes on Sustainable Consumption and Production (10YFP)**. Sustainable Tourism is, together with Consumer Information; Sustainable Lifestyles and Education; Sustainable Public Procurement and Sustainable Buildings and Construction; one of the initial five programmes included in the 10YFP. The Sustainable Tourism Programme is led by UNWTO with the Governments of France (Ministry of Environment, Energy and Marine Affairs), the Republic of Korea (Ministry of Culture, Tourism and Sports) and Morocco (Ministry of Tourism) as Co-Leads.

(e) **Promoting safe and seamless travel:** UNWTO continues to work with the UN system, and namely with the United Nations Office on Drugs and Crime (UNODC), to bring the tourism and security agendas closer together and promote the full integration of tourism into emergency and security mechanisms thus promoting a safer travel framework while advancing the travel facilitation agenda (see document CE/103/9).

(f) In order to bring the **tourism and aviation agendas** closer together, UNWTO and ICAO have organized a High Level Forum on Tourism and Air Transport for Development on the sidelines of the 21st UNWTO General Assembly. (UNWTO/ICAO Statement [http://cf.cdn.unwto.org/sites/all/files/pdf/unwto\\_icao\\_m\\_statement\\_en.pdf](http://cf.cdn.unwto.org/sites/all/files/pdf/unwto_icao_m_statement_en.pdf)).

(g) The UNWTO's 4th International Conference on Tourism and the Media, held in Tunisia in December 2015, recalled the importance of bridging the gap between the tourism and the media agendas, especially in times of crises. This series of UNWTO Conferences aims to place **tourism higher in the media agenda**, particularly among generalist and economic media.

(h) **Declaration of 2018 as the European Year of Tourism and Cultural Heritage:** UNWTO is supporting the proposal by the European Parliament Intergroup for European Tourism Development, Cultural Heritage, Ways of St. James and other European Cultural Routes to designate 2018 as the European Year of Tourism and Cultural Heritage. In this regard, UNWTO has communicated its support formally to the President of the European Commission, the Commissioner responsible for Internal Market, Industry, Entrepreneurship and SMEs and the Commissioner responsible for Education, Culture, Youth and Sport.

### III. Actions to be taken by the Executive Council

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6. The Executive Council is invited:

(a) To take note of the work of the Secretariat in mainstreaming tourism in the global and national agendas;

(b) To encourage Member States to embrace the implementation processes of the SDGs at

the national and international levels; and

(c) To encourage Member States within the European Union to support the proposal to declare 2018 as the European Year of Tourism and Cultural Heritage.