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Report of the Secretary-General

Part I: Tourism trends and activities

(c) Priorities and Management vision

I. Introduction

1. The priorities and management vision for 2016 as proposed below are in line with the 2016-2017 Programme of Work approved by the General Assembly at its 21st session in Medellín (A/21/8(I)(a)) and were defined taking into consideration:

- (a) Current global trends affecting the tourism sector—technology shifts, changing business models, growing safety and security concerns, slow economic growth and a jobless recovery; and
- (b) The international framework set by the 2030 Agenda for Sustainable Development, the Sustainable Development Goals (SDGs), the Paris Agreement on Climate Change and the declaration by the UN General Assembly of 2017 as the International Year of Sustainable Tourism for Development.

II. Priorities for 2016-2017

2. **Promoting safe and seamless travel:** The tourism sector is increasingly affected by safety and security concerns and risks while a growing number of destinations face the impact of natural and man-made crises which threaten the sector and its benefits. Security concerns may, on the other hand, impact the recent advances registered in travel facilitation around the world. Priority should be given to activities that promote the inclusion of tourism into the national, regional and international safety and security agenda, crisis preparedness and management including crisis communications while ensuring increased ease of travel in terms of both visa facilitation and connectivity.

3. **Enhancing the role of technology in tourism:** Technology developments are changing consumers' behaviour, business models and destination management. Priority should be given to actions that develop and promote the sharing of knowledge about the impact of technology on the



above and that promote the use of technology to increase the sustainability and competitiveness of destinations.

4. **Placing sustainability at the heart of tourism development and promoting the role of sustainable tourism in development:** The role of tourism in advancing the SDGs, the expansion of the Tourism Observatories and the 10-Year Framework Programme activities should be geared towards promoting sustainable tourism policies and practices while advocating the principle that “growth and sustainability are not at odds”. Furthermore, in view of the declaration of 2017 as the International Year of Tourism for Development, priority should be given to actions which can contribute to enhance the knowledge on the links of tourism with development and advocacy of the role of sustainable tourism in promoting development and inclusion in all nations.

III. Actions to be taken by the Executive Council

5. The Executive Council is invited to support the Management priorities and vision in accordance with the 2016-2017 Programme of Work.