



Executive Council

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Report of the Secretary-General

Part I: Current situation and activities

(d) Report on the International Year of Sustainable Tourism for Development 2017 (IY2017) and report of the Steering Committee

I. Introduction

1. The present document recalls the document CE/104/5(a), Annex I.
2. During the reporting period, the following main activities have been carried out:
 - (a) Further development of a communication strategy, including the launch of the IY2017 website www.tourism4development2017.org, the official IY2017 logo, and the consumer-oriented campaign "Travel, Enjoy, Respect".
 - (b) Holding of the second meeting of the Steering Committee for the IY2017 (SC2017), via teleconference, on 21 November 2016, during which the following four new members were introduced:
 - The Association of British Travel Agents (ABTA) (United Kingdom);
 - The Network of European Regions for Competitive and Sustainable Tourism (NecsTOUR) (Belgium);
 - The Travel Foundation (United Kingdom); and
 - The University of South Florida Patel College of Global Sustainability (United States of America).

The Steering Committee now consists of 27 members (see Annex, part a).

(c) A reception, hosted by H.M. King Felipe VI of Spain on 17 January 2017 on the occasion of the launch of the IY2017, and an Official Opening Ceremony on 18 January 2017 in Madrid, Spain, with more than 600 participants.

(d) Identification of 14 IY2017 Official Events (Annex, part b).



- (e) Establishment of a Special Ambassadors Programme, which as of 1 March comprises seven high-profile individuals, namely:
- H.E. Mr. Juan Manuel Santos, President of Colombia;
 - H.E. Mrs. Ellen Johnson Sirleaf, President of Liberia;
 - H.E. Shaikha Mai bint Mohammed Al Khalifa, President, Bahrain Authority for Culture and Antiquities;
 - H.M. King Simeon II of the Bulgarians;
 - H.E. Dr Talal Abu-Ghazaleh, Chairman, Talal Abu-Ghazaleh Organization;
 - Mr. Huayong Ge, Chairman, China UnionPay; and
 - Dr. Michael Frenzel, President, Federal Association of the German Tourism Industry.
- (f) Launch of the Responsible Traveller Tips as approved by the World Committee on Tourism Ethics.
- (g) Completion of the first phase of the flagship report “Tourism for Development”—developed along the five key areas of the IY2017—in the form of a discussion paper for the purpose of a global consultation (Annex, part c).
- (h) Elaboration of a concept note for the “Tourism and the Sustainable Development Goals: Journey to 2030” report, addressing the links between tourism and the SDGs and setting an agenda for the sector towards 2030 (Annex, part d).
- (i) Official presentation of the commemorative Spanish stamps on the occasion of the IY2017, hosted at UNWTO Headquarters on 20 February 2017.
- (j) Setting up of a sponsorship and partnership scheme that during the reporting period has attracted more than 45 Official Sponsors, Partners and Friends of the IY2017 (Annex, part e).

II. Actions to be taken by the Executive Council

3. The Executive Council is invited:
- (a) To 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 seven Special Ambassadors for the IY2017;
 - (c) To encourage all Member States and tourism stakeholders to engage in activities during the Year, to explore and use the official IY2017 website, the official IY2017 logo, and promote the consumer campaign “Travel.Enjoy.Respect.”;
 - (d) To take note of the completion of the first phase of the flagship report “Tourism for Development” along the five key areas of the IY2017, and encourage all Members and tourism stakeholders to provide comments and relevant case studies; and
 - (e) To take note of the sponsorship and partnership scheme, to acknowledge the support of

more than 45 Official Sponsors, Partners and Friends of the IY2017 thus far, and to encourage all Members to support the efforts of the Secretariat in mobilizing resources for the IY2017, recalling that according to the UN resolution all UNWTO activities in the framework of the IY2017 must be met from voluntary contributions.

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. Edmund Bartlett (Consolidated Tourism and Investment Consultants Limited)
16. BTW (Federal Association of the German Tourism Industry)
17. Amadeus
18. NH Hotel Group
19. HOTREC
20. ABTA

Other key stakeholders:

Academia

21. George Washington University
22. Hong Kong Polytechnic University
23. University of South Florida Patel College of Global Sustainability

Global Tourism Associations and NGOs

24. WTTC
25. PATA
26. The Travel Foundation
27. NECSTouR

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

Event on the occasion of the UNWTO General Assembly
Chengdu, China

Global Conference on Sustainable Tourism for Development and Peace
Montreal, Canada, 18-19 September 2017

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, December 2017 (tbc)

c. Tourism for Development flagship report:

The flagship report is aligned with the five key areas of the International Year of Sustainable Tourism for Development, namely (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 round 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 and best practices from around the world.

d. 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 the policy and financing framework as well as business operations respectively. The content of the report 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 report and the platform shall provide a roadmap and co-creation space for the tourism sector and the SDGs process until 2030.

e. List of Sponsors, Partners and Friends of IY2017 (as of 24 February 2017)

9 Official (EUR 50000)
Global Tourism Economy Research Centre
Balearic Islands Tourism Agency
All Nippon Airways Co., Ltd
Minube
Chimelong
Amadeus
Ministerio de Comercio, Industria y Turismo de Colombia
Ras al Khaimah Tourism Development Authority
Morocco
8 Diamond Partners (EUR 20000)
The Travel Corporation
Ministry of Tourism of Mexico
Capital Airlines
Eventísimo
Azerbaijan
Georgia
Mastercard
Municipality of Arona (Tenerife, Spain)
8 Gold Partners (EUR 10000)
German National Tourism Board (DZT)

Global Geoparks Network
 Agència Catalana de Turisme
 University of Applied Sciences HWT Chur
 Agència Valenciana del Turisme
 Turismo de Portugal
 Innovation Norway
 Intercontinental Hotels Group
3 Silver Partners (EUR 5000)
 South Pole Group
 Swisscontact
 JTB
18 Friends (EUR 1000)
 Zürich Tourism
 Technical University of Crete, Renewable and Sustainable Energy Systems
 FEE-Green Key
 Eden Network AISBL
 Cabi
 BIZIBIZIKI
 FEE-Blue Flag
 VIAJES CON ENCANTO SL dba CIVITATIS
 Borneo Eco Tours
 Mountain Lodges of Peru
 Fundació Privada de la Santa Creu i Sant Pau
 InLombardia
 Rainbow Garden Village
 Betterfly
 Hersonissos Municipality
 ANVR
 Desarrollo de Investigaciones Turísticas/Globalit
 Université d'Angers/UFR ESTHUA