

2017
**INTERNATIONAL YEAR
OF SUSTAINABLE TOURISM
FOR DEVELOPMENT**

A roadmap
for celebrating
together

An aerial photograph of a coastal town, likely Makarska in Croatia. The town is built on a hillside overlooking the sea, with numerous colorful buildings (yellow, orange, red, white) and terracotta roofs. A prominent, tall, white stone church tower with a statue on top stands out in the middle ground. The sea is a deep blue, and there are some small boats visible in the foreground. A dark blue vertical bar is on the left side of the image, containing the word 'INDEX' in white capital letters.

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OBJECTIVES

The United Nations (UN) has declared 2017 as the International Year of Sustainable Tourism for Development. This decision comes fifty years after the celebration of the International Tourist Year on *Tourism- Passport to Peace* (1967) and fifteen years since the International Year of Ecotourism (2002).

The UN General Assembly has invited the World Tourism Organization (UNWTO) to “facilitate the organization and implementation of the Year, in collaboration with Governments, relevant organizations of the United Nations System, other international and regional organizations and other relevant stakeholders”.

2017 presents a unique opportunity to explore and highlight tourism’s potential to help transform our world into a place of prosperity and wellbeing for all.

As one of the largest and fastest-growing socio-economic sectors of our times, tourism can stimulate economic growth, create decent jobs and business opportunities, helping millions of people escape poverty and improve their livelihoods.

With the right policies in place, tourism can contribute to gender equality, the preservation of ecosystems and biodiversity, the protection of natural and cultural heritage, and offers solutions to many other pressing challenges our world is facing today.

An inclusive and participatory tourism can spur dialogue, foster mutual understanding and support efforts toward building a culture of peace.




The International Year (IY 2017) aims to raise awareness on the contribution of sustainable tourism to development among decision-makers and the public, while mobilizing all stakeholders to work together in making tourism a catalyst for positive change.

In the context of the 2030 Agenda for Sustainable Development and the Sustainable Development Goals (SDGs), the International Year should foster a change in policies, business practices and consumer behavior for a more sustainable tourism sector.

The International Year shall explore and highlight tourism's role in the following **five key areas**:

- 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**
- 5. Mutual understanding, peace and security**



LINES OF ACTION

In order to promote and strengthen the role of tourism in the previously mentioned five areas, the activities of the International Year should focus on, *inter alia*:

Advocacy and awareness raising

- To promote sustainable tourism as a tool for development, encourage its full integration in national, regional and global development agendas, and highlight its catalytic function for economic and sustainable development
- To stimulate a global debate on the contribution of tourism to the 2030 Agenda and the SDGs
- To increase awareness among all stakeholders — including tourists — of the impact of travel and tourism on society and the environment, and how responsible travel can contribute to sustainable development

Knowledge creation and dissemination

- To improve the understanding of how sustainable tourism contributes to the aforementioned five areas in both developing and developed countries
- To promote tools and mechanisms for the monitoring and the measurement of tourism's positive and negative impacts

Policy making

- To promote evidence-based policies and exchange of good practices that advance and maximize tourism's contribution to sustainable development
- To encourage integrated and holistic approaches to tourism development through cross-cutting national tourism policies that contribute to the 2030 Agenda and the SDGs
- To stimulate public/private sector cooperation and promote Corporate Social Responsibility (CSR) as a pillar of tourism development



Capacity building and education

- To support the formulation and implementation of educational policies that promote the contribution of sustainable tourism to development
- To enhance curricula development in line with the 2030 Agenda and the SDGs
- To empower women and youth through knowledge-building and skills development

**CELEBRATING
TOGETHER**





UNWTO invites governments, the UN System and other international and regional organizations including financial institutions, the private sector, academia, civil society and tourism stakeholders — as well as the billions of tourists who travel domestically and internationally every year — to engage in the celebration of the International Year.

UNWTO and the established Steering Committee on the International Year, which comprises representatives of Member States, the private sector, academia and civil society, shall serve as the focal point for coordinating the preparation, implementation and promotion of all activities relating to the International Year.

Stakeholders are encouraged to report on their initiatives to UNWTO on an ongoing basis so that the achievements of the International Year can be documented and communicated. An International Year website will be made available to register and provide information on all the activities related to the International Year, which will be used for UNWTO's final report to be submitted to the UN in 2018.

A selection of recommended activities is outlined here, according to the defined Lines of Action. The list is non-exhaustive and serves primarily as a guideline for all stakeholders who wish to engage in the International Year, while possible actions should be carried out — as much as possible — through partnerships at national and/or regional level.

Let's celebrate together!

Selection of recommended activities for Governments, International Organizations (IOs), Private Sector, Academia and Non-Governmental Organizations (NGOs)

LINE OF ACTION	ACTIVITY*	WHO	WHAT TO REPORT ^{1,2}
1. Advocacy and awareness raising			
To promote sustainable tourism as a tool for development, encourage its full integration in national, regional and global development agendas, and highlight its catalytic function for economic and sustainable development	Establish special committees or designate focal points for the coordination of outreach and advocacy activities on an international, national, regional and local level	Governments IOs NGOs	Description of initiative (composition and role of the committee, etc.)
To stimulate a global debate on the contribution of tourism to the 2030 Agenda and the SDGs	Organize national and regional launches and closing events	Governments	Description of event(s) Number of participants
To increase awareness among all stakeholders — including tourists — of the impact of travel and tourism on society and the environment, and how responsible travel can contribute to sustainable development	Organize other events, meetings and conferences	Governments Private Sector Academia IOs NGOs	Description of each event Number of events Number of participants for each event Outcome of the event (reports, declaration, etc.)
	Develop a media and social media plan including press conferences, interviews, press releases, articles, bloggers activities, etc.	Governments Private Sector Academia IOs NGOs	Description of media activity Number of media activities Estimated outreach
	Host, promote and encourage regional, national or local awards for sustainable tourism, for development initiatives and/ or innovative research	Governments Private Sector Academia IOs NGOs	Description of awards Number of participants and awardees Estimated outreach
	Adapt the UNWTO exhibitions/activities and/or organize competitions and/or exhibitions (e.g. photography, essays, research, media/ social media, etc.)	Governments Private Sector Academia IOs NGOs	Description of competition/ exhibition Number of participants Estimated outreach
	Produce thematic stamps or coins	Governments	Description of initiative Outreach
	Use the International Year logo in all institutional communication materials throughout the year	Governments Private Sector Academia IOs NGOs	Use of logo

LINE OF ACTION	ACTIVITY*	WHO	WHAT TO REPORT ^{1,2}
	Develop awareness-raising activities among customers, employees and suppliers	Private sector	Number of activities Number of participants
	Adapt and disseminate the global awareness-raising campaign aimed at tourists on how to be a responsible traveller nationally	Governments Private Sector Academia IOs NGOs	Description of activity Estimated outreach
	Become a sponsor of the International Year by contributing to its Special Fund — established by UNWTO — for funding the various IY2017- related UNWTO key activities	Governments Private Sector Academia IOs NGOs	Description of contribution
<p>2. Knowledge creation and dissemination</p> <p>To improve the understanding of how sustainable tourism contributes to the aforementioned five areas in both developing and developed countries</p> <p>To promote tools and mechanisms for the monitoring and the measurement of tourism impacts</p>	Conduct research on sustainable tourism and development and the seventeen sustainable development goals (SDGs), and elaborate practical guidelines and recommendations for tourism stakeholders.	Governments Private Sector Academia IOs NGOs	Description of research activity Number of research, recommendations/guidelines Estimated outreach
	Identify and disseminate best practices and case studies through publications and other presentation tools	Governments Private Sector Academia IOs NGOs	Description of activity Number of publications/presentations Estimated outreach
	Engage in the development and use of tools and approaches that facilitate measurement of sustainable tourism (e.g. Sustainable Tourism Observatories, Tourism Satellite Accounts, environmental indicators, peace indicators, etc.)	Governments Private Sector Academia IOs NGOs	Description of initiative/tool (methodology, etc.) Estimated scope of impact (dependent on nature of initiative/tool)
	Establish interdisciplinary platforms for enhancing collaboration between tourism and related fields (e.g. agriculture, environment, culture, etc.) and identify joint activities	Governments Private Sector Academia IOs NGOs	Description of initiative Number of activities

Selection of recommended activities for Governments, International Organizations (IOs), Private Sector, Academia and Non-Governmental Organizations (NGOs)

LINE OF ACTION	ACTIVITY*	WHO	WHAT TO REPORT ^{1,2}
3. Policy making To promote evidence-based policies and exchange of good practices that advance and maximize tourism's contribution to sustainable development To encourage integrated and holistic approaches to tourism development through cross-cutting national tourism policies that contribute to the 2030 Agenda and the SDGs To stimulate public/private sector cooperation and promote Corporate Social Responsibility (CSR) as a pillar of tourism development	Establish inter-ministerial platforms for tourism (e.g. tourism council) and inter-institutional platforms within international and financial organizations (e.g. World Bank, UN, etc.)	Governments IOs	Description of initiative
	Define policies, strategies, plans, laws and/or specific programmes related to sustainable tourism for development and the sector's contribution to the SDGs on a national and subnational level	Governments	Description of initiative (including expected outcomes and impacts)
	Define policies, strategies and programmes favouring the inclusion of women, youth and disadvantaged groups	Governments Private Sector Academia IOs NGOs	Description of initiative Estimated number of beneficiaries
	Build new and innovative public/private partnerships	Governments Private Sector Academia IOs NGOs	Description of partnership
	Include tourism in national security planning	Governments	Description of initiative
	Engage in initiatives aiming at consumer confidence (research, case studies, awareness raising activities, etc.)	Governments Private Sector	Description of initiative
	Advance safe and seamless travel (e.g. enhanced visa policies, passengers information programme, regional cooperation programmes on safe and seamless travel, etc.)	Governments IOs	Description of initiative
	Promote the adherence of the Private Sector to the Global Code of Ethics for Tourism (GCET) and the application of CSR as part of tourism operations	Governments Private Sector IOs NGOs	Description of initiative Number of companies committing to the GCET

LINE OF ACTION	ACTIVITY*	WHO	WHAT TO REPORT ^{1,2}
	Encourage adherence of tourism operators to recognized sustainability certification schemes	Governments Private Sector	Increase in number of certified operators
4. Capacity building and education			
<p>To support the formulation and implementation of educational policies that promote the contribution of sustainable tourism to development</p> <p>To enhance curricula development in line with the 2030 Agenda and the SDGs</p>	Run capacity-building workshops/trainings on sustainable tourism	Governments Private Sector Academia IOs NGOs	<p>Description of training (including expected outcomes)</p> <p>Number of participants</p>
<p>To empower women and youth through knowledge-building and skills development</p>	Establish scholarship as well as regional and international exchange programmes	Governments Private Sector Academia IOs NGOs	<p>Description of scholarship/ exchange programme</p> <p>Number of beneficiaries</p>
	Modify curricula to advance education in sustainable tourism and its contribution to development including the inclusion in curricula of the Global Code of Ethics for Tourism	Governments Academia	<p>Description of course</p> <p>Number of students</p>
	Advance and promote existing educational programmes in sustainable tourism	Governments Academia	Number of students
	Establish vocational training programmes, in particular for women, youth and disadvantaged groups	Governments Private Sector Academia IOs NGOs	<p>Description of programme</p> <p>Number of students</p>

* Stakeholders are encouraged to be creative in the activities they carry out. The following list aims to provide ideas.

1. A reporting template will be made available to all stakeholders who wish to communicate their International Year activities. The template will allow for both quantitative and qualitative information. The elements listed in this column are indicative and non-exhaustive.
2. UNWTO will compile, analyze and communicate the information provided on a global level.



UNWTO ACTIVITIES

The below is a preliminary plan of action to be implemented by UNWTO. In line with the UN Resolution of the International Year these activities will be exclusively funded through voluntary contributions.

- Official Opening Ceremony in Madrid, Spain, host country of UNWTO, coinciding with the Spanish Tourism Fair FITUR (18 January 2017)
- Exhibition in Madrid (materials will be available to be replicated in any location) to be opened coinciding with the Opening of the Year
- Communication kit of the International Year (logo, communication materials including social media kit, videos, etc.)
- Communication campaign on the role of tourists in promoting responsible travelling and making an effective 'change' (TV, printed ads and social media strategy)
- Website to showcase communication campaigns, events around the world, research, and tourism stories of those working in the sector
- Bloggers' competition
- Series of media partnerships with global and specialized media
- Coordination and promotion of UNWTO and stakeholder-led initiatives
- Series of conferences and events focused on enhancing the knowledge and the exchange of good practices on the links between sustainable tourism and development, including:
 - International conference on measuring tourism and its impact on destinations
 - The 5th UNWTO Conference on Tourism and the Media
 - The Celebration of World Tourism Day on the theme *Sustainable Tourism – a tool for development* around the world and in Qatar, host country of the 2017 World Tourism Day
 - The UNWTO General Assembly will be held in Chengdu, China, in October 2017 under the theme of the International Year
 - Donors Conference on financing tourism for development



- Closing Ceremony in Geneva, Switzerland in December 2017
- Flagship publication on Tourism and Development
- Special Ambassador(s) Programme for the International Year
- Use of the International Year to promote and receive support for flagship initiatives of UNWTO and its partners, such as the initiatives under the 10YFP Sustainable Tourism Programme and tourism development programmes, e.g. women empowerment and/or youth employment through tourism
- Awareness-raising and training on the new set of indicators on sustainable tourism, corresponding to the UN Statistical Commission's recommendations on an indicator framework for the monitoring of the goals and targets of the 2030 Agenda
- Report on the implementation of the International Year for the UN General Assembly in 2018
- Linking the International Year with side events of international conferences, summits, events and initiatives

**SPONSORSHIP
AND PARTNERSHIP
OPPORTUNITIES**





Get involved

The outreach of an International Year is global, attracting an audience of millions of people from governments, the private sector, international organizations, academia, NGOs and civil society, and tourists themselves.

By engaging with the International Year, you will benefit from worldwide visibility and association with the values of the United Nations in a truly global initiative with unique networking opportunities.

Your contributions will allow UNWTO to carry out coordinated activities that showcase the importance of sustainable tourism as a tool for development.

The activities you will support during the year-long celebration include, *inter alia*, the official opening and closing events taking place in Madrid and Geneva respectively, publication of several reports, public awareness raising campaigns and international exhibitions.

With your involvement and support, we can look forward to a wonderful year of activities promoting sustainable tourism as a driver of development.



How to support the International Year

Official Sponsor of the International Year

Sponsorship packages are particularly designed for companies and governments and start at EUR 50.000.

Official Sponsors will be highlighted prominently at all levels throughout the International Year and publicly acknowledged for their major commitment in all communications and events of the year.

Partner of the International Year

Partnership packages are available at:

- **Diamond** starting at EUR 20.000
- **Gold** starting at EUR 10.000
- **Silver** starting at EUR 5.000

Friend of the International Year

We want to welcome those 'Friends' who wish to join the International Year through smaller contributions starting at EUR 1.000.

Our website will recognize you as a 'Friend' throughout the celebrations of the International Year.

Tailor-made Sponsorships

We recognize that many supporters can provide significant in-kind support and may wish to target sponsorship for specific events or activities. Our tailor-made sponsorship opportunities are adaptable to the needs of the supporter, as long as the value of in-kind support, or the combined value of financial contributions and in-kind support, is equivalent to the value of any of the support opportunities mentioned above.

Tailor-made sponsorship can include the support for certain high profile events (e.g. Opening and Closing Ceremonies) or any other UNWTO activity related to the International Year and as described earlier.



Benefits	Official Sponsor	Partner			Friend
		Diamond	Gold	Silver	
Use of official International Year 'Sponsor', 'Partner' or 'Friend' label	✓	✓	✓	✓	✓
Logo and a link to sponsor website on the official website of the International Year	✓	✓	✓	✓	✓
Logo on banners, programmes and all related materials of all IY2017 official events	✓	✓	✓	✓	—
Logo on communication materials of IY2017 (exhibitions, social media and press releases)	✓	✓	✓	—	—
Invitation to all IY2017 official events	✓	✓	✓	—	—
Opportunity to provide promotional material for display in the social areas of all IY2017 official events	✓	✓	—	—	—
Photo opportunities and introductions to key stakeholders	✓	✓	—	—	—
Special mention and recognition in the opening of all official IY2017 events	✓	—	—	—	—
Distinction and visibility through High Profile Logo in all reports produced for the International Year	✓	—	—	—	—
Mentioning at official IY2017 media presentations	✓	—	—	—	—
Speaking opportunity at opening/closing ceremonies	✓	—	—	—	—
Speaking opportunity at official IY2017 events	✓	—	—	—	—
Invitations to be part of the Steering Committee of the International Year	✓	—	—	—	—



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OF SUSTAINABLE TOURISM
FOR DEVELOPMENT**

Contacts and Enquiries

For enquiries please contact: iy2017@unwto.org

We welcome all enquiries and our teams are ready to provide you with full information on the unique opportunities of joining the International Year of Sustainable Tourism for Development.

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