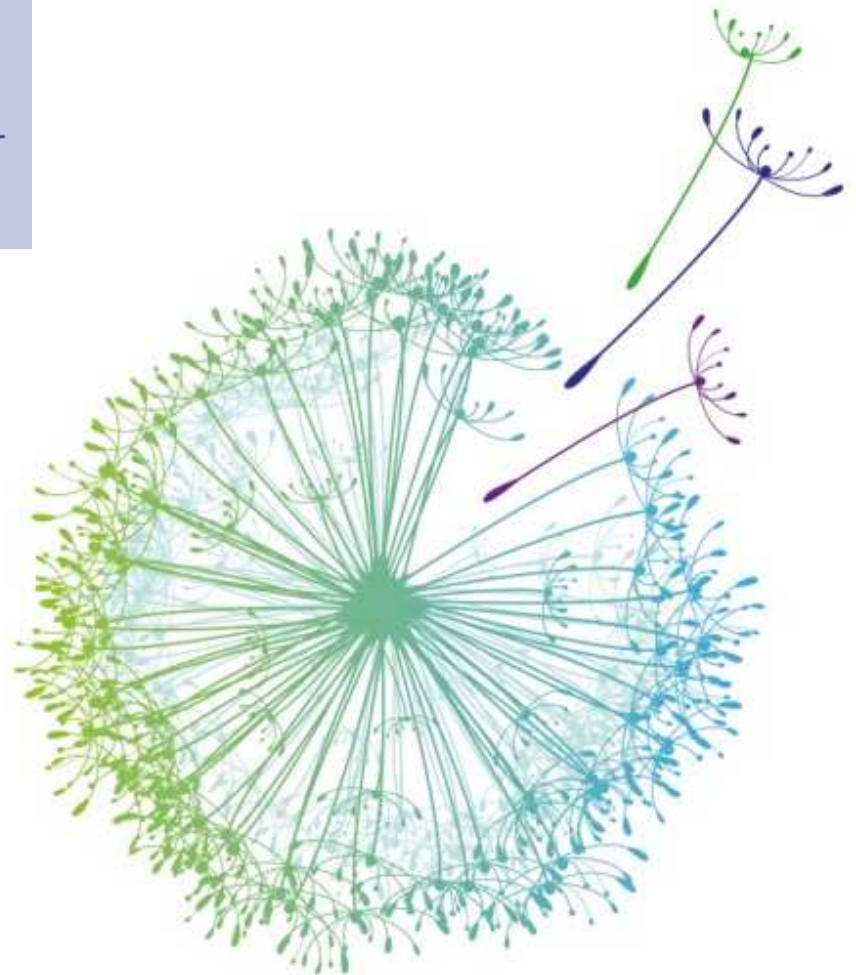




Measuring
Sustainable
Tourism

Towards a Statistical Framework



2017
INTERNATIONAL YEAR
OF SUSTAINABLE TOURISM
FOR DEVELOPMENT

<https://www.youtube.com/watch?v=Kl6zLywlrss>



1 billion tourists in 2016

WHY? THE NEED FOR MEASURING SUSTAINABLE TOURISM

- Sustainable tourism in its 3 dimensions is increasingly relevant in **national agendas** for its role in fostering economic growth, social inclusiveness and the protection of cultural and natural assets
- Recognition at **highest international level** with UN resolutions, including:
 - 2030 Agenda with its SDGs
 - 2017 International Year of Sustainable Tourism for Development
- Need **evidence** to support policy and track progress

“Tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industries, the environment and host communities”

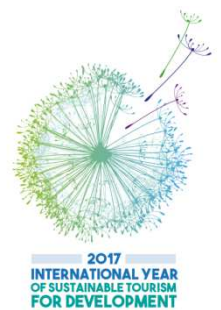
“[...] is a continuous process and requires constant monitoring of impacts”



Towards a Statistical Framework for Measuring Sustainable Tourism (MST)

WHAT?
A STATISTICAL
FRAMEWORK

- Integrate **economic, environmental** and **social/cultural dimensions** across relevant spatial levels (global, national, sub-national)
- Building on established standards: **TSA and SEEA**
- Common language and organizing structure to exploit the richness of **data already available** and identify **data gaps**
- **Engagement** to ensure relevance and feasibility
- Support the credibility, comparability and outreach of data and monitoring programmes, including indicators to monitor the SDGs.



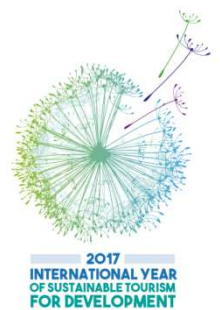


Towards a Statistical Framework for Measuring Sustainable Tourism (MST)

HOW?
WORK AHEAD

- **Engagement**
 - Working Group of Experts on MST
 - Report as appropriate to UNWTO Statistics & TSA Committee, UNCEEA, London Group, UNSC...
- **Research agenda**
 - 7 priority areas
- **Pilot studies and country experiences**
- **Implementation and capacity building**
 - Technical Note linking SEEA and TSA
 - TSA Compilation Guide
 - Potential to derive indicators

for more info: <http://statistis.unwto.org/mst>



70th Session of UN General Assembly (2015)

“Decides to proclaim 2017 the International Year of Sustainable Tourism for Development”



5 KEY AREAS



Inclusive and sustainable economic growth

- 4% or more annual increase in international tourist arrivals since 2009
- 7% of total world exports and 30% of world services exports
- US\$ 1.5 trillion in exports from international tourism in 2015
- 10% of world GDP



Social inclusiveness, employment and poverty reduction

- One in every eleven jobs globally
- Largest export category in many developing countries
- 57% of international tourist arrivals in 2030 will be in emerging economies
- Almost twice as many women employers as other sectors



Resource efficiency, environmental protection and climate change

- Committed to reducing its 5% of world CO2 emissions
- Raises financing for conservation of heritage, wildlife and the environment
- Can be a vehicle for protecting and restoring biodiversity
- Must sustainably manage an expected 1.8 billion international tourists in 2030



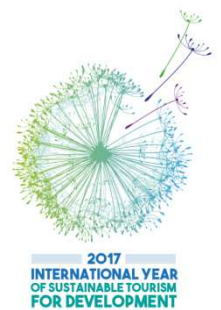
Cultural values, diversity and heritage

- Revives traditional activities and customs
- Empowers communities and nurtures pride within them
- Promotes cultural diversity
- Raises awareness of the value of heritage



Mutual understanding, peace and security

- Breaks down barriers and builds bridges between visitors and hosts
- Provides opportunities for cross-cultural encounters that can build peace
- A resilient sector that recovers quickly from security threats
- A tool for soft diplomacy



INTERNATIONAL YEAR 2017



2017
INTERNATIONAL YEAR
OF SUSTAINABLE TOURISM
FOR DEVELOPMENT

WEBSITE

www.tourism4development2017.org

SHARING SOLUTIONS

Stakeholders can share initiatives or innovations – whether it is to create more decent jobs, to protect biodiversity, to empower communities, or for any other aspect of sustainable tourism.

SHARING STORIES

Professionals engaged with tourists from around the world can share their stories.

SHARING KNOWLEDGE

Stakeholders can share research or publications



14 OFFICIAL
EVENTS

JAN.

18

Opening Ceremony of the International Year of Sustainable Tourism for Development (IYSTD) 2017

FITUR, Madrid, Spain

APR.

19

Event on the occasion of UNWTO Regional Commission for Africa

Addis Ababa, Ethiopia

23

Event on the occasion of UNWTO Regional Commission for the Middle East

Dubai, UAE

MAY.

10 - 12

Event on the occasion of UNWTO Executive Council

Madrid, Spain

15 - 17

Event on the occasion of UNWTO Commission for Asia Pacific and South Asia

Dhaka, Bangladesh

29 - 2/june

Event on the occasion of UNWTO Regional Commission for the Americas

San Salvador, El Salvador
Robatán, Honduras



OFFICIAL EVENTS

<p><i>JUN.</i></p>	<p>5 - 7 22-23</p>	<p>Event on the occasion of UNWTO Regional Commission for Europe International UNWTO Conference on Tourism Statistics: 'Measuring Sustainable Tourism'</p>	<p>Chisinau, Moldova Manila, Philippines</p>
<p><i>SEP.</i></p>	<p>4 - 9 21 - 27 27</p>	<p>Event on the occasion of the UNWTO General Assembly Tourism and Peace Week World Tourism Day 2017: Sustainable Tourism - A Tool for Development - Official Celebrations</p>	<p>Chengdu, China Qatar, Doha</p>
<p><i>NOV.</i></p>	<p>27 - 29</p>	<p>UNWTO Global Conference on Building Partnerships for Sustainable Tourism for Development</p>	<p>Montego Bay, Jamaica</p>
<p><i>DEC.</i></p>	<p>TBC 11-12</p>	<p>Closing Ceremony of the International Year of Sustainable Tourism and Development World Conference on Tourism and Culture: Fostering Sustainable Development</p>	<p>Geneva, Switzerland Muscat, Oman</p>



OFFICIAL
EVENT



IY 2017
KEY
POLICY
OUTPUTS

1. **Flagship Report on tourism for development**
2. **Report on tourism and the SDGs: A Journey to 2030**



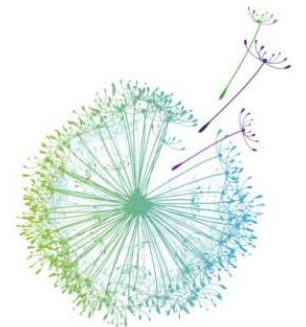


TRAVEL.
ENJOY.
RESPECT.

CAMPAIGN

#Travel, Enjoy, Respect – A Consumer-oriented Campaign

Tips for a Responsible Traveller



2017
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HONOUR YOUR HOSTS AND OUR COMMON HERITAGE

Research your destination to learn about local customs, traditions and social conditions. It's a great way to build understanding of the local community and excitement for your adventure ahead.

Learn to speak a few words in the local language. This can help you connect with the local community and its people in a more meaningful way.

Experience and respect all that makes an international destination different and unique, from its history, architecture, religion, dress and communication codes, to its music, art and cuisine.

Always ask before taking photographs of other people as their privacy matter as much as yours.



PROTECT OUR PLANET

Reduce your environmental impact by being a guardian of natural resources, especially forests and wetlands.

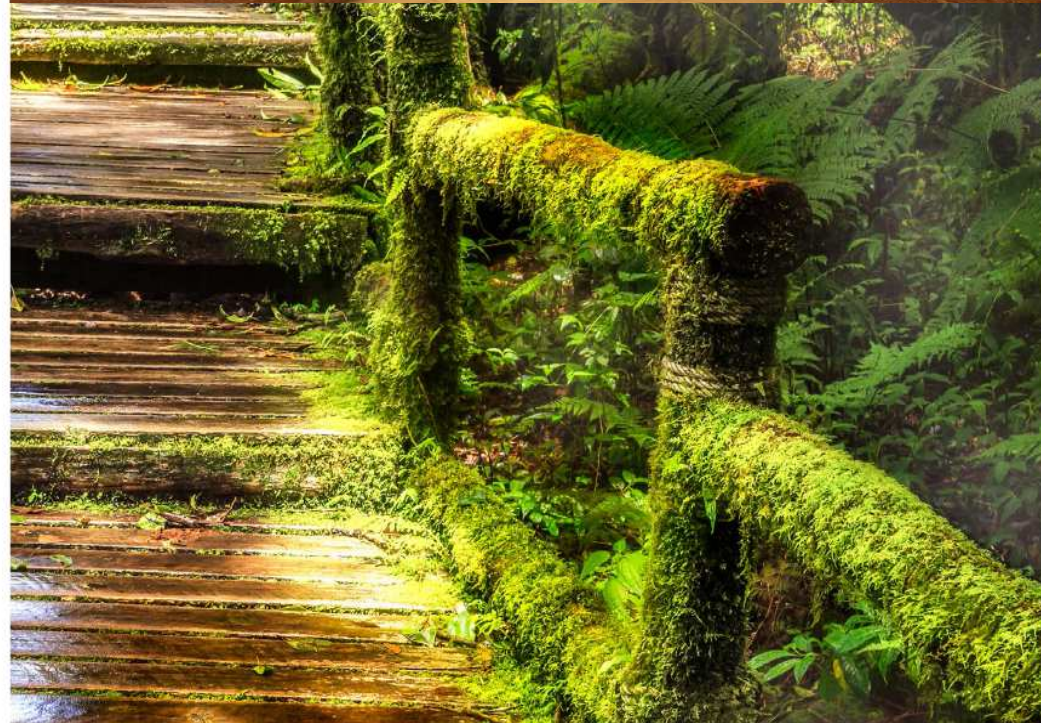
Respect wildlife and their natural habitats.

Purchase products that aren't made using endangered plants or animals.

In protected areas, access only the places open to visitors.

Reduce your water and energy consumption whenever possible.

Leave only a minimum footprint and a good impression behind.



SUPPORT THE LOCAL ECONOMY

Buy locally-made handcrafts and products.

Respect livelihoods of local vendors and artisans by paying a fair price.

Do not buy counterfeit products or items that are prohibited by national/international regulations.

Hire local guides with in-depth knowledge of the area.

BE AN INFORMED TRAVELLER

Take appropriate health and safety precautions prior and during your trip.

Know how to access medical care or contact your embassy in case of an emergency.

Research well before engaging into voluntourism.

Choose tourism operators with environmental policies and community projects in place.



BE A RESPECTFUL TRAVELLER

Observe national laws and regulations.

Respect human rights and protect children from exploitation.
Abusing children is a crime.

Refrain from giving money to begging children and support community projects instead.

Take photos instead of protected cultural artefacts as mementos of your trip.

Provide honest travel reviews upon your return and promote your positive experiences.

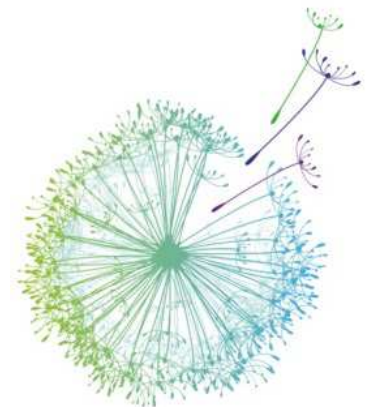


Join us in celebrating 2017 as the International Year of Sustainable Tourism for Development!



THANK YOU

<https://www.youtube.com/watch?v=KI6zLywlrss>



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