



2017
INTERNATIONAL YEAR
OF SUSTAINABLE TOURISM
FOR DEVELOPMENT

The Dandelion represents Planet Earth—a planet where people, as seeds, travel in a sustainable and responsible way. By travelling, these seeds connect to others through knowledge and culture, and thus build a better future.

The image shows the interior of the United Nations General Assembly hall. A large screen at the front displays a man in a green suit speaking. The hall is filled with delegates seated at long desks, each with a nameplate. The UN emblem is visible on the wall behind the speaker. The text is overlaid on the image in white.

70th Session of UN General Assembly (2015)

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

The 2030 Agenda for Sustainable Development



IY2017 Key Areas

Inclusive and sustainable economic growth

Social inclusiveness, employment and poverty reduction

Resource efficiency, environmental protection and climate change

Cultural values, diversity and heritage

Mutual understanding, peace and security

Objectives of the IY2017

Raise awareness on the contribution of sustainable tourism to development

Mobilize all stakeholders in making the sector a catalyst for positive change

Foster change in policies, business practices and consumer behavior in tourism

Lines of Action

Advocacy & Awareness-raising

Knowledge creation and dissemination

Policymaking

Capacity-building and Education

IY2017 official events by UNWTO

- **Official Opening**, 18 January 2017, Madrid, Spain
- **UNWTO Executive Council**, 10-12 May, Madrid, Spain
- **5 UNWTO Regional Commission Meetings**
 - Africa: Ethiopia, 19 April
 - Middle East: Dubai 23 April
 - Asia: Bangladesh 15-17 May
 - Americas: El Salvador and Honduras, 29 May - 2 June
 - Europe: Moldova 5-7 June
- **UNWTO General Assembly**, 4-9 September, Chengdu, China
- **World Tourism Day**, 27 September, Qatar
- **UNWTO Global Conference on Building Partnerships in Sustainable Tourism for Development**, 27-29 November, Montego Bay, Jamaica

IY2017 official events by UNWTO

- **6th International UNWTO Conference on Tourism Statistics**
“Measuring Sustainable Tourism”, Philippines, 21-23 June 2017
- **2nd World Conference on Tourism and Culture: Fostering Sustainable Development**, Muscat, Oman, 11-12 December
- **Official Closing**, December 2017, Geneva, Switzerland

Flagship Report – Tourism for Development

Purpose

- **To define the scope** of the current and potential contribution of tourism towards development
- **To stimulate discussion** on the factors affecting the ability of tourism to make this contribution
- **To identify priorities** for advancement and future actions at all levels

Stages

Phase I: Discussion Paper for global consultation

- In line with 5 key areas of the IY2017
- Recommendations for necessary changes in policies, behaviour and business practices

Phase II: Discussion Paper becomes the **Flagship Report “Tourism for Development”**

- Input from UN Member States (comments, current practices, case studies, etc.)
- Thematic Discussions at Regional Commission Meetings
- Presentation during UNWTO GA in Chengdu, China and IY2017 closing ceremony in Geneva (December 2017)

Sponsors and Partners

<http://www.tourism4development2017.org/partners/>

Partnership opportunities

1. Official Sponsor of the International Year

- designed for companies and governments, starting at **EUR 50,000**.

2. Partner of the International Year

- **Diamond** starting at **EUR 20,000**
- **Gold** starting at **EUR 10,000**
- **Silver** starting at **EUR 5,000**

3. Friend of the International Year

- **EUR 1,000**

4. Tailor-made Sponsorships



IY2017 Special Ambassadors

**H.E. Mrs. Ellen Johnson
Sirleaf, President of Liberia**



**H.M. King Simeon II of
Bulgaria**



**H.E. Dr. Talal Abu-
Ghazaleh, Chairman,
Talal Abu-Ghazaleh
Organization (TAG-Org)**



**Dr. Michael Frenzel, President,
Federal Association of the
German Tourism Industry**



**Mr. Huayong Ge
Chairman, China UnionPay**



IY2017 Campaign





www.tourism4development2017.org

Thank you!