



Tourism and the Sustainable Development Goals: Journey to 2030

UNWTO

22nd GENERAL ASSEMBLY

— Chengdu, China. 11-16 September 2017 —

Tourism Administration



Where are tourism's missing links?

WTO Public Forum 2017
27th September 2017

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UN Global Agenda 2030

Transitioning from the MDGs to the SDGs (Sept. 2015)



The United Nations 70th General Assembly designates 2017 as the International Year of Sustainable Tourism for Development ([A/RES/70/193](#)). (Dec. 2015)



The 2017 World Tourism Day theme is “*Sustainable Tourism – a Tool for Development*”

Can Tourism help to realize the SDGs?

- The **World Tourism Day 2017** aims at raising awareness on the contribution of tourism to development.
- Opportunities, challenges and threats for tourism included in 64 National SDGs strategies related to the 2030 Agenda and 60 companies
- A roadmap to mobilize all stakeholders to work together in making tourism a catalyst for positive change for **People, Planet, Prosperity and Peace through Partnerships**.

Why Tourism Matters



Source: World Tourism Organization (UNWTO), 2016

Why Tourism Matters

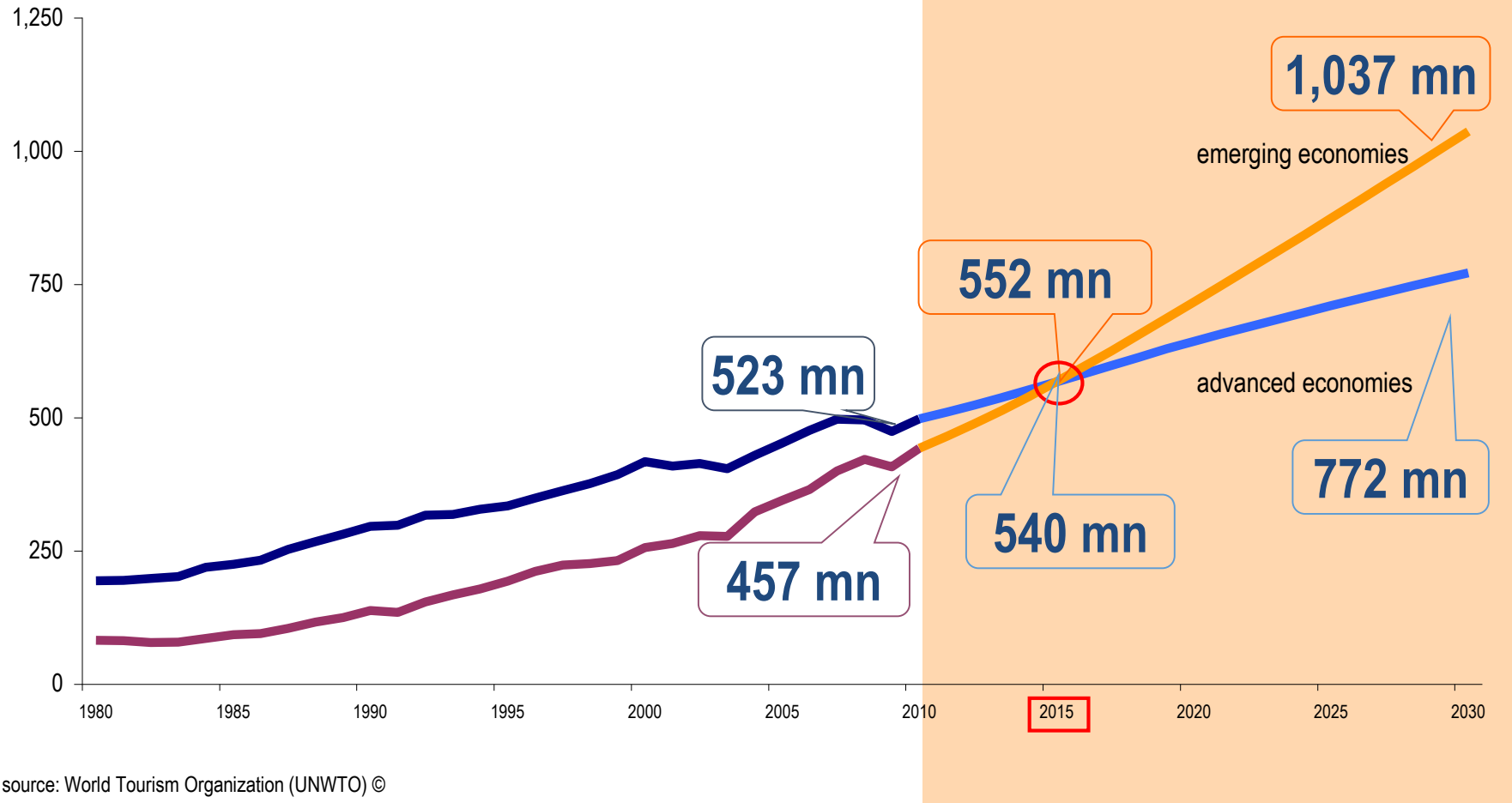


WHY TOURISM MATTERS

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Tourism towards 2030

Inbound tourism, advanced and emerging economies



Tourism: a key sector for achieving the SDGs

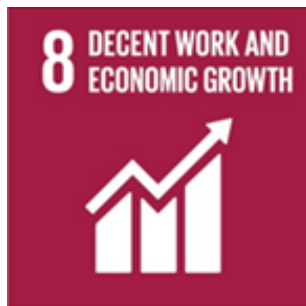
Tourism can be a powerful vehicle to promote and reach the milestones of the ambitious agenda, given that it is one of the major sectors in international trade and a main job and wealth creator for many countries.

Tourism explicitly features as a target in Goals 8, 12 and 14 on inclusive and sustainable economic growth, sustainable consumption and production (SCP), and the sustainable use of oceans and marine resources, respectively.

Yet, given the sheer size and the crosscutting nature of the sector, it has the potential to contribute - directly and indirectly - to all 17 SDGs.



2030 Agenda for Sustainable Development



Target 8.9 – by 2030, devise and implement policies to promote sustainable tourism that create jobs and promote local culture and products.



Target 12b – develop and implement tools to monitor sustainable development impacts for sustainable that create jobs, promote local and cultural and products.



Target 14.7 – by 2030 increase the economic benefits to SIDS and LDCs from the sustainable use of marine resources, including sustainable management of fisheries, aquaculture and tourism

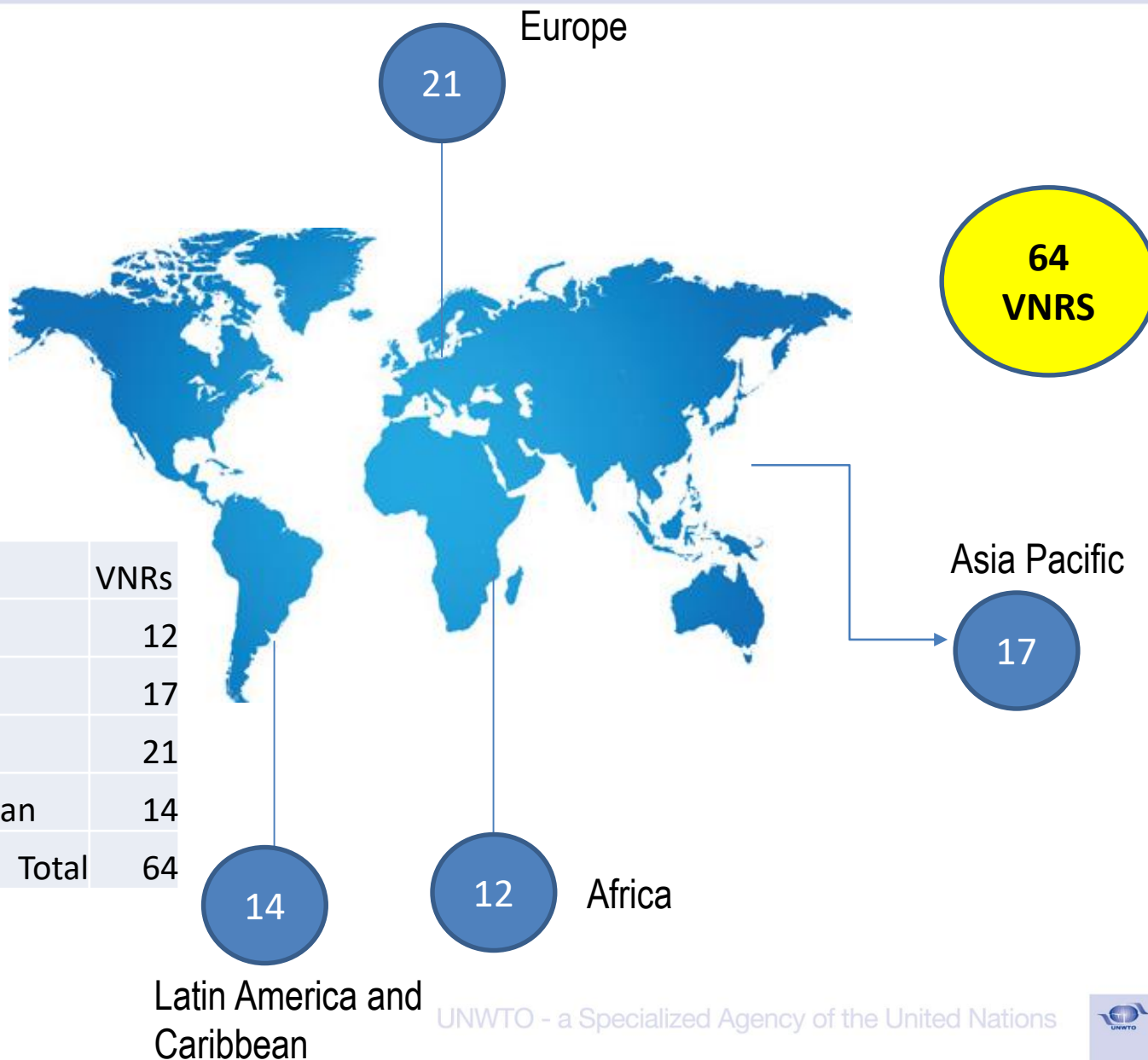
Tourism and SDGs: Journey to 2030

a Roadmap for achieving SDGs

The World Tourism Organization (UNWTO), the United Nations Development Programme (UNDP), PWC and HTW CHUR are jointly producing a report on “**Tourism and the Sustainable Development Goals: Journey to 2030**”.

- **roadmap for tourism stakeholders** and development partners, to achieve the universal development agenda and the SDGs through tourism.
- **empower, influence and inspire** governments, policymakers, and tourism companies and the tourism sector at large to intensify their engagement in the 2030 Sustainable Development Agenda, by integrating relevant aspects of the 17 SDGs in the policy and financing frameworks as well as building new business models.

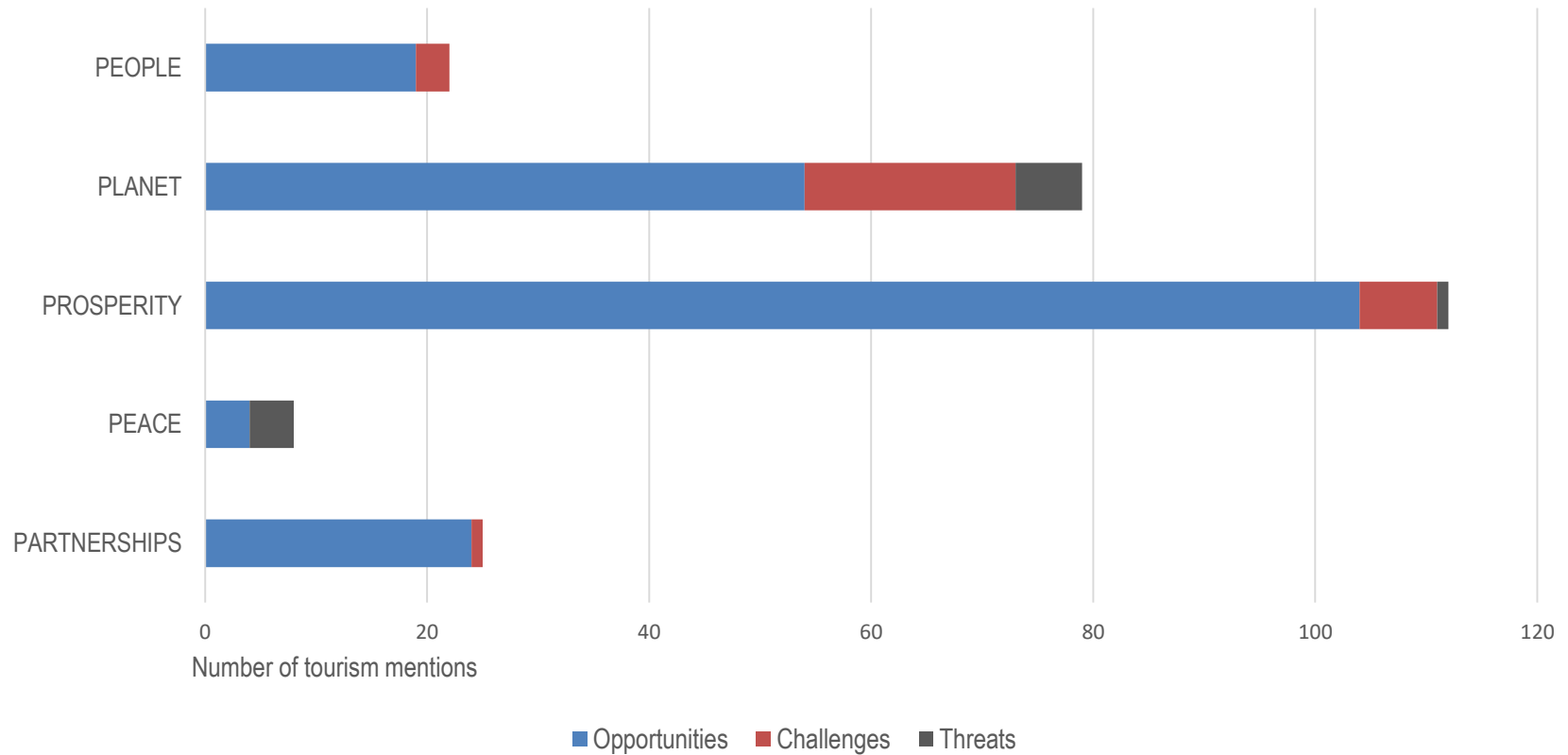
Voluntary National Reviews (VNRs) 2016 - 2017



Regions	VNRs
Africa	12
Asia Pacific	17
Europe	21
Latin America and Caribbean	14
Total	64

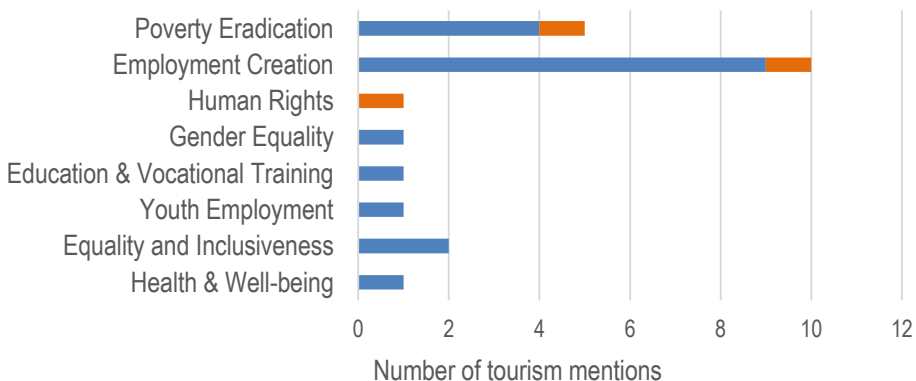
People, Planet, Prosperity, Peace, Partnerships

Tourism and the 2030 Agenda



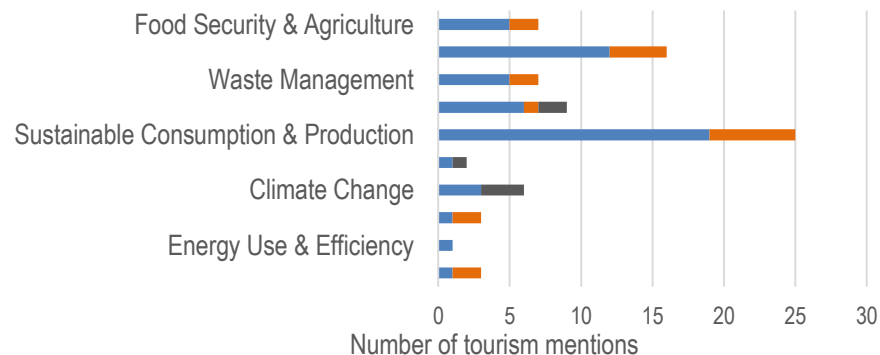
People – Planet - Prosperity

PEOPLE



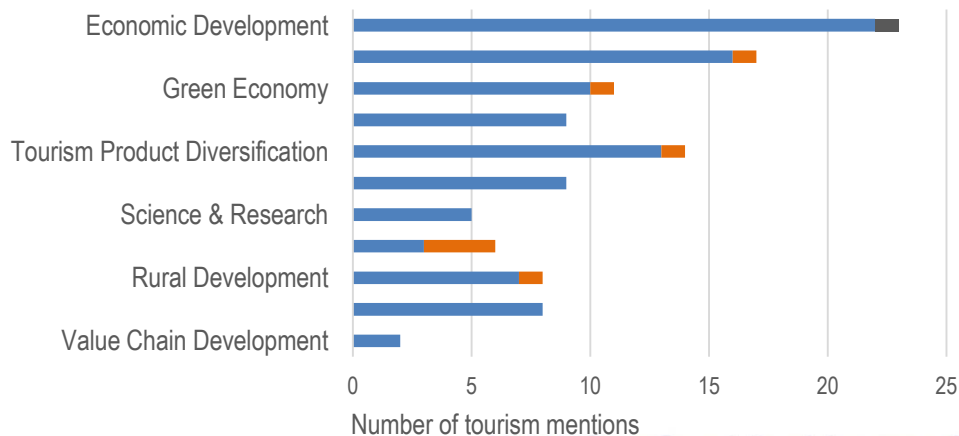
■ Opportunities ■ Challenges ■ Threats

PLANET



■ Opportunities ■ Challenges ■ Threats

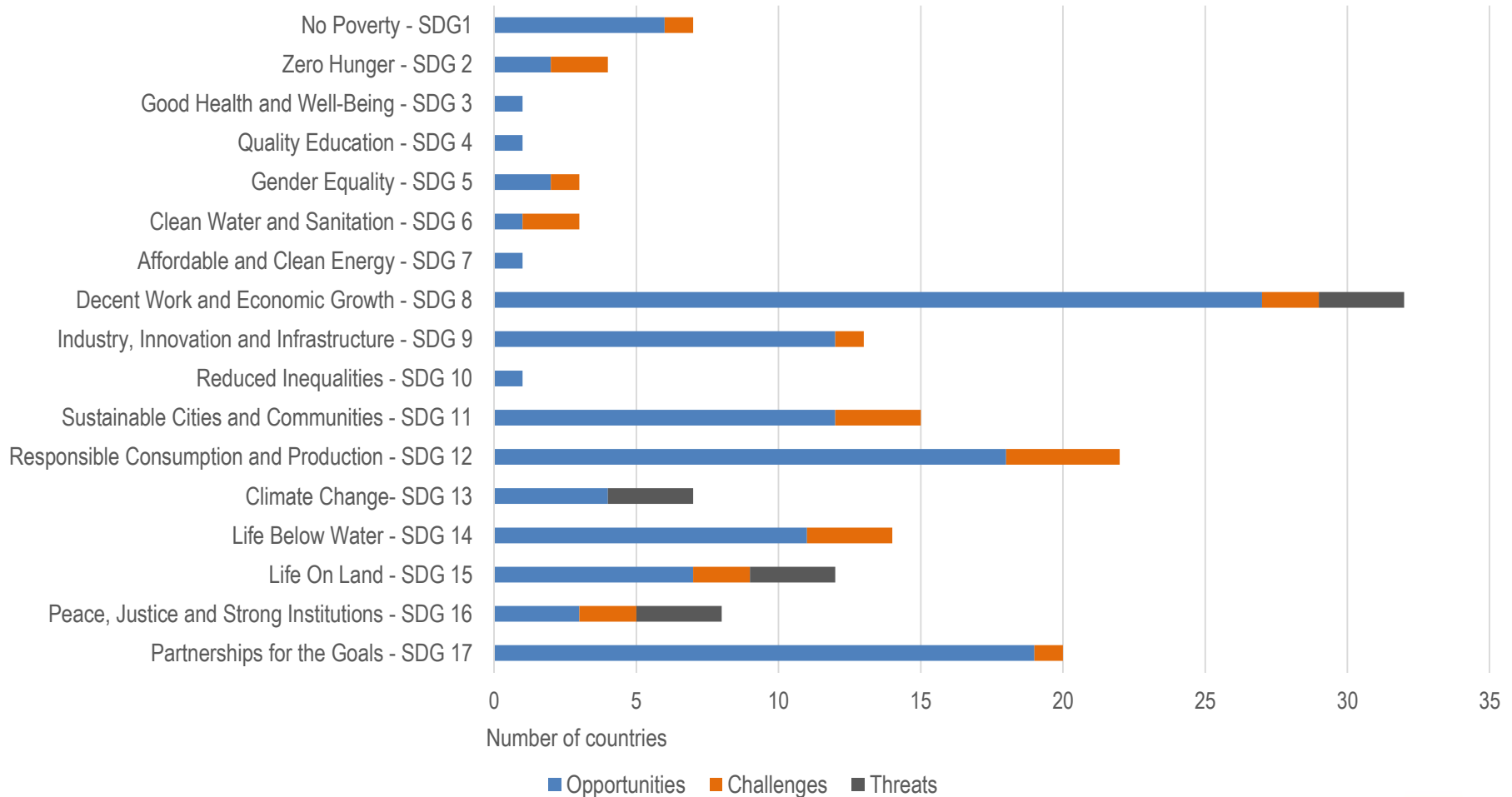
PROSPERITY



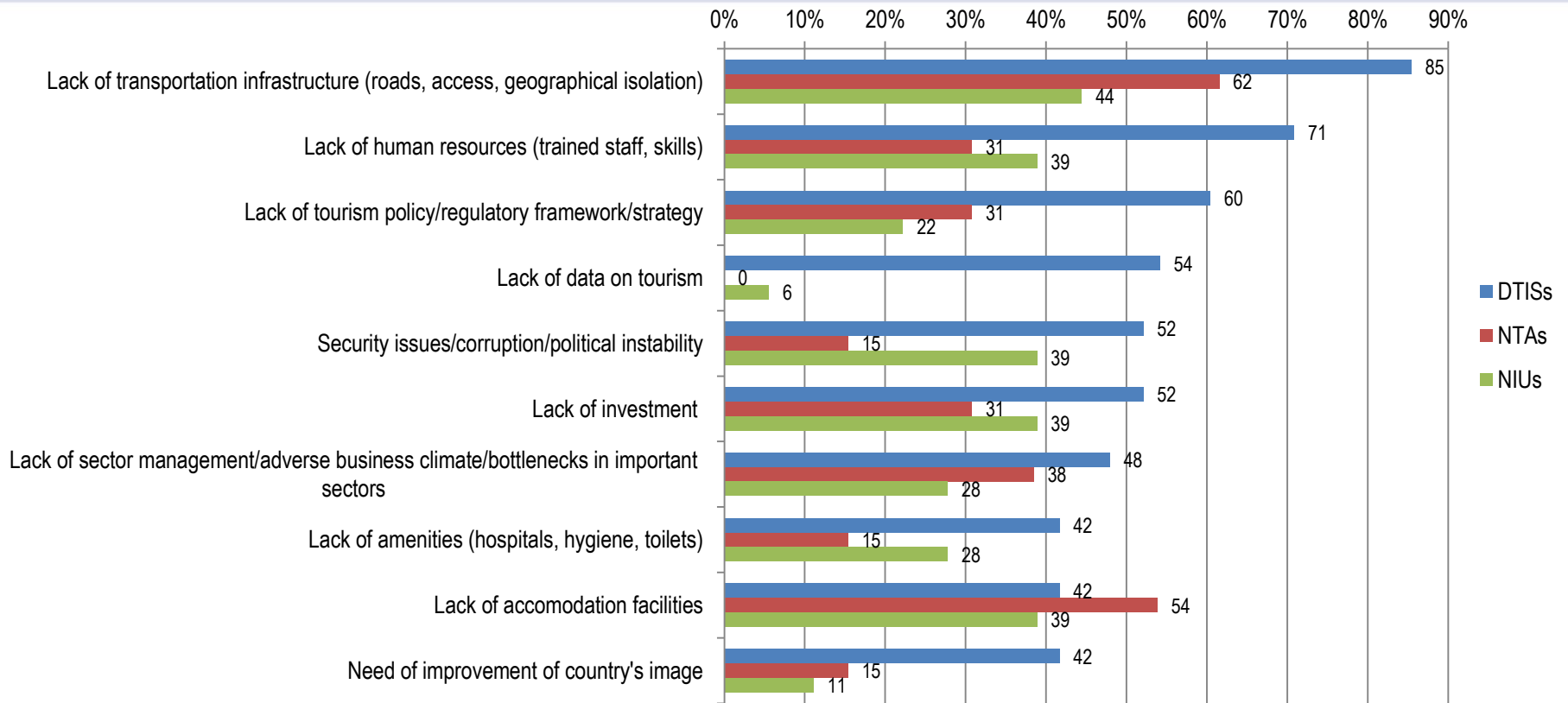
■ Opportunities ■ Challenges ■ Threats

Opportunities, Challenges and Threats

Tourism and the SDGs: Opportunities, Challenges, Threats



Challenges for tourism development in the LDCs



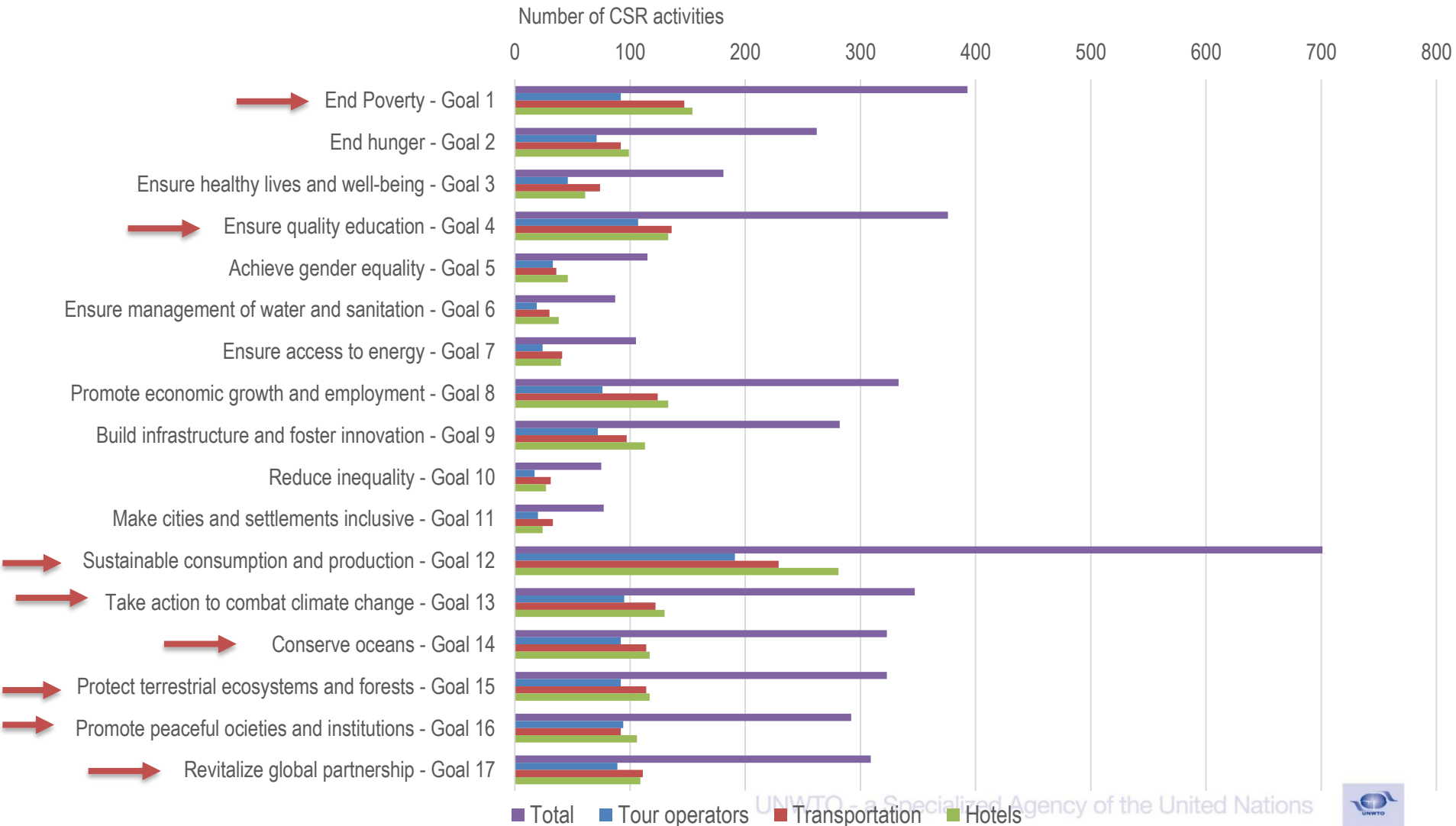
Source: UNWTO-EIF-ITC 2016 desk research of the 48 EIF Countries with a DTIS, based on the joint UNWTO/EU Sustainable Tourism for Development Guidebook (2013). Questionnaire responses from 18 NIUs and 13 NTAs

- Infrastructure and access
- Skilled and trained human resources
- Tourism policy/regulatory framework
- Investment
- Statistics and data
- Security issues/resilience
- Adverse Business climate
- Amenities
- Accommodation facilities
- Improve country's image

Private Sector CSR and SDGs

Global Goals – Local Focus

Number of CSR activities per SDG goal in total and in each sector



General Assembly Chengdu 2017

Chengdu Declaration



27. September UN World Tourism Day

TRAVEL, ENJOY, RESPECT

[#TravelEnjoyRespect](#)



"You can be the change you want to see in the world. You can be an ambassador for a better future. This World Tourism Day, whenever you travel, wherever you travel, remember to: Respect nature, Respect culture, Respect your host."

Taleb Rifai, Secretary-General,
World Tourism Organization (UNWTO)

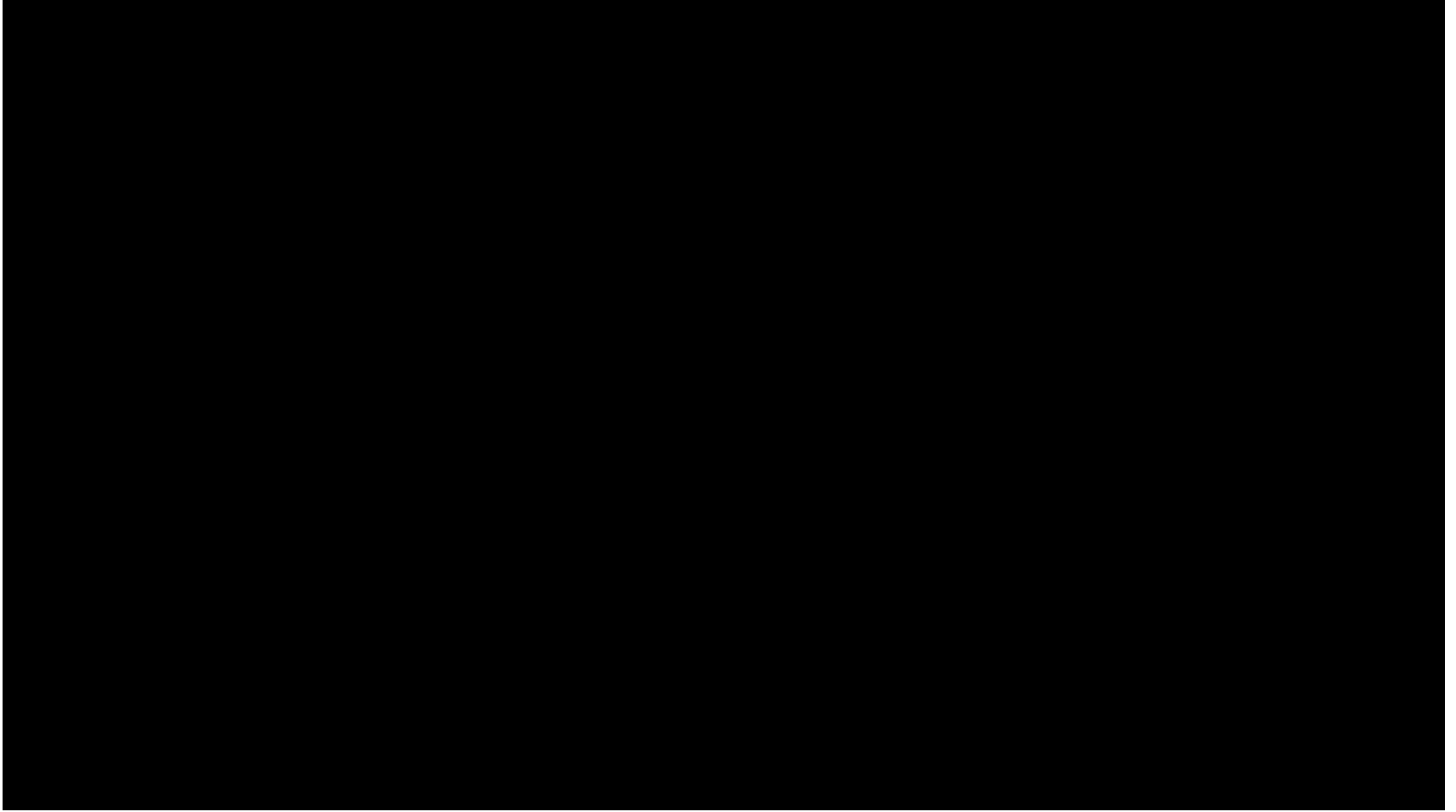


World Tourism Day 27 Sep 2017

**Sustainable
Tourism**
a Tool for Development



World Tourism Day Competition



World Tourism Day Competition

COMPETITION

Responsible travellers from around the world, who like sharing your experiences with the world and are available to go on the trip of a lifetime from 20 November until 20 December, are invited to submit onto the official website of the campaign (www.travelenjoyrespect.org) an entry of 200 words in English with one or two photos, explaining why they should be selected to represent responsible travellers and visit and how they **#TravelEnjoyRespect**

Open to participants over 18

The deadline for submissions will be on October 18, 2017



2017 International Year of Sustainable Tourism for Development

Save the date

Closing Ceremony of the International Year of Sustainable Tourism for Development

19th of December 2017
Palais des Nations, Geneva

