

2017

ANNUAL REPORT

WORLD TOURISM ORGANIZATION



UNWTO
World Tourism Organization

2017

ANNUAL REPORT

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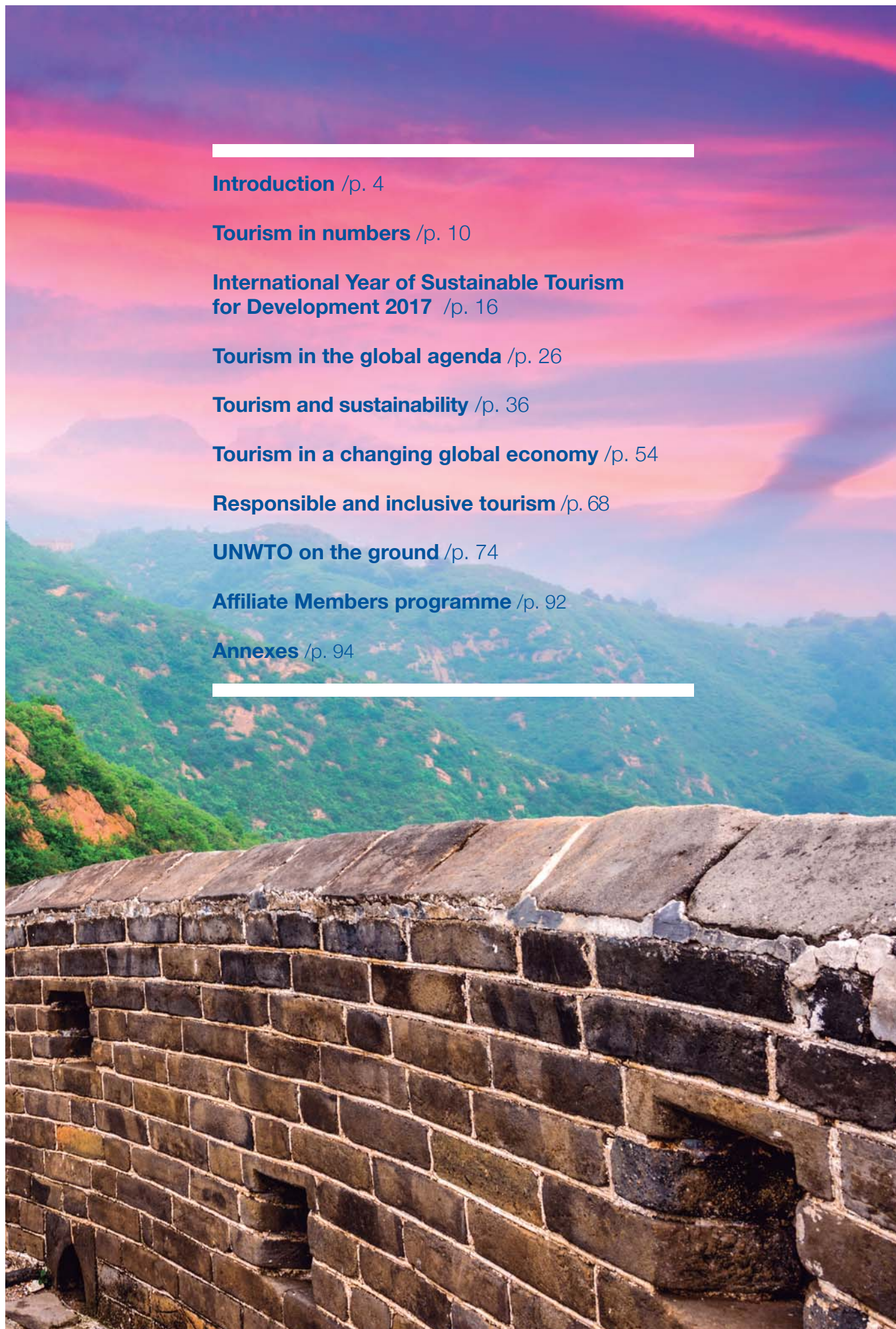
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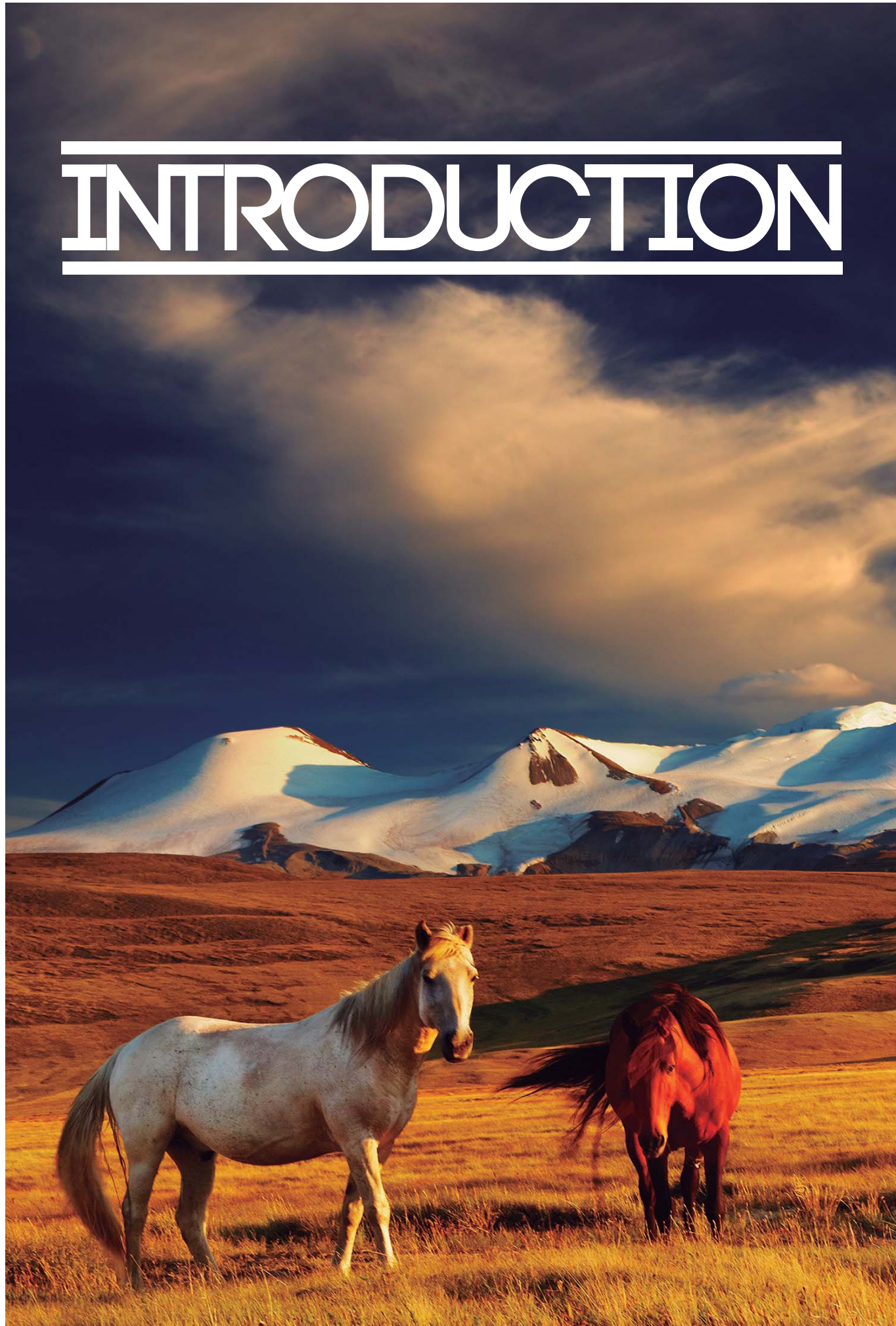
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INTRODUCTION



Maximizing tourism's development potential

2017 was a highly important year for the global tourism community. In late 2015, the United Nations General Assembly declared 2017 as the International Year of Sustainable Tourism for Development, a global recognition of tourism's transformative contribution to the development agenda. The activities and events that took place throughout 2017, in the framework of the International Year, served to raise awareness worldwide of the sector's potential to lead economic growth, social inclusion and cultural and environmental preservation.

Over the course of 2017 the World Tourism Organization (UNWTO) held flagship events for the International Year around the globe, in countries including Bangladesh, China, Ethiopia, Honduras, Jamaica, Philippines, Qatar and Switzerland. We called upon tourists to lead.

As we close the International Year, we must continue to reflect on how to manage tourism in a responsible and sustainable manner in the framework of this

transformative agenda, and take concrete actions moving forward to ensure tourism is key in the implementation of the 17 universal SDGs.

Maximizing the social and economic benefits of tourism, while minimizing any negative impacts on host communities and the environment, should remain at the forefront of the sector's efforts in the years to come, with policy-makers, companies and travellers all contributing to this overarching and shared objective.

To this end, in June 2016 the Organization launched a flagship initiative *Towards a Statistical Framework for Measuring Sustainable Tourism (MST)*, with the support of the United Nations Statistics Division (UNSD).

While much has been achieved, much remains to be done. Travel and tourism continues to face many challenges, including those of sustainability, security and technology, challenges UNWTO continues to prioritise together with all of its partners. But, despite all of the challenges the sector faces, time and again it has proven its resilience and its capacity to contribute to all of the 17 SDGs.

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Tourism and the SDGs

In late 2015, world leaders agreed upon 17 SDGs to guide our development until 2030. Tourism is committed to do its part in this common endeavour.

It is included as a target in three out of the 17 SDGs:

under Goal 8, ‘Decent Work and Economic Growth’, target 8.9:

By 2030, devise and implement policies to promote sustainable tourism that creates jobs and promotes local culture and products;

under Goal 12.b, ‘Responsible Consumption and Production’, target 12.b:

Develop and implement tools to monitor sustainable development impacts for sustainable tourism that creates jobs and promotes local culture and products; and

under Goal 14.7, ‘Life Below Water’, target 14.7:

By 2030, increase the economic benefits to Small Island Developing States and least developed countries from the sustainable use of marine resources, including through sustainable management of fisheries, aquaculture and tourism.

Yet, tourism, a sector accounting for 10% of world’s GDP, 7% of global trade and one in ten jobs, can contribute to all 17 Goals.

Throughout this report the SDG icons above appear to illustrate the contribution of our work, and the potential contribution of the tourism sector, to one or more of the 17 universal SDGs.



UNWTO in 2017

January

- **10:** UNWTO officially opens a Liaison Office in Geneva, Switzerland.
- **17:** UNWTO publishes its full-year results for international tourist arrivals in 2016, recording growth of 3.9%.
- **18:** The 7th Investment and Tourism Business Forum for Africa (INVESTOUR) and a ministerial debate on tourism resilience in the Middle East and North Africa are held at the International Tourism Fair of Spain (FITUR) in Madrid.
- **18:** The 14th UNWTO Awards are held in Madrid, recognizing tourism innovation in public policy and governance, enterprises, NGOs, research and technology, and for the first time ethical tourism practices.
- **18:** UNWTO officially launches the 2017 International Year of Sustainable Tourism for Development (IY2017) in Madrid, with a ceremony at FITUR and an audience with HM King Felipe VI of Spain.

February

- **13:** Algeria hosts the 1st Workshop on Regional Statistics of the Tourism Sector as part of a UNWTO programme to implement the Tourism Satellite Account.
- **15:** UNWTO, the Government of Spain and the Region of Murcia host the 1st UNWTO World Conference on Smart Destinations.

March

- **8:** At the ITB Berlin 2017 tourism fair, UNWTO convenes a Silk Road ministerial meeting and events on new platform tourism services, child protection and indigenous tourism.
- **20:** The 11th UNWTO Asia/Pacific Executive Training Programme on Tourism Policy and Strategy, a four-day programme for public sector executives, is held in Papua New Guinea.

April

- **4:** The 3rd UNWTO Euro-Asian Mountain Resorts Conference is held in Georgia.
- **4 and 11:** The International Network of Sustainable Tourism Observatories (INSTO) welcomes two new members: the Sonoma County Observatory in California, USA and the Waikato Tourism Monitoring Observatory in New Zealand.
- **12:** UNWTO publishes its full-year results for international tourism expenditure in 2016, revealing total spending of US\$ 1226 billion on tourism abroad in 2016.
- **20:** In Ethiopia, 21 African tourism ministers analyze the potential of Chinese outbound tourism to the continent as part of the UNWTO Regional Commission meeting for Africa.
- **24:** UNWTO hosts a ministerial forum on tourism and economic growth in the Middle East and North Africa at Arabian Travel Market in Dubai.
- **27:** Krakow, Poland hosts the 3rd UNWTO International Congress on Ethics and Tourism.

May

- **10:** Ahead of the Executive Council in Madrid, UNWTO convenes the first meeting of a high-level task force on tourism and security, along with a ministerial round table on sustainable urban tourism.
- **11:** Madrid hosts the 105th UNWTO Executive Council, which discusses the Organization's programme of work and recommends Zurab Pololikashvili as its nominee for Secretary-General for 2018-2021.
- **16:** The Regional Commissions for South Asia and Asia and the Pacific meet in Bangladesh, where discussions focus on crisis communication in tourism.
- **22:** On the International Day for Biological Diversity, UNWTO launches a training programme on tourism and biodiversity in West and Central Africa.
- **30:** Addressing the application of new technologies to tourism, the UNWTO Regional Commission for the Americas meets in El Salvador and then in Honduras.

June

- **6:** The UNWTO Regional Commission for Europe meets in Moldova.
- **23:** The 6th International Conference on Tourism Statistics, held in Manila, ushers in a global commitment for an expanded statistical framework to measure economic, social and environmental sustainability in tourism - the Measuring Sustainable Tourism (MST) initiative.
- **26:** At the Astana EXPO 2017 in Kazakhstan, UNWTO holds the World Conference on Tourism and Future Energy under the topic 'Unlocking low-carbon growth opportunities'.

July

- **9:** Representatives from 15 UNWTO Member States take part in a crisis communications training course at the UNWTO.Themis Foundation in Andorra.
- **11:** UNWTO publishes two reports with partners showcasing tourism as a driver of inclusive economic growth in Africa and in Least Developed Countries worldwide.

August

- **9:** The OECD Development Assistance Committee includes UNWTO in its list of international organizations eligible for Official Development Assistance.
- **22:** As part of the IY2017, UNWTO launches a consumer-oriented campaign, 'Travel.Enjoy.Respect', aimed at raising awareness of the contribution sustainable tourism can make towards development.

September

- **5:** Partnering with the World Tourism Cities Federation, UNWTO launches a project to develop an instrument that can measure city tourism performance.
- **7:** UNWTO's results for international tourist arrivals in January-June 2017 reveal 6% growth over the same period of 2016, well above that of recent years.
- **9:** Chengdu, China welcomes more than 1300 delegates from over 130 countries for the 22nd UNWTO General Assembly (GA), where high-level discussions focused on tourism's contribution to the SDGs.
- **14:** The 22nd GA appoints Zurab Pololikashvili as Secretary-General for 2018-2021.
- **15 and 16:** The 22nd GA approves the transformation of the Global Code of Ethics for Tourism into UNWTO's first international convention, as well as the Chengdu Declaration on Tourism and the SDGs.
- **27:** UNWTO marks World Tourism Day 2017 by advocating sustainable tourism as a development tool, with an official celebration in Qatar in line with the IY2017 and others held around the world.
- **28:** The mandate of the World Committee on Tourism Ethics is renewed until 2021.
- **29:** Argentina hosts the 2nd UNWTO Global Conference on Wine Tourism.

October

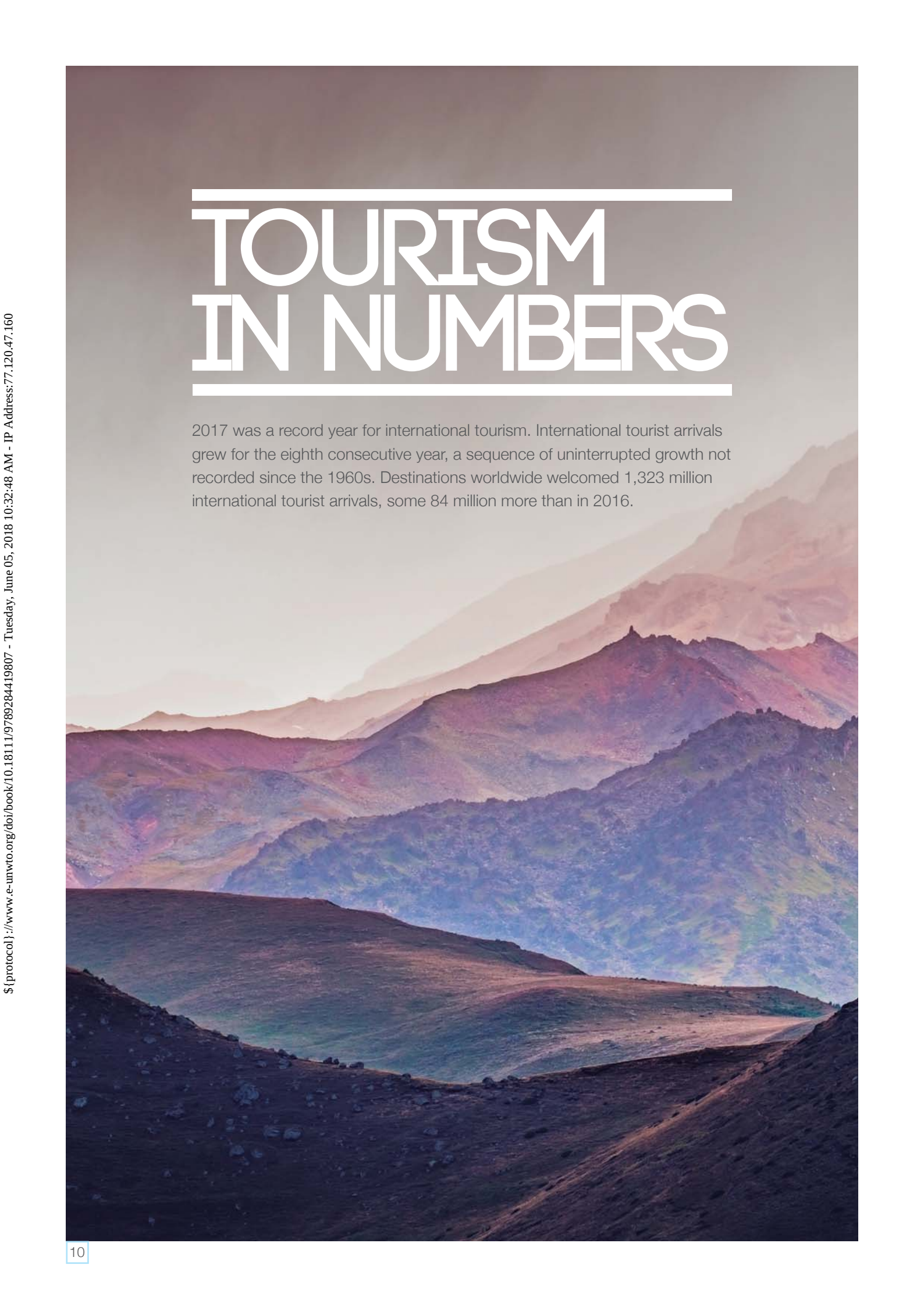
- **10:** The 11th UNWTO/PATA Forum on Tourism Trends and Outlook is hosted in Guilin, China under the theme 'Sustainable Tourism: Beyond Being Green'.
- **30:** From 2400 submissions, Katie Diederichs wins UNWTO's IY2017 travellers' competition, subsequently visiting six different countries to educate the world on how we can travel more sustainably.

November

- **7:** At London's World Travel Market, over 60 tourism ministers and private sector leaders gather for a Summit on 'overtourism'.
- **16:** The potential of tourism as a tool for inclusive growth, community engagement and poverty alleviation in Africa is addressed in a UNWTO IY2017 conference in Lusaka, Zambia.
- **16:** UNWTO and the European Travel Commission hold an international seminar in Santiago de Compostela on how to develop and manage transnational tourism themes and routes.
- **27:** Aiming to strengthen sustainable tourism partnerships for job creation and inclusive growth, UNWTO, the World Bank Group, the Inter-American Development Bank and the Government of Jamaica gather 1500 participants for a conference in Montego Bay.

December

- **3:** The 6th UNWTO Global Summit on Urban Tourism is held in Kuala Lumpur, Malaysia.
- **11:** UNWTO and UNESCO hold the 2nd World Conference on Tourism and Culture to advance the SDGs, in Muscat, Oman.
- **13:** The UNWTO Headquarters hosts the 2017 Global INSTO Meeting.
- **19:** The IY2017 closing ceremony takes place in Geneva, taking stock of achievements to date and looking to the future with the launch of a Tourism for SDGs platform for the period 2018-2030.



TOURISM IN NUMBERS

2017 was a record year for international tourism. International tourist arrivals grew for the eighth consecutive year, a sequence of uninterrupted growth not recorded since the 1960s. Destinations worldwide welcomed 1,323 million international tourist arrivals, some 84 million more than in 2016.

1,323 million

International tourist arrivals reached **1,323 million** in 2017.

+84 million

2017 saw growth in international arrivals of some **84 million**, or 7%, over 2016.

8 years

Tourism has grown above average, at around 4% per year, for **eight straight years**.

+393 million

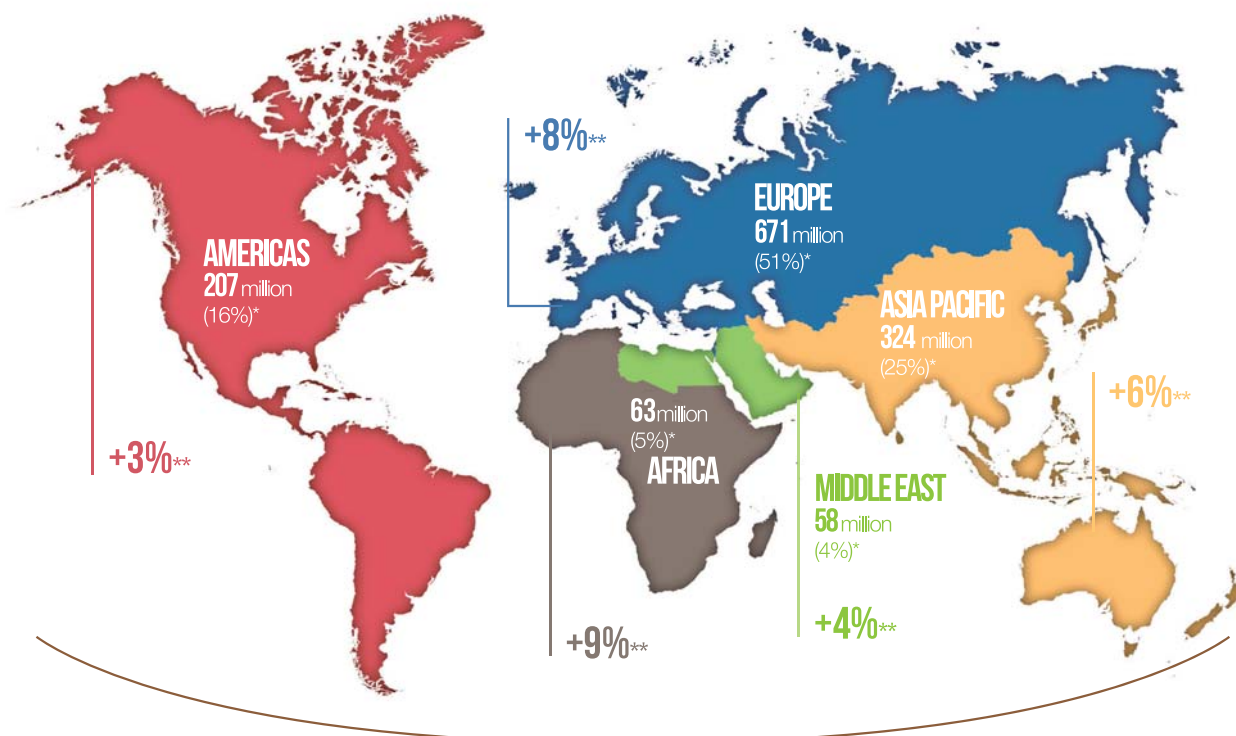
393 million more people travelled internationally for tourism between 2008 and 2017.

Source: UNWTO World Tourism Barometer and Statistical Annex, March/April 2018

INTERNATIONAL TOURIST ARRIVALS 2017

*Share (%)

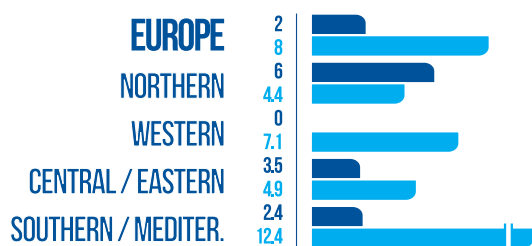
**Increase (%)



WORLD: 1,323 MILLION

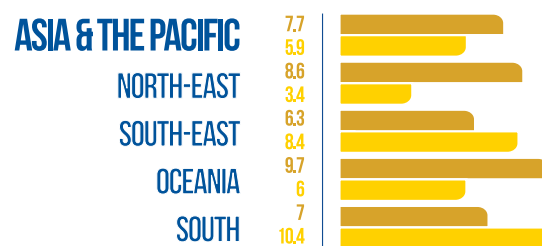
INTERNATIONAL TOURISTS ARRIVALS, EUROPE

(% CHANGE) ■ 16/15 ■ 17/16



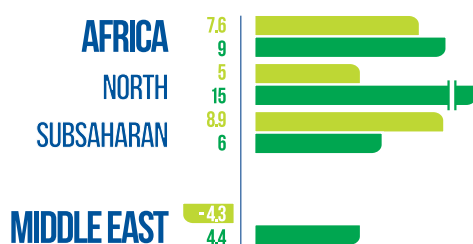
INTERNATIONAL TOURISTS ARRIVALS, ASIA AND THE PACIFIC

(% CHANGE) ■ 16/15 ■ 17/16



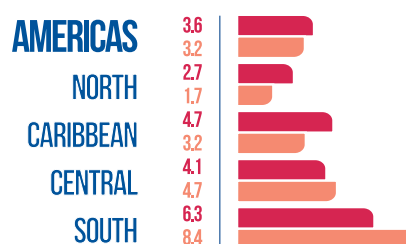
INTERNATIONAL TOURISTS ARRIVALS, AFRICA & MIDDLE EAST

(% CHANGE) ■ 16/15 ■ 17/16



INTERNATIONAL TOURISTS ARRIVALS, AMERICAS

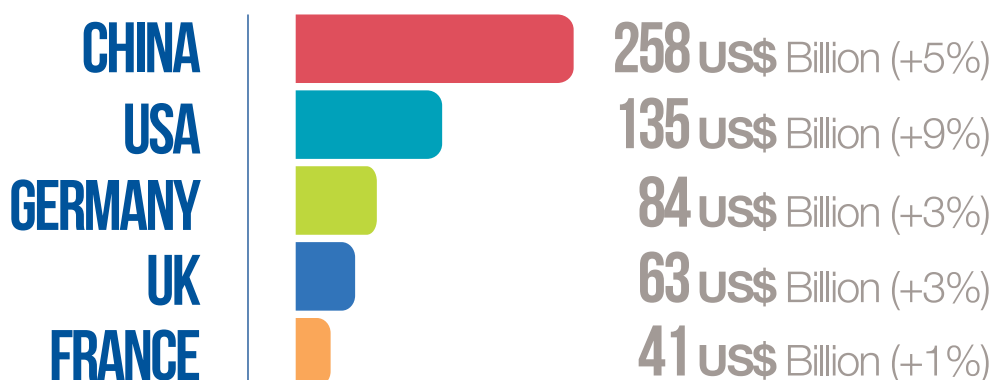
(% CHANGE) ■ 16/15 ■ 17/16



INTERNATIONAL TOURIST ARRIVALS FORECAST 2018



WORLD'S TOP TOURISM SPENDERS 2017



Snapshot Report on Tourism Trends in the MENA Region

This report was developed with the contribution of 10 countries from the MENA region, reflecting their key opportunities, challenges, policies, strategies and long-term prospects.

It was formed from real-time snapshot analyses of the impacts of current political events in the region on tourism flows and investments. The report identifies major challenges and opportunities and provides policy making, business development and partnership promotion guidelines for sustainable short-term and long-term tourism development in the region.

The report reaffirmed that long term prospects for the MENA region are strongly positive, with international tourist arrivals projected to reach 195 million by 2030, benefiting both established and emerging destinations. However, political stability will be critical for tourism to prosper and contribute to socio-economic progress in the region's nations.

European Union Short-Term Tourism Trends

Aimed at monitoring the short-term evolution of tourism trends in the 28 countries of the European Union (EU-28), this bimonthly publication provides year-to-date data on international arrivals, receipts and expenditure for the EU-28 as well as for Extra-EU countries when data is available.

The publication is part of *Enhancing the Understanding of European Tourism*, a joint project by UNWTO and the Directorate-General for Internal Market, Industry, Entrepreneurship and SMEs of the European Commission (DG GROW).

Volume 1, 2017-6, published in January 2018, tells us that inbound tourism to the EU-28 in the first ten months of 2017 reached 428 million international tourist arrivals, 35 million (8%) more than at the same stage of 2016. The edition also features data on cruise tourism, a market segment whose largest European source markets in recent years have been Germany, United Kingdom, Italy, France and Spain.



UNWTO/GTERC Asia Tourism Trends, 2017 Edition

The fourth UNWTO/GTERC annual report on Asia tourism trends highlights the influence of technological developments, the digital revolution and regional collaboration, with its many challenges and opportunities, on the rapidly growing tourism sector of Asia and the Pacific.

Key conclusions:

- Asia and the Pacific accounts for 30% of the world's international tourism receipts, a share that has almost doubled since 2000 (from 17%)
- Between 2005 and 2016 Asia outperformed all world regions in terms of growth, with international tourists arrivals increasing an average 7% per year compared to the world average of 4%. 2016 was the region's seventh straight year of consistently robust growth.
- In 2016 the region enjoyed a remarkable 9% increase in international arrivals, the highest across world regions, to reach 308 million international tourists;
- The region has taken lead in the accentuation of the shift from the industrial to the technological age over the last two decades.
- The impact of the technological revolution on tourism has been twofold:
 - **Transport.** Air, water, road and rail transport methods have undergone profound changes, with travel time and costs having drastically reduced.
 - **Digital.** Use of information and communication technologies has revolutionized travel. The Asia and the Pacific region is at the forefront in using the Internet, mobile phones and social media to change traditional reservation systems, accommodation and transport.

- Regional and subregional cooperation in tourism is a key feature of the overall economic integration and sustainable development agenda in the Asia and the Pacific region.
- The regional tourism collaboration frameworks, both economic and political, have achieved much over the past 20 years, yet could be more effective at contributing to broader regional goals and outcomes.
- Significant implementation, stakeholder participation and coordination challenges remain to be addressed. An evaluation and better understanding of these challenges is needed.

The report was presented at the Global Tourism Economy Forum in October 2017 in Macao, China, where UNWTO brought ministerial officials and global industry leaders face-to-face to engage in the topic "Embracing Regional Collaboration for Collective Growth".



#IY2017

International Year of Sustainable Tourism for Development

“Every day, more than 3 million tourists cross international borders. Every year, almost 1.2 billion people travel abroad. Tourism has become a pillar of economies, a passport to prosperity, and a transformative force for improving millions of lives. The world can and must harness the power of tourism as we strive to carry out the 2030 Agenda for Sustainable Development.” **António Guterres, United Nations Secretary-General**

In December 2015, the United Nations General Assembly declared 2017 as the International Year of Sustainable Tourism for Development (IY2017).

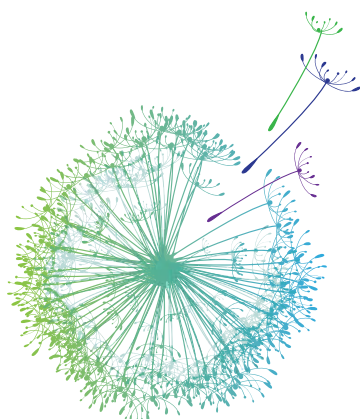
This important celebration came 50 years after the International Tourist Year on Tourism - Passport to Peace (1967) and fifteen years after the International Year of Ecotourism (2002).

This has been a unique opportunity to devote the entirety of 2017 to activities that promote the transformational power of tourism to help us reach a better future. And one that came at a critical moment, as the global community works at regional, national and local level to contribute to achieving the 2030 Agenda for Sustainable Development and the 17 SDGs, laying out a new plan of action for people, planet and prosperity in which the three dimensions of sustainable development - economic, social and environmental - are managed in an integrated and balanced manner.

As the specialized Agency of the United Nations for Tourism, the World Tourism Organization (UNWTO) was mandated by the General Assembly to lead the celebrations of IY2017.

Throughout the year, the Organization has carried out its leadership role with three main objectives:

- To raise awareness on the contribution of sustainable tourism to development;
- To work with stakeholders to make the sector a catalyst for positive change; and
- To foster change in policies, business practices and consumer behaviour in tourism.



2017
INTERNATIONAL YEAR
OF SUSTAINABLE TOURISM
FOR DEVELOPMENT

"Around the world, we have seen a rapid shift towards a more inclusive and green development approach. Even as this trend poses challenges, it mainly brings opportunities to the tourism sector. We celebrated that 2017 was designated by the United Nations as the International Year of Sustainable Tourism for Development, which demonstrates that the economic, social, cultural and environmental benefits of tourism are greater if it's carried out hand-in-hand with sustainability and inclusiveness.

(...)

Please rest assured that UNWTO will find in Costa Rica an ally in all efforts to promote sustainable, green and inclusive tourism in line with the Sustainable Development Goals (SDGs)."

Luis Guillermo Solís Rivera

President of Costa Rica (2014-2018)
Special Ambassador of the International Year of Sustainable Tourism for Development 2017

"Tourism plants the seeds of understanding between peoples, promotes every nation's heritage and natural wealth, and contributes to strengthening peace in the world, as the UN has pointed out. Our public policy decisions must aim to guarantee a better quality of life for all citizens. For this reason, it is ever more urgent and necessary to work in alignment with the SDGs; sustainability has an impact across all sectors, not just the environment.

(...)

I encourage you to join us in this endeavour so that, together, we embark on a new global revolution: of enlightened travellers and tourists that understand their vital role in conservation of our environment – because the Earth and humanity are one."

Juan Manuel Santos

President of Colombia (2006-2018)
Special Ambassador of the International Year of Sustainable Tourism for Development 2017

Thematic Framework of the International Year

1 Sustainable economic growth

Creating the right environment for resilient and sustainable economic growth in all parts of the world, supported by: investment in infrastructure and facilities, excellent connectivity and innovative business models that deliver quality products in line with market trends.

2 Employment, social inclusion and poverty reduction

Ensuring an equitable distribution of income and benefits from tourism, creating decent jobs, reducing poverty, providing opportunities for women and young people, respecting and supporting the interests of local and indigenous communities, and encouraging inclusive access to tourism experiences for all.

3 Resource efficiency, environmental protection and climate change

Helping the tourism sector transition to more sustainable consumption and production patterns by: creating opportunities in the green economy; mitigating and adapting to climate change; and supporting and gaining from the conservation and sustainable use of biodiversity and natural areas.

4 Cultural values, diversity and heritage

Developing supportive partnerships between tourism and cultural interests, conserving tangible and intangible heritage and cultural values, and pursuing creative opportunities to bring social, educational and economic benefits to visitors and host communities through cultural experiences and exchanges.

5 Mutual understanding, peace and security

Recognizing the transformative role of tourism as an agent for change, using awareness and interaction resulting from tourism to strengthen peace, understanding and reconciliation, while linking tourism development opportunities to the improvement of security in destinations and helping post-conflict areas to rebuild and expand their tourism economies.



TRAVEL. ENJOY. RESPECT.

#TRAVELENJOYRESPECT

TRAVELENJOYRESPECT.ORG



Achievements



H.E. Mr. Juan Manuel Santos,
President of Colombia (2010-2018)

"Tourism plants the seeds of understanding between peoples, it promotes every nation's heritage and natural wealth, and contributes to strengthening peace in the world, as the United Nations has pointed out. (...) It is ever more urgent and necessary to work in alignment with the SDGs; sustainability has an impact across all sectors."



H.E. Mr. Luis Guillermo Solís,
President of Costa Rica (2014-2018)

"This recognition for Costa Rica bears witness to our emphasis on this non-smokestack industry. It also allows us to strengthen our drive to encourage more women to lead sustainable tourism projects for their economic empowerment."



H.E. Mrs. Ellen Johnson Sirleaf,
President of Liberia (2006-2018)

"Tourism is both a precursor and a catalyst for development. Tourism creates jobs and contributes to environmental protection, exports through production and agriculture, and small and medium-sized industries where the prominent actors are women."



**H.E. Mrs. Marie-Louise
Coleiro Preca,**
President of Malta

"Tourism has the power to make us aware of our enriching diversity. In an increasingly globalized world, tourism provides opportunities for social solidarity, community empowerment, and potential peace building."



**H.E. Mr. Tuilaepa
Sailele Malielegaoi,**
Prime Minister of Samoa

"As a people-to-people activity, it has helped and continues to contribute to the revitalization of our culture, customs and traditional crafts, and plays a pivotal role in the preservation of our cultural heritage and is a force that promotes peace and understanding."



Mr. Huayong Ge,
Chairman, China UnionPay

"I call for countries, governments and private sector players to make more investments to provide better tourism infrastructure for visitors. We should create a safer and better environment for travellers, and it is important to improve tourism-related services including payment services."



**H.M. King Simeon II
of the Bulgarians**

"One of the most important objectives of the Year is to raise awareness among the international population as well as institutions about the potential of tourism to promote culture, exchanges or the elimination of prejudices."



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

"The International Year of Sustainable Tourism for Development provides a unique opportunity to raise the awareness of our sector, but also reminds us to protect Mother Earth and preserve our natural resources for future generations."



H.E. Ms. Eliza Jean Reid,
First Lady of Iceland

"Tourism represents a vital force for peace and a factor of friendship and understanding among the peoples of the world, because of the direct contacts it engenders between people of different cultures and lifestyles."



H.E. Dr. Talal Abu-Ghazaleh,
Chairman, Talal Abu-Ghazaleh
Organization

"The focus this year on tourism is very important, particularly to developing countries because there are so many touristic advantages in the developing world that are not widely known to the global community".



**H.E. Shaikha Mai bint
Mohammed Al Khalifa,**
President of Bahrain Authority for
Culture and Antiquities

"I believe that now more than ever tourism and culture have a vital role to play in promoting peace and understanding and in encouraging a dialogue between civilizations, not walls between nations."



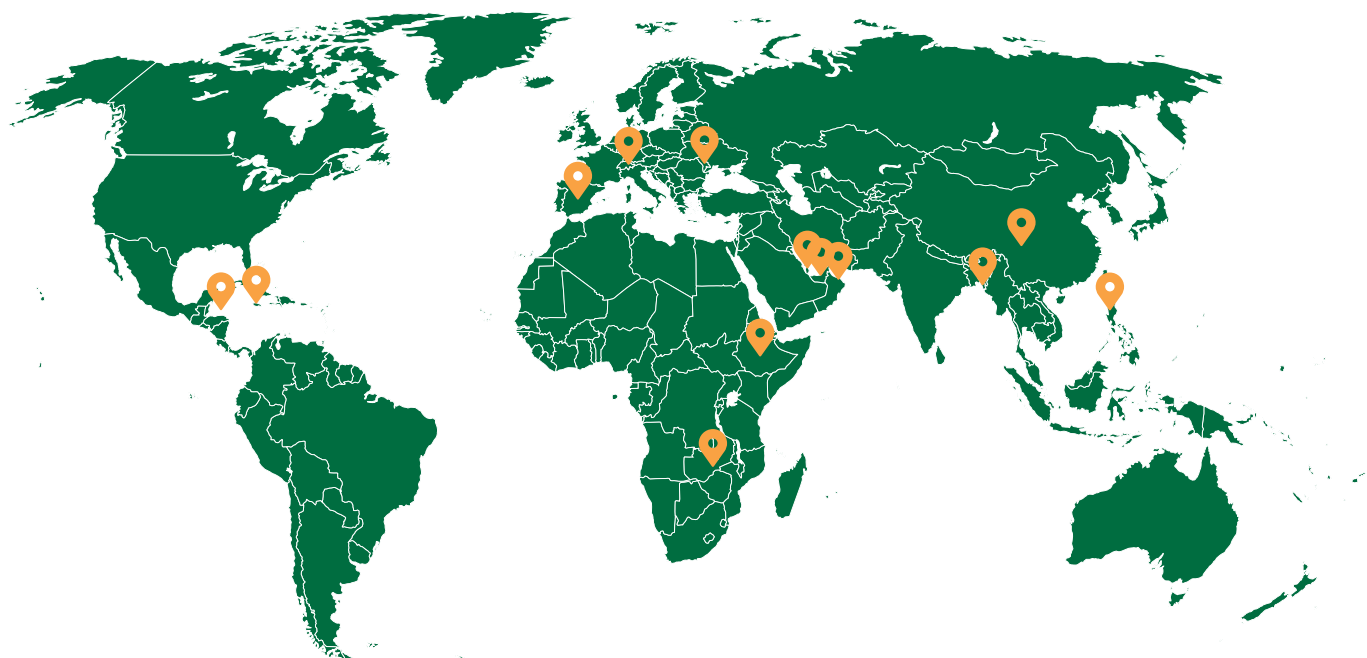
Hello Kitty

"When you travel, remember to honour our planet. Respect nature, respect culture and respect your host."

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14 Official Events

Madrid, Spain
Addis Ababa, Ethiopia
Dubai, UAE
Chittagong, Bangladesh
Roatán, Honduras
Chisinau, Moldova
Manila, Philippines
Chengdu, China
Doha, Qatar
Lusaka, Zambia
Montego Bay, Jamaica
Muscat, Oman
Geneva, Switzerland



1,038,320 people visited the IY2017 website in 2017, sharing their celebrations

1799 events;

338 solutions for sustainable tourism development;

65 sustainable tourism stories;

73 knowledge reports.

Travel.Enjoy.Respect campaign: we can all make a difference

The consumer-oriented IY2017 communications campaign, Travel.Enjoy.Respect, was based around the recognition that each journey changes us and the world around us, a world for which we are all responsible.

The campaign focused on increasing awareness among the public, in particular among travellers, on their active role in harnessing tourism's contribution to sustainable development through economic growth, social inclusion and environmental sustainability. It provided a better understanding of sustainable tourism within and outside the tourism community, while promoting the exchange of good policies, practices and knowledge when we travel.

The campaign has drawn support from many avenues, from bloggers and small tourism enterprises to international organizations and private institutions.

Travel.Enjoy.Respect campaign supporters:

- Air France KLM
- Air Mauritius
- ANA
- Cleverdis
- CNN
- El Corte Ingles Viajes
- Explore
- Gilgamesh Heritage Magazine
- Good Luck Trip
- Iberia
- MasterCard
- Minube
- Office du Tourisme du Canton de Vaud
- PRMediaCo
- Renfe

Contributions to the campaign's visibility included:

- ANA displaying the IY2017 Video onboard flights
- CNN displaying the IY2017 Video on-air and as an online banner during August, September and December
- El Corte Ingles Viajes displaying the IY2017 Video in 200 Spanish stores for a month, with total exposure estimated to have been 10 million views per week.
- Good Luck Trip Japanese-language guidebooks featuring a full-page advert in the for Australia, Canada and India editions, which together sold 350,000 copies
- Iberia displaying the IY2017 Video onboard flights during October and disseminating the Tips for a Responsible Traveller manual in VIP lounge areas
- Renfe displaying the IY2017 Video in trains during August and September
- The IY2017 Video reproduced at Chengdu Shuangliu International Airport, China and Narita International Airport, Japan

Tips for a Responsible Traveller:

As part of the campaign, the World Committee on Tourism Ethics launched the 'Practical Tips for the Global Traveller' in ten languages. The tips invite travellers to become more responsible by honouring their hosts and our common heritage, and increasing knowledge and awareness of their impact on the place and people they're visiting, thus fostering better understanding and cultural sensitivity.



Photo movement:

To involve travellers in the Travel.Enjoy.Respect campaign, UNWTO invited people to upload photos of what #TravelEnjoyRespect means to them onto the travelenjoyrespect.org campaign website, and to spread the relevance of sustainable tourism among their contacts. Selected photos were displayed at the official World Tourism Day 2017 celebration in Doha, Qatar.

Travellers' competition:

On World Tourism Day, 27 September 2017, UNWTO's travellers' competition promoting responsible travel closed with 2,400 submissions, competing for the chance to embark on an unforgettable trip across six different countries to tell the world how tourism can make a positive change. The lucky winner, Katie Diederichs of the United States, started her journey at the UNWTO Headquarters in Madrid and then visited sustainable tourism projects in Colombia, Mexico, the United Arab Emirate of Ras Al-Khaimah, Germany and the Léman region in Switzerland. She ended her trip in Geneva in time for the closing ceremony of the International Year of Sustainable Tourism for Development. Katie had the opportunity to see the world, learn, be inspired, and in return enrich us all through documenting her trip on the travelenjoyrespect.org campaign website. She set an example of the power that consumer behaviour can have towards charting a course for a sustainable and responsible sector.

Tourism and the SDGs and Travel. Enjoy. Respect. exhibition:

Two weeks before the IY2017 closing ceremony in December, an exhibition addressing both Tourism and the SDGs and the Travel. Enjoy. Respect. campaign was held in the United Nations Office at Geneva (UNOG). The exhibition was divided into two parts. The first linked each SDG to one of 17 stories of individuals working in tourism around the world. The second, linked to the campaign, shared the Tips for a Responsible Traveller to visitors.

The campaign will continue during 2018 with a link to the SDGs and the same global aim of engaging the public to Travel. Enjoy. Respect.



Katie Diederichs, winner of the Travellers competition during her trip in Colombia.

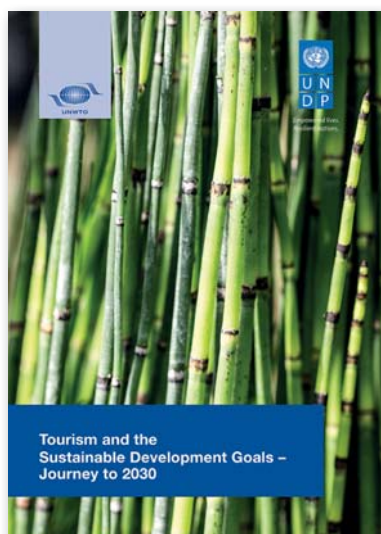
The Way Forward – Our Journey to 2030

The end of 2017 does not signal the end of the International Year, as the initiatives and actions initiated in 2017 should serve as a roadmap for the global tourism community to embrace sustainable practices and maximize the engagement of travel and tourism in the 2030 Sustainable Development Agenda.

UNWTO has several initiatives aimed at maintaining the momentum created within the sector from the activities and outreach conducted in 2017:

'Tourism and the Sustainable Development Goals: Journey to 2030'

This publication serves as a guide to how the tourism sector can contribute towards the implementation and achievement of the 17 SDGs over time. In particular, it aims to inspire governments, policymakers and tourism companies to incorporate relevant aspects of the SDGs into policy and financing frameworks as well as business operations.



The content of the publication will be included in the Tourism for SDGs interactive web platform, a combined data centre and educational resource to be launched in July 2018 for sharing good practices, innovative ideas and recommendations for action, as well as to monitor progress and results. Both the publication and the platform provide a roadmap and co-creation space for the tourism sector and the SDGs contributions and implementation process from 2018 to 2030. The platform, developed by UNWTO with the support of the Swiss State Secretariat for Economic Affairs (SECO), will integrate the findings of the report as well as the substantive activities of the IY2017.

Expected results:

- Increase the relevance of tourism on public policy, financing framework and business operations.
- Strengthen the engagement of the private sector in the SDGs implementation along with the principles of the Global Code of Ethics for Tourism and their CSR strategies.
- Enhance partnerships among different stakeholders.

Conclusions:

- Countries as well as businesses can drive genuine progress in making tourism greener, fairer and more inclusive.
- The review of Voluntary National Reviews (VNRs) and Mainstreaming, Acceleration and Policy Support (MAPS) country roadmaps, as well as analysis of tourism companies' CSR activities, highlight despite wide public and private sector recognition of the potential contribution of tourism to the SDGs, links are not fully explored, the actual impact of tourism operations has not been measured consistently, and the most impactful tourism initiatives have not been sufficiently financed.
- Global development partners from the United Nations system as well as DAC Members and non-traditional donors should build a closer dialogue to facilitate tourism's contribution to the SDGs.
- Tourism stakeholders are recommended to improve:
 - o Awareness-raising and the measurement of impact
 - o Integration of tourism in SDG-oriented national planning and business practices
 - o Effective partnerships for tourism and the SDGs
 - o Financing the tourism sector to implement the SDGs

It is important to consider the extent to which tourism has been recognized as a force for development at an international and national level. The International Year of Sustainable Tourism for Development has undoubtedly contributed to wider awareness of tourism's potential for positive transformative change. The key challenge ahead of us is to continue to strengthen this recognition and convert it into substantial and coordinated support for action.



TOURISM IN THE GLOBAL AGENDA

Throughout 2017 UNWTO advanced the positioning of tourism as a priority in national and international policies and the need for holistic and cross-cutting tourism policies to support the sector.

UNWTO Priorities

Tourism continues to be one of the best positioned economic sectors to drive inclusive socioeconomic growth, provide sustainable livelihoods, foster peace and understanding and help to protect our environment.

However, the sector is facing several major challenges:

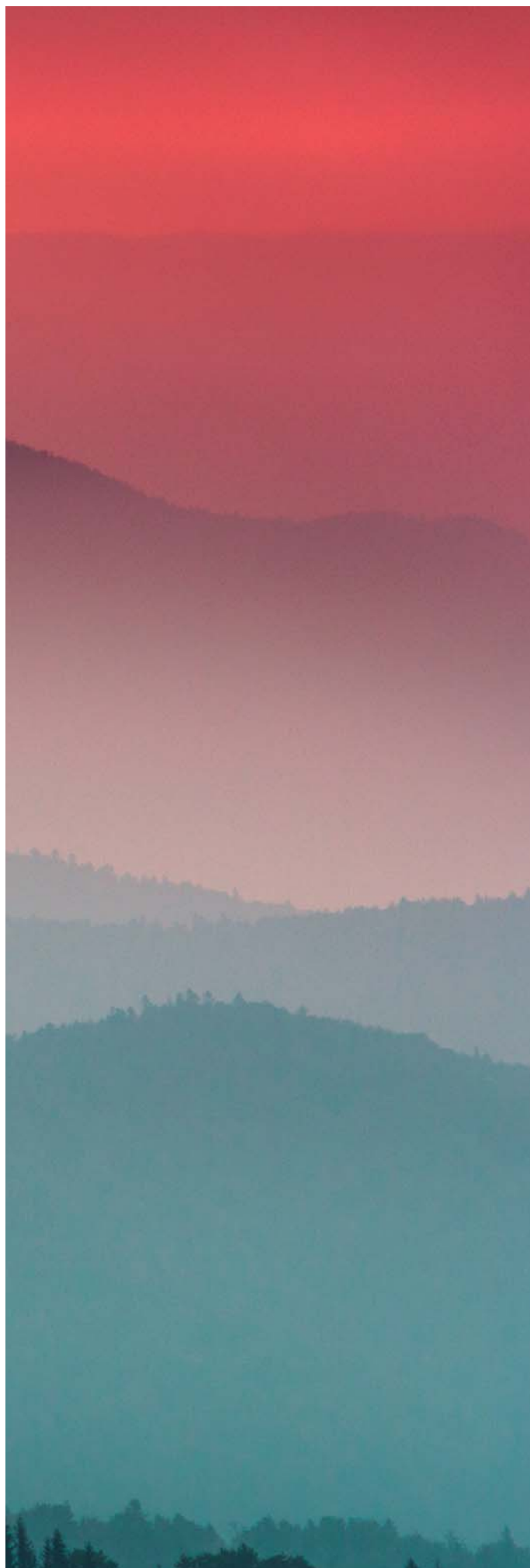
- Safety and security concerns and the temptation to build new barriers to travel;
- The technological revolution; and
- Charting a course toward sustainable development.

Considering these global trends and challenges impacting the tourism sector and the 2030 Sustainable Development Agenda, UNWTO defined the following three priorities for 2017, reiterated at the 105th Executive Council held in Madrid, Spain in May and the 22nd General Assembly held in Chengdu, China in September:

1. Promoting safe and seamless travel

2. Enhancing the role of technology and innovation in tourism

3. Embracing the sustainability agenda



World Tourism Day 2017: Sustainable Tourism: a Tool for Development



For the last quarter-century World Tourism Day, held annually on 27 September, has aimed to foster awareness among the public and business community of the importance of tourism and its social, cultural, political and economic impact. Coinciding with the International Year of Sustainable Tourism for Development, World Tourism Day 2017 was held under the theme 'Sustainable Tourism: a Tool for Development'. 2017's official celebrations were held in Doha, Qatar.

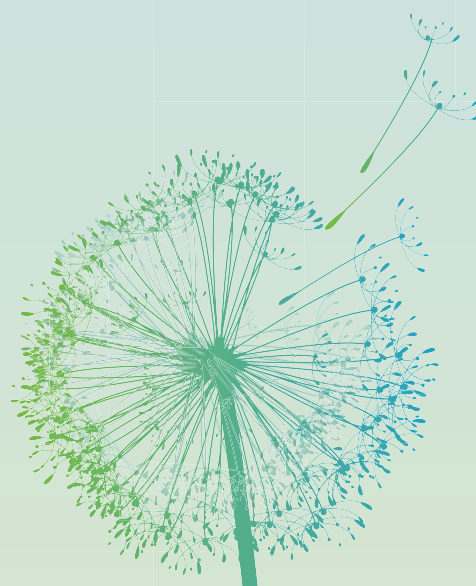
"The UN General Assembly declared 2017 as the International Year of Sustainable Tourism for Development. This is a unique opportunity for all of us to come together to promote the contribution of travel and tourism as a grand 21st century human activity, to build a better future for people, planet, peace and prosperity."

*This World Tourism Day, whenever you travel, wherever you travel, remember to:
RESPECT NATURE,
RESPECT CULTURE,
RESPECT YOUR HOST."*

Taleb Rifai
UNWTO Secretary-General (2010-2017)

"While other sectors suffered setbacks from economic and security challenges in recent years, tourism remained resilient (...) This has sent a strong signal to decision makers that tourism must be placed at the forefront of development plans in order to achieve sustainable, long-lasting growth that is safeguarded from turbulence in the world around us."

Hassan al-Ibrahim
Acting Chairman and Chief Tourism Development Officer, Qatar Tourism Authority



World Tourism Day 27 Sep 2017

Sustainable Tourism

a Tool for Development

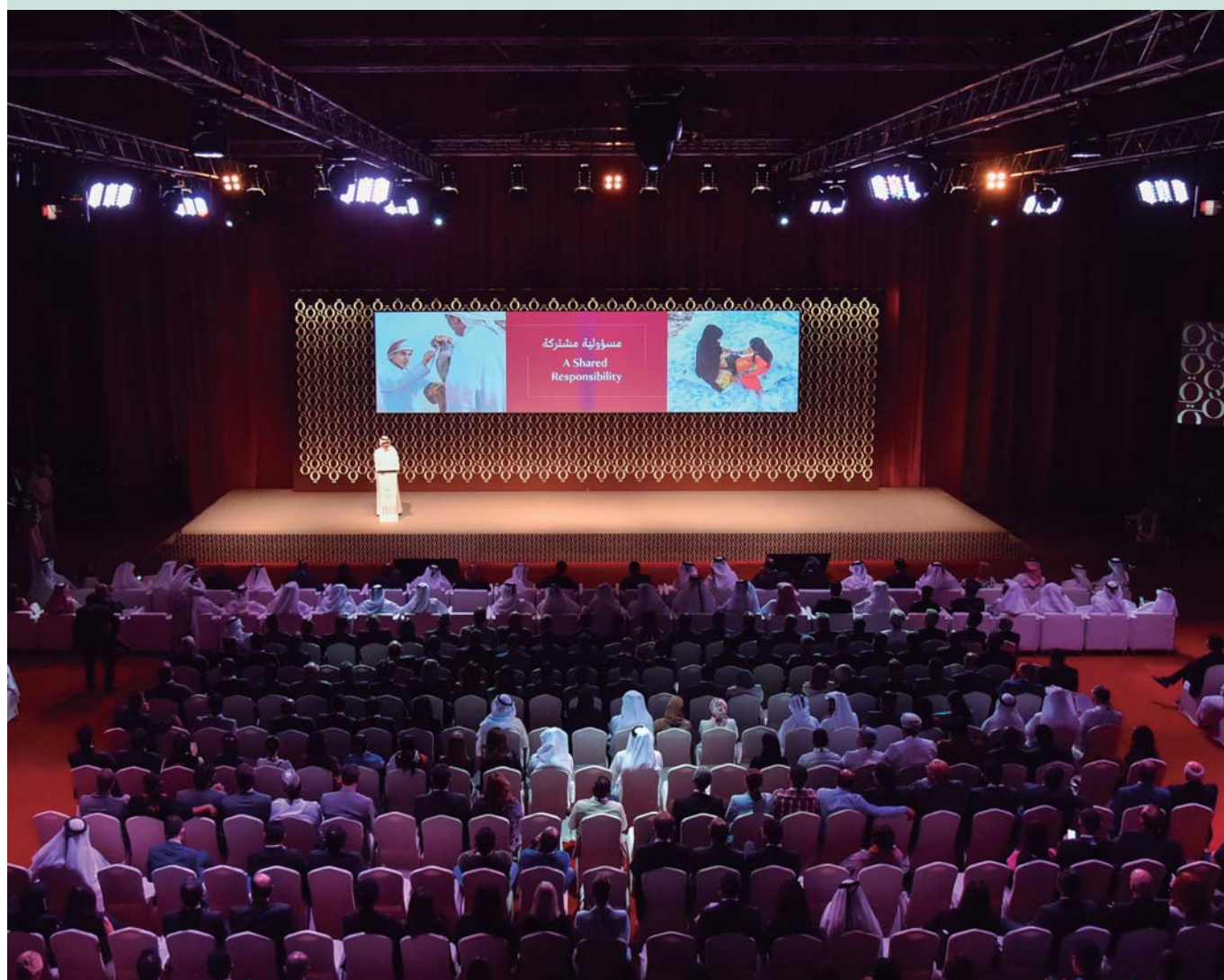


The official World Tourism Day celebration in Doha gained significant media exposure and attendance. Over 500 attendees joined the Prime Minister of Qatar, H.E. Sheikh Abdullah bin Nasser bin Khalifa Al Thani, to open a full-day conference of high-level roundtables and debates including:

- A high-level think tank on how tourism can create jobs and opportunities for communities, while enhancing cultural preservation and mutual understanding

- A panel session on 'Tourism and the Planet' outlining methods to measure and manage the impact of tourism in all its dimensions – economic, social and environmental

The celebrations of World Tourism Day 2017 were held in collaboration with Qatar Tourism Authority, UNWTO media partner CNN, and UNWTO hospitality partner Katara Hospitality.



World Tourism Day 2017. Sustainable Tourism: A Tool for Development. 27 September, Doha, Qatar.

14th UNWTO Awards



A total of 12 projects from Africa, Latin America, Asia and Europe were selected as finalists for the 14th UNWTO Awards for Excellence and Innovation in Tourism, from a total of 139 candidacies from 55 countries. The projects were presented at the UNWTO Awards Forum on 15 January 2018 and the winners in the four categories - public policy and governance, research and technology, enterprises and non-governmental organizations (NGOs) - were announced on 17 January 2018 at the International Tourism Fair of Spain (FITUR) in Madrid.

UNWTO Ulysses Prize for Excellence in the Creation and Dissemination of Knowledge

Valene L. Smith, Professor Emeritus and Research Professor at the California State University, Chico, California, US

UNWTO Ethics Award

Europa Mundo Vacaciones (Spain) for its initiative ‘Europa Mundo Foundation’, aimed at conducting social activities

and development cooperation in different areas and societal groups, as well as promoting sustainable tourism in many countries of Africa, Asia, Europe and Latin America.

UNWTO Award for Innovation in Public Policy and Governance

Winner:
Tourism Training Talent (TTT), Turismo de Portugal (Portugal)

Second prize:
MiBarrio - Mercado de Hacienda Applied Research Project, Ente de Turismo del Ministerio de Modernización, Innovación y Tecnología del Ciudad Autónoma de Buenos Aires (Argentina)

Third prize:
Longmen Grottoes “Internet + Longmen” action plan, Management Committee of Longmen Grottoes World Cultural Heritage Park (China)



14th UNWTO Awards. Madrid, Spain. 17 January 2017.

UNWTO Award for Innovation in Enterprises

Winner:

Conservation and Livelihoods: Community-managed Ecotourism at Mangalajodi, Mangalajodi Ecotourism Trust (India)

Second prizes:

Community and Resilience: two villages tackle depopulation, Valle dei Cavalieri (Italy)
Three-Pillar Innovation Initiative, Balesin Island Club (Philippines)

Third prize:

Great Plains Conservation: Conserving and Expanding Natural Habitats, Great Plains Conservation and the Great Plains Conservation Foundation (Botswana and Kenya)

UNWTO Award for Innovation in Non-Governmental Organizations

Winner:

Connecting community, local friends, and visitors to a unique experience and happiness, Triponyu.com (Indonesia)

Second prize:

Strengthening Community Tourism in the Sierra Gorda, Grupo Ecologico Sierra Gorda (Mexico)

Third prizes:

Educating and empowering local communities for sustainable tourism futures, The Sumba Hospitality Foundation (Indonesia)
IT.A.CÀ – Migrants and Travelers, Festival of Responsible Tourism, Associazione YODA (Italy)

UNWTO Award for Innovation in Research and Technology

Winner:

Smart Tourism System (STS), SEGITTUR (Spain)

Second prize:

EarthCheck Building Planning and Design Standard (BPDS), EarthCheck (Australia)

Third prize:

eVisitor - Croatian national tourist information system, Croatian National Tourism Board (Croatia)



14th UNWTO Awards. Madrid, Spain. 17 January 2017.

Open Letter on Travel and Tourism



UNWTO and the World Travel and Tourism Council (WTTC) have joined hands since 2011 to present an Open Letter on Travel and Tourism to heads of state and government worldwide, highlighting the relevance of travel and tourism in facing today's global challenges. The Open Letter, which has so far been supported by 95 Heads of State and Government worldwide, calls upon leaders to recognize tourism as a sector that can grow the economy, generate jobs and help build a more sustainable and equitable future for all.

Recipients in 2017

H.E. Michel Temer,
President, Federative Republic of Brazil

H.E. Denis Sassou-Nguesso,
President, Republic of Congo

H.E. Shinzo Abe,
Prime Minister, Japan

H.E. Ibrahim Boubacar Keïta,
President, Republic of Mali

H.E. Joseph Muscat,
Prime Minister, Republic of Malta

H.E. Ameenah Gurib-Fakim GCSK CSK,
President, Republic of Mauritius

H.E. Peter O'Neill,
Prime Minister, Independent State of Papua New Guinea

Tourism and Global Challenges



UNWTO & Casa Árabe MENA Ministerial Panel: Sustaining Tourism's growth through shocks

Madrid, Spain, 19 January

Aim: to step up tourism's contribution to inclusive and sustainable economic growth and development

Discussed:

- future prospects of tourism in the Middle East and North Africa
- strategies and measures to strengthen the resilience of tourism in the MENA region, as well as to accelerate and consolidate tourism recovery

Examples of measures suggested:

- The tourism sector must have dialogue and cooperation with the security sector to create prevention and preparedness plans, giving tourism stakeholders a seat at the table when security related to tourism infrastructure is discussed.
- MENA destinations and regional tourism actors must understand the nature of a crisis, being well prepared and well informed without giving facilities to terrorists.
- Governments and the media should report responsibly, promptly and accurately before, during and after crises.
- National administrations, as well as the media, must be more careful with travel advice and recommendations so as not to doubly punish the victim and reward the aggressor in a political sense, nor to discourage intra-regional travel.

UNWTO & Arabian Travel Market (ATM) Ministerial Forum

Dubai, United Arab Emirates, 24 April

Topic: tourism's contribution to sustainable and inclusive economic growth and diversification in the MENA region

Discussed:

- empowering evidence-based decision making and accurately measuring the contribution of tourism to current and future economic growth
- enhancing the contribution of domestic tourism alongside international (especially intra-regional) tourism to sustainable economic growth
- challenges and opportunities for securing investment in tourism
- strategies and measures to strengthen tourism's resilience to external shocks
- ensuring that economic growth due to tourism leads to sustainable and inclusive development of host communities and a transition towards a green economy

- investing in technology and innovations to enhance performance and improve competitiveness
- policies to promote job creation and entrepreneurship
- strengthening the sector's institutional framework
- engaging and aligning key governmental players on tourism policy issues and targets
- developing result-driven partnerships between local and international stakeholders

1st Meeting of the High-Level Task Force on Tourism and Security

Madrid, Spain, 11-12 May

Topic: integration of national security with tourism security, crisis communication and travel advisories

Discussed:

- issues of public and private sector cooperation in operational crisis management and communications
- the tourism sector addressing possible tightening of security measures



UNWTO & Arabian Travel Market (ATM) Ministerial Forum. Dubai, UAE, 24 April 2017.

Measures suggested:

- the work of the task force will focus on five key issues:
 1. the integration between tourism and security
 2. support to the sector in setting crisis management plans and protocols
 3. travel advisories
 4. safe, secure and seamless travel including visa facilitation
 5. crisis communications
- These areas will be addressed by specific working groups tasked with developing recommendations and guidelines to be presented at the UNWTO General Assembly.

UNWTO/WTM Ministers' Summit – 'Over-Tourism: growth is not the enemy, it is how we manage it'

London, United Kingdom, 7 November

Discussed: Community engagement, communication, congestion management, adequate planning and product diversification as key aspects in dealing with 'over-tourism'.

Conclusions:

Participants agreed on the need to build awareness among communities of tourism's benefits, improve use of big data to measure and manage the impact of tourists and tourist flows, and promote the

development of tourism experiences that engage and benefit communities directly.

Strategic framework for the Global Caribbean Tourism Recovery Team

Unity and cohesion were expressed in a special meeting organized during the 22nd UNWTO General Assembly to discuss how to support those destinations affected by Hurricane Irma and the earthquake in the southern coast of Mexico.

The meeting identified three lines of action:

1. supporting the recovery of the affected destinations through the private sector and aid agencies, with special attention given to SMEs due to their lack of means to rebuild and recover
2. sharing experiences on resilience and crisis management
3. developing strong and coordinated communication

Countries attending the meeting also agreed to propose the General Assembly adopt a special resolution expressing solidarity and support to the affected destinations and calling for the support of the international community.

To follow up on the meeting's discussions on the impact of natural disasters in the Caribbean, a working group was created to work in close coordination with the Caribbean Tourism Organisation (CTO) to provide support for recovery. The creation of this working group recognizes tourism as the fastest way to recovery and highlights the opportunity to create new tourism products not only more sustainable but also more resilient.



UNWTO/WTM Ministers' Summit – 'Over-Tourism: growth is not the enemy, it is how we manage it'.
London, UK, 7 November 2017

UNWTO's Cooperation

In 2017, UNWTO signed Memoranda of Understanding/Cooperation or agreements with actors including, but not limited to:

Federal Government of Ethiopia
Government of Colombia
Government of Jamaica
Government of Papua New Guinea
Government of the Republic of Guinea
Ministry of Culture and Tourism of the Republic of Azerbaijan
Ministry of Tourism of Malta
Ministry of Environment and Tourism of Mongolia
Ministry of Culture, Sports and Tourism of Viet Nam
Agència Catalana de Turisme (ACT)
Agència Valenciana del Turisme
Amadeus IT Group
ANVR – Dutch Association of Travel Agents and Tour Operators
Association of Mediterranean Chambers of Commerce and Industry (ASCAME)
Bench Events
Chemonics International
Explora

Fundació Privada Hospital de la Santa Creu i Sant Pau (FPHSCSP)
Globaldit & idt
Griffith University
Hersonissos Municipality, Crete, Greece
Hilton
Huzhou City, China
Innovation Norway (IN)
Japan International Cooperation Agency (JICA)
JTB Tourism Research and Consulting Cooperation
Mastercard Europe
Network of European Regions for Competitive and Sustainable Tourism (NECSTouR)
PwC
Rainbow Garden Village
Six Continents
South Pole Group
Swisscontact (SC)
The Talal-Abu-Ghalazeh Organization
Turismo de Portugal
University of Angers School of Tourism and Hospitality Management (UFR ESTHUA)
Open University of Catalunya (through UNWO.Themis Foundation)



TOURISM AND SUSTAINABILITY

Sustainable consumption and production, effective resource management, biodiversity conservation and environment protection are priorities for tourism to progress the fight against climate change and advance all 17 SDGs. Throughout 2017 UNWTO continued to promote a more sustainable sector.



Chengdu Declaration on Tourism and the Sustainable Development Goals

Affirms: the potential of the tourism sector in economic, social and environmental terms:

“tourism is a vital instrument for the achievement of the 17 SDGs and beyond as it can stimulate inclusive economic growth, create jobs, attract investment, fight poverty, enhance the livelihood of local communities, promote the empowerment of women and youth, protect cultural heritage, preserve terrestrial and marine ecosystems and biodiversity, support the fight against climate change, and ultimately contribute to the necessary transition of societies towards greater sustainability.”

Includes: 21 articles that, among others, recommend to governments “to develop an integrated and holistic approach to tourism policy in order to leverage the sector’s positive impact on planet and prosperity”

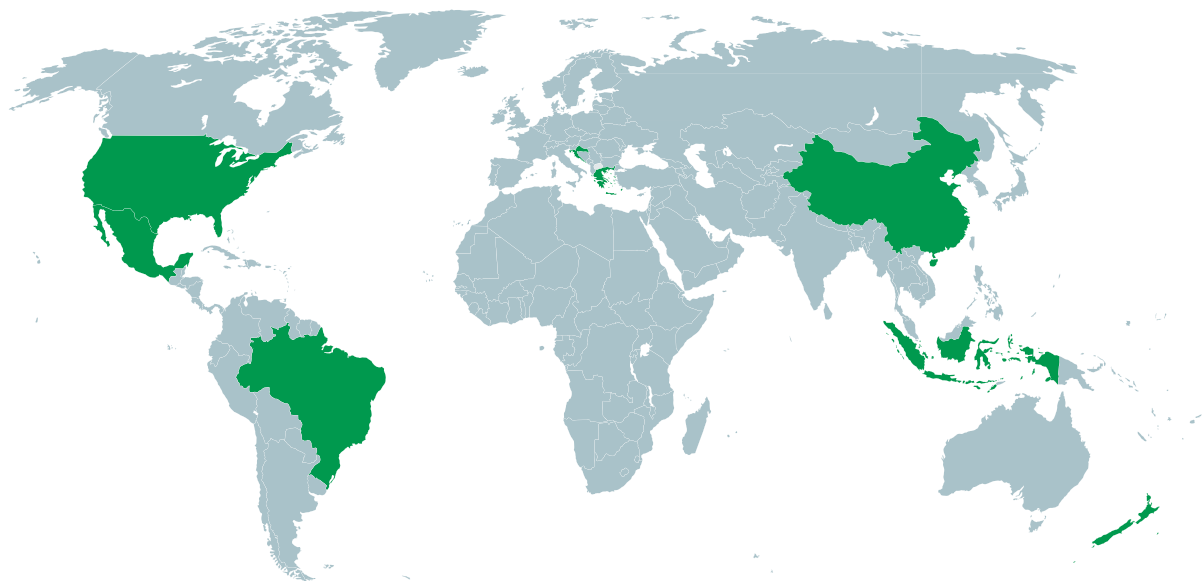
Proposes: “to undertake national assessments on tourism’s contribution and commitment to the SDGs and ensure the inclusion of tourism in inter-ministerial SDG commissions and/or working groups, as well as to enhance the contribution of tourism in SDGs national strategies through the set-up of institutional frameworks and mechanisms that allow participation of all stakeholders”.



UNWTO 22nd General Assembly. Chengdu, China. 11 -16 September 2017.

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UNWTO International Network of Sustainable Tourism Observatories (INSTO)



Since INSTO's establishment in 2004 and **up to the end of 2017, 21 observatories** (of varying types of destinations: coastal, mountain, tropical, etc.) had been recognized by UNWTO for their commitment to regular monitoring: **nine** in China, **five** in Indonesia, **two** in the United States of America (USA), **one** in Brazil, **one** in Croatia, **one** in Greece, **one** in Mexico and **one** in New Zealand.

These destinations are engaged in the continuous and timely measurement of the impacts of tourism, serving their stakeholders with up-to-date and reliable evidence for better decision-making processes at local level. Among the **nine** core areas to be monitored by INSTO members are the use of resources such as water and energy, as well as waste and sewage management. While it is mandatory to measure these nine issue areas, at least to some extent, each observatory is different in its structure and focus. Due to this and to the context-sensitiveness of sustainability in general, INSTO gives members flexibility in terms of the content being monitored and focuses more on the processes and innovative tools and techniques used by the destinations.

Five New UNWTO INSTO Sustainable Tourism Observatories in 2017

- Sonoma County Sustainable Tourism Observatory, USA
Hosted by: Coalition to Observe and Advance Sustainable Tourism (COAST)
Monitors: Sonoma County, California
- Waikato Tourism Monitoring Observatory, New Zealand
Hosted by: University of Waikato Management School
Monitors: two major tourist locations in Waikato region, Raglan and Waitomo
- Sanur Observatory, Indonesia
Hosted by: Udayana University Research Centre for Culture and Tourism
Monitors: Sanur Kauh, Sanur and Sanur Kaja villages in the eastern part of Denpasar City, Bali Province
- Toba Lake Tourism Observatory, Indonesia
Hosted by: University of Sumatera Utara
Monitors: Pangururan, in the Samosir Regency of North Sumatera Province
- Jiangmen Observatory, China
Managed by: a monitoring centre based in the Sun Yat-sen University in Guangzhou
Monitors: Jiangmen, Guangdong Province, China



Measurement in Action

The approach of the Ministry of Tourism of Indonesia to sustainable tourism

In recent years, Indonesia has put forward policies to advance sustainable tourism along its cultural, environmental and economic dimensions. The core elements of sustainability are forming part of Law 10 of 2009, which mandates that “Tourism shall be intended to increase economic growth; improve welfare; eradicate poverty; overcome unemployment; preserve nature, environment and resources; promote culture; raise the nation’s image; foster patriotism; and strengthen international relationships”. The policy framework for tourism development also includes guidelines and standards rooted in sustainability principles, and supporting the development of national strategic tourism areas and destinations across Indonesia’s vast territory.

Indonesia is promoting three main national policy instruments to trigger action at destination level:

1. Sustainable tourism destinations

To date, over 80 destinations have developed their own destination-level plans, with financial support from the Ministry of Tourism or development agencies, and following a participatory approach that aims to create common platforms engaging and addressing the needs of local communities, the private sector and relevant government bodies. This participatory exercise has given stakeholders a sense of commitment and responsibility needed for the implementation and monitoring phases of sustainable management.

2. Sustainable tourism observatory (STO)

Indonesia has prioritized a scalable approach which starts with establishing regional- or local-level STOs linked to the monitoring of sustainable tourism impacts at destinations. Memoranda of Understanding have been signed, each between a local tourism authority, an academic institution

at a destination and the Ministry of Tourism, committing that destination to monitor sustainable tourism. When an established STO’s reporting presents evidence of sustainable management of tourism resources and activities, the STO then has the opportunity to become recognized nationally as part of the Wonderful Indonesia Network of Sustainable Tourism Observatories (WINSTO). From there, the Ministry of Tourism can propose that an STO performing optimally within WINSTO become integrated within the UNWTO INSTO network, thus recognized internationally. INSTO is therefore both an incentive for national observatories to continuously improve their performance and an integral part of national tourism policy. At present there are eleven national observatories, five of which are members of the UNWTO INSTO network. These five are located in the destinations of Lombok, Toba Lake, Pangandaran and Sleman on the island of Java, and Sanur on Bali.

3. Sustainable tourism certification

This concept recognizes destinations’ efforts at sustainable tourism management and product development. Assessors are trained to evaluate the performance of destinations and products according to a set of criteria. Those destinations and products fulfilling the criteria can qualify to receive the Indonesian Sustainable Tourism Award. The Indonesian Sustainable Tourism Award is both a qualification tool for destinations implementing and applying sustainable tourism indicators and measurement, and a competition for sustainable tourism products proposed and jointly implemented by private and public stakeholders for the benefit of their destinations.

With the application of this three policy instruments successfully supporting the Ministry of Tourism in the implementation of its national tourism policy, Indonesia expects to continue with this approach in the years to come.

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Integrating observatories into regional and national policies and strategies in Mexico

Mexico's first observatory, the Guanajuato Tourism Observatory (GTO), was established in 2008 and became an official member of the UNWTO INSTO network in 2015.

At the core of the monitoring efforts implemented by Mexico are:

- a commitment to act responsibly in a destination
- evaluation of the results of applying public policies
- analyzing tourism activity and tourist flows for improved decision making and planning
- exchanging information between public and private entities
- monitoring, measuring and verifying the evolution of the tourism sector in a destination

Noting that for Guanajuato – as for many destinations around the world – a lack of reliable data at local level continues to be one of the major challenges to more effective decision making, the Secretariat of Tourism committed to working closer together with the producers of the relevant data, including the Mexico Tourist Atlas and the Secretariat's statistical body Datatur.

One of the core beliefs guiding the INSTO network is the idea of enhancing open knowledge sharing. In line with this philosophy the Mexican government decided to go beyond a purely tourism-related platform, which offers information only to specific stakeholders, and integrate many different sources

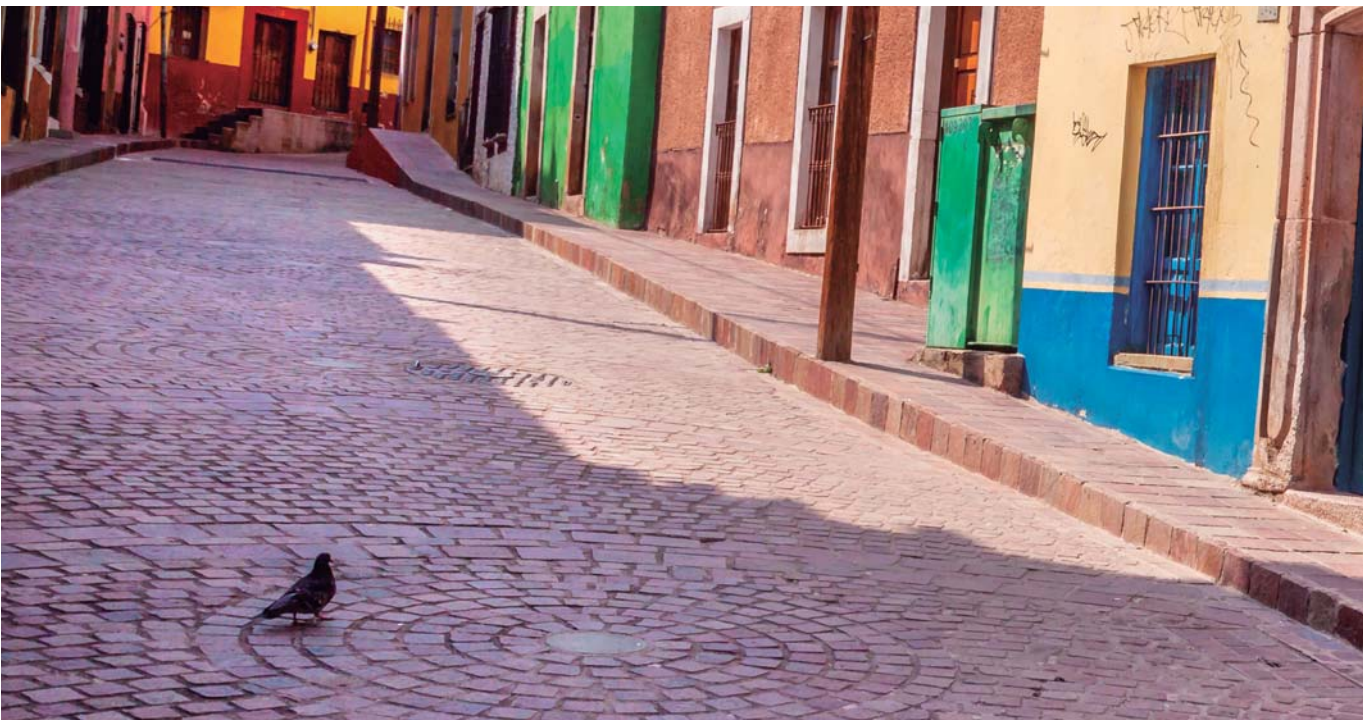
of data relevant to tourism, as well as enhanced processing abilities, into one platform named the National System of Statistical and Geographical Tourism Information (SNIEGT).

This platform is being developed by the government in partnership with the National System of Statistical and Geographical Information (SNIEG). SNEIG encompasses different institutions responsible for developing public policies, such as the national consultative council, the national subsystem of information and the National Statistics and Geography Institute (INEGI).

The process of establishing this platform has helped the Secretariat of Tourism to advance in:

- aligning the national tourism law with the SNIEG law (supported by a consultative council)
- establishing processes for generation, processing, analysis and spreading of statistical and geographical information
- advancing leadership in use of technology for efficient information management
- training personnel at federal and state level

To align the measurement efforts of the Guanajuato observatory with SNIEG's approach to creating informed public policies and thus also the approach of the other states, the Secretariat of Tourism has been working with relevant stakeholders to define a common legal basis, common procedures and methodologies, formal communication channels, and most important of all, common technologies used.



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2017 Global INSTO Meeting

Madrid, Spain, 13-14 December

Aim: to discuss advances in effectively monitoring sustainability in tourism at destination level

Discussed:

- regular monitoring of tourism impacts
- different operational and technical structures of destination monitoring systems
- opportunities deriving from geospatial analysis for tourism measurement
- opportunities deriving from location intelligence for more accurate and timely trend analysis
- the importance of fostering catalytic areas
- the role of circular business models for improving resource management in tourism
- participatory approaches and local community satisfaction
- efforts and links between local monitoring efforts and global development goals
- shared consumption and interconnected value chains

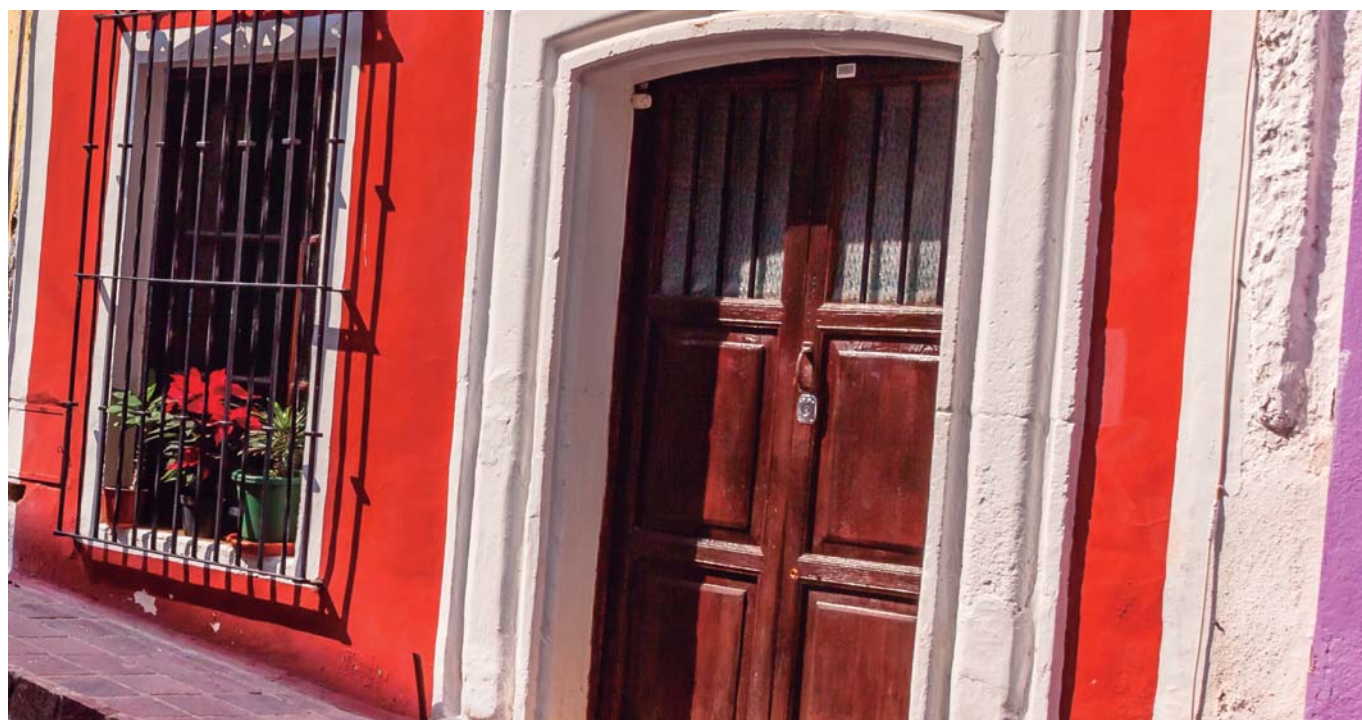
Eighth meeting of the UNWTO Committee on Tourism and Sustainability

Madrid, Spain, 18 January

Topic: the importance of measurement for sustainable development of tourism

Conclusions:

- INSTO observatories position themselves as boosters of sustainability at destinations and functioning models for ensuring that tourism meets its full potential as a contributor to sustainable development.
- In successful INSTO observatories, stakeholders share a common vision. They are committed to preserving their destinations and to improving their livelihoods through tourism.
- Monitoring is essential to support their vision. It implies continuous learning; it guides practice; and it supports the identification of principles to adhere to, as well as the data related to them.
- Data needs to be tailored to the needs of the destination as it tells the stories of the places and their people. Monitoring becomes relevant when it integrates a holistic view of the destination.
- Data shall go beyond statistics to be understood by the local population and integrated into their daily practice, as sustainability has to be a daily practice.



Sustainable Tourism and Sustainable Development in Central America

In 2017 and in response to a request by the United Nations General Assembly, UNWTO undertook a survey on sustainable tourism and sustainable development in Central America with the participation of Member States and UN Members from the region.

Results and recommendations:

- Central American countries have continued to adopt new legislation and policies in support of sustainable tourism development, promote poverty alleviation through tourism, enhance the protection of biodiversity and cultural heritage and enhance community development.
- National strategies for disaster prevention in many Central American States engage the tourism sector in monitoring and control mechanisms to ensure disaster preparedness at destinations.
- It is crucial to precisely define the role tourism should play in the sustainable development agenda of the Central American region, up to and beyond 2030.
- Integrating sustainable consumption and production patterns in the tourism sector in Central America requires, among other things, identifying and adopting tourism planning approaches aimed at improving the resource efficiency of tourism stakeholders and destinations – such as the circular economy approach promoted in the 10YFP Sustainable Tourism Programme.
- The development of sustainable tourism in the region will benefit from being driven by an evidence-based approach to design informed policy decisions at national, regional and local levels.
- Central American destinations can fill their data gap in measuring the sociocultural and environmental impacts of tourism through non-traditional solutions and data sources, with an overarching goal of advancing the national sustainable development agenda beyond the tourism sector.
- The tourism sector in Central America is encouraged to be part of the coordination, knowledge-sharing and communication mechanisms for security and emergency management at national and regional levels, and to collectively promote an evidence-based approach to develop measures for safe, secure and seamless travel, which will enable government agencies in the region to make relevant, informed and coordinated decisions in areas such as travel facilitation.
- Continuous participatory processes involving all stakeholders across all levels, through innovative tools, such as participatory budgets, are strongly encouraged, thereby ensuring the long-term participation of local communities in the sustainable development of destinations.



Towards a Statistical Framework for Measuring Sustainable Tourism



6th UNWTO International Conference on Tourism Statistics: Measuring Sustainable Tourism

Manila, Philippines, 21-24 June

Aim: to build international consensus on how to measure sustainable tourism, led by the conviction that effective sustainable tourism policies require the integrated, coherent and robust information base that a consistent statistical approach can provide

Conclusion: to better measure is to better manage, thus a common and robust set of data is critical for governments and stakeholders to design, implement and monitor effective sustainable tourism policies.

Outcome: Measuring Sustainable Tourism: A Call for Action

This document outlines the collective vision and commitment of all participants to advance Towards a Statistical Framework for Measuring Sustainable Tourism (MST) in its economic, environmental and social dimensions and across relevant spatial levels (global, national and subnational).

Measuring Sustainable Tourism (MST)

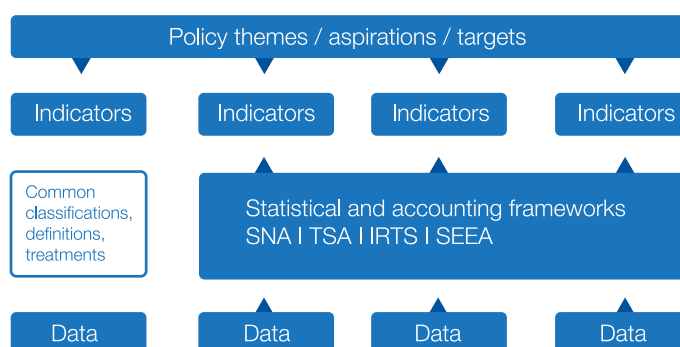
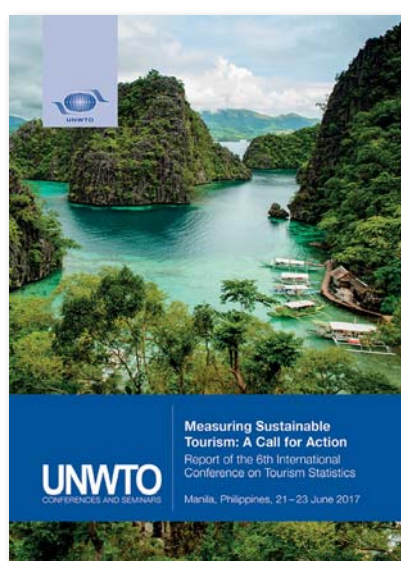
Overall, the framework will provide a base to:

- better inform on sustainable tourism,
- facilitate dialogue between different sectors,
- encourage integrated, locally relevant decision-making,
- exploit the rich level of data already available, and
- identify additional data that may be needed.

MST will draw from:

- the Tourism Satellite Account (TSA);
- the System of Environmental Economic Accounting (SEEA);
- experiences of the INSTO observatories;
- advances in tourism statistics;
- developments of the International Network on Regional Economics, Mobility and Tourism (INRouTe);
- ongoing developments in environmental-economic accounting; and
- social and cultural dimensions (expected to be integrated in due course).

The initiative has been in development since 2015 with the engagement of Austria, Fiji, Italy, Mexico, the Netherlands and Cardiff University (Wales, UK).



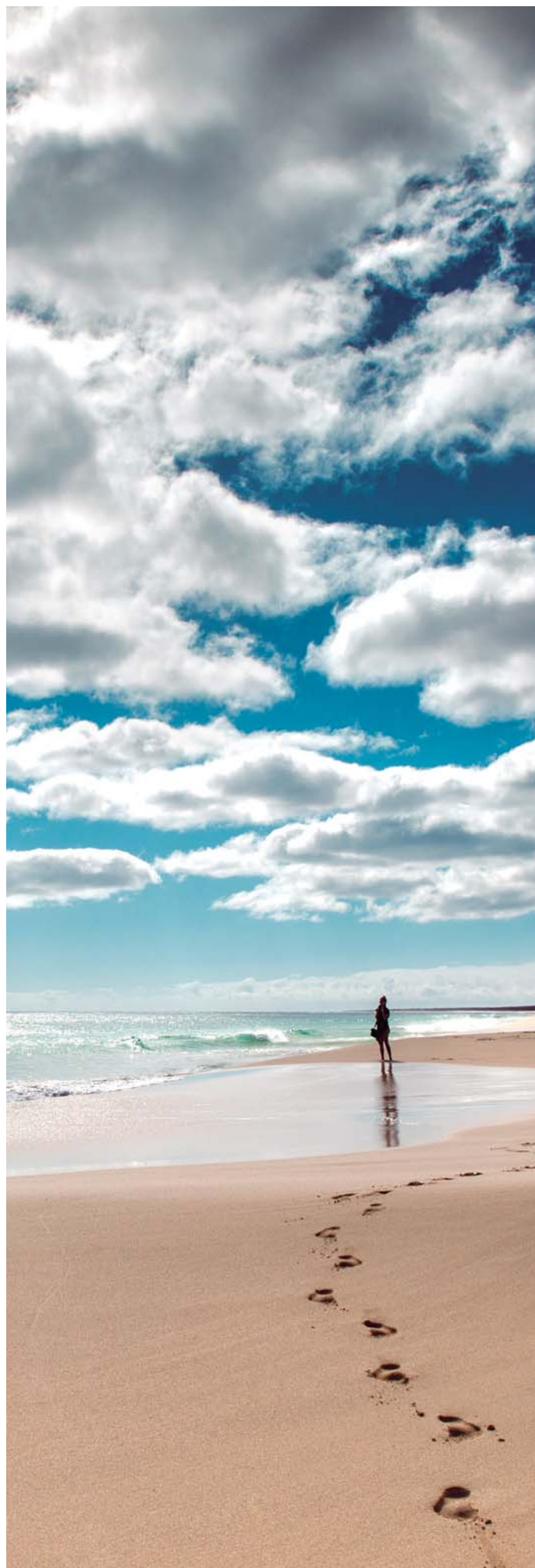
Managing Growth and Sustainable Tourism Governance in Asia and the Pacific

Tourism in Asia and the Pacific is growing at a greater rate than in any other world region. Demonstrating one of the most important aspects of sustainable tourism development – that growth and sustainability are not at odds – this report collected case studies of best practices in sustainable tourism governance approaches from 13 countries and 17 destinations in Asia and the Pacific. These approaches have helped to realize tourism's potential to contribute to economic growth and improved livelihoods in the region. UNWTO collaborated with affiliate member Griffith University for this report.

Key conclusions:

- Tourism requires appropriate and context-specific governance arrangements to be in place if it is to provide opportunities for reducing poverty, providing employment, and preserving cultures, heritage and the natural environment.
- It is important to develop 'soft' tourism infrastructure – the network of organizations and people that collaborate together to manage a destination.
- Central and regional governments, communities and private sector stakeholders all need to work in tandem to ensure tourism grows sustainably rather than destructively, looking beyond the short term to propel positive development at all levels for future generations.





Benchmarking Methodology for the Development of Sustainable Cruise Tourism in South-East Asia

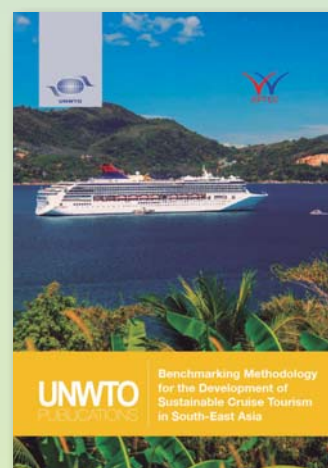
Cruise tourism is an important market for the Association of South-East Asian Nations (ASEAN) and a key component in the ASEAN Tourism Strategic Plan 2016–2025.

As a follow-up study to the report Sustainable Cruise Development Strategies: Tackling the Challenges in Itinerary Design in South-East Asia, this publication provides technical solutions to the strategies recommended in the first. It emphasizes data-driven regional collaboration and benchmarking as key for cruise destinations in South-East Asia. It aims to support ASEAN by outlining the steps to apply the comparative benchmarking principles of tourism to sustainable development, for cruise tourism businesses and destinations to develop sustainable tourism practises collaboratively while remaining competitive.

Case studies of good practices in the region are presented on:

- visitor management
- environmental management
- conservation of natural and cultural heritage
- economic and community impacts
- governance

To compile the study, UNWTO and the Asia Pacific Tourism Exchange Center (APTEC) surveyed 16 and visited four destinations in South-East Asia.



The 10YFP Sustainable Tourism Programme (SDG 12.1)



Sustainable Tourism PROGRAMME Committed to drive the change

Implement the 10-year Framework of Programmes on Sustainable Consumption and Production, all countries taking action, with developed countries taking the lead, taking into account the development and capabilities of developing countries.

During its third year of operation, the 10YFP Sustainable Tourism Programme continued serving as a collaborative platform to bring together existing initiatives and partnerships, and facilitate new projects and activities, to accelerate the shift to sustainable consumption and production (SCP) in tourism as an implementation mechanism for SDG 12 with potential to advance other SDGs.

The 10YFP Sustainable Tourism Programme is led by UNWTO with the governments of France, Morocco and the Republic of Korea as Co-leads and in collaboration with the 10YFP Secretariat at UN Environment.



Sustainable consumption and production (SCP) is about fulfilling the needs of all while using fewer natural resources, including energy and water and producing less waste and pollution.

SCP aims at promoting resource efficiency and sustainable practices for the industry as well as the consumers.

UN Environment (2015)

In 2017, the network:

□ Grew in membership to involve **142** organizations (governments, private sector, academia and civil society) working together to implement sustainable tourism activities with an emphasis on:

- energy and water use efficiency;
- climate change;
- waste management;
- local sourcing;
- sustainable land use;
- biodiversity protection; and
- decent employment.

□ Increased the international visibility of its members' activities through the launch of the Annual Magazine, published by the 10YFP Secretariat based at UN Environment, with support from the Republic of Korea

□ Submitted an annual progress report through the 10YFP Secretariat to the United Nations' high-level political forum on sustainable development, convened under the auspices of the Economic and Social Council

□ Disseminated, and promoted the exchange of, knowledge across its members through:

- A 10YFP cross-programme meeting to identify key priorities for action within the 10YFP framework and to share lessons learnt from each programme's Portfolio of Work, as well as from collaboration and resource mobilization, indicators of success and reporting, and communications
- Promoting climate-related webinars, organized by UN Environment with support from France, with participation of over 500 participants, covering planning and management, sustainable value chains, financial tools and sustainable food management

- Meetings of the Multi-stakeholder Advisory Committee

□ Supported operational activities led by the network members:

- Technical support in the organization of:

- The 2017 Busan Sustainable Tourism Forum in Republic of Korea

- The Present and the Future of Sustainable & Responsible Tourism in Croatia

- Sustainable Development & Circular Economy Workshop in French Polynesia

- Assistance and technical advice to three projects financed through a trust fund held at the 10YFP Secretariat:

- Sustainable Tourism Enterprise Programme for the South Pacific

- Inca Alliance for Sustainable Tourism in the Southern Region of Peru

- Creating a sustainable community-based tourism model for South Africa

- Disseminating calls for proposals from major financing institutions working on STP-related topics

□ Provided opportunities for its members to participate in public fora to address the integration of SCP in the tourism sector, including by co-organizing the 2017 International Symposium and Annual Conference

International Symposium and Annual Conference of the 10YFP Sustainable Tourism Programme

Kasane, Botswana, 7-9 December

Topic: empowering tourism destinations' sustainability through innovation

Discussed:

- innovative approaches to enhance tourism and conservation planning, financing and marketing
- how to market sustainability to trigger change among consumers
- the relevance of integrating circular economy approaches into the tourism value chain to minimize waste, emissions and energy leakage at all stages
- links between the tourism sector and the Paris Agreement on Climate Change, and the key role of destination managers therein
- wildlife as a key asset of destinations
- wildlife tourism's capacity to foster conservation given suitable financing frameworks
- application of new technologies – particularly geographic information systems and big data – to tourism planning, with the objective of promoting evidence-based decision making and closer links between tourism and conservation policy makers and practitioners

Outcome: The Tourism We Want: the Kasane Call to Action on Sustainable Consumption and Production

Aims:

- to develop, promote, replicate and scale up the adoption of sustainable consumption and production practices that can boost the efficient use of natural resources, including energy and water and producing less waste and pollution, to address the challenges of climate change and biodiversity loss and enhance the sustainable development impacts of the tourism sector by 2030

- for stakeholders of a diverse nature to work in partnership to advance shared goals and multiply results

Examples of measures suggested:

- government agencies; international organizations; financial institutions and donors; non-governmental, grassroots and other civil society organizations; private sector; academic institutions; communicators and the media; and travellers to join forces advancing sustainable consumption and production in tourism worldwide
- stakeholders to LEAD the creation of the necessary conditions for sustainable consumption and production in tourism by establishing measurable commitments, creating coalitions to achieve them, developing participatory plans, supporting policy implementation on the ground, evaluating concrete actions and publicly reporting on progress
- stakeholders to INNOVATE in planning, operations, measurement and monitoring to accelerate the adoption of sustainable consumption and production practices in tourism
- stakeholders to FINANCE a shift towards sustainable consumption and production in tourism – innovating, developing, promoting and facilitating access to sustainable tourism investment and financial tools to empower destinations and businesses, especially micro, small and medium enterprises
- stakeholders to EMPOWER travellers, entrepreneurs, host communities and governments to scale up sustainable consumption and production practices in tourism through sharing of best practices, training, better information and the creation of synergies

Eighth meeting of the UNWTO Committee on Tourism and Sustainability

Madrid, Spain, 18 January

Topic: inclusion of SCP into national tourism planning, following research undertaken into the plans of 81 distinct countries

Conclusions:

- Long-term planning of ten or more years appears to be common practice for national tourism authorities.
- National tourism plans differ in structure yet usually include “typical” thematic areas of importance for every destination linked to economic development through tourism (e.g., employment, marketing, product development, accommodation, infrastructure, investment).
- Most plans also contain reference to environmental concepts such as resource efficiency.
- Awareness exists among national tourism planners on the relevance of SCP issue areas in the tourism sector i.e. water and energy efficiency; waste management; greenhouse gas (GHG) emissions reduction; sustainable land use; material use reduction; and decent employment.
- Collaboration with different stakeholders, mainly among private sector and government agencies, is important for the success of tourism plans.
- Sustainability is often seen as an element of destination competitiveness, though less commonly as a cross cutting element linking sustainable social, economic and environmental development.
- Many national tourism plans do not reflect the potential of the tourism sector to contribute to fighting climate change.
- Almost every plan contains reference to the need to monitor the impacts of tourism with regards to certain areas of sustainability.



Tourism and Cultural heritage



Harnessing the Potential of Tourism to Historical Conflict Sites in Advancing Peace: Reflecting on the Past and Inspiring the Future

Project partners: UNWTO and the Flanders Department of Foreign Affairs

Aim: to support peacebuilding and peacekeeping while contributing to sustainable development through ethical cultural heritage tourism development

Ethical tourism centred around heritage can widen and deepen intercultural understanding, and change the way young and older generations think about war and peace while, at the same time, creating employment opportunities, fostering local cohesion through heritage and identity, generating income for local communities and preserving heritage. This project has set up a research consortium to draft policy and ethical guidelines for tourism to historical conflict-related sites, which are currently in development.

4th World Forum on Intercultural Dialogue: 'Advancing Intercultural Dialogue: New Avenues for Human Security, Peace and Sustainable Development'

Baku, Azerbaijan, 5-6 May

Discussed:

- the role of faith, religions, business, human security, migration, sport, education and art in sustainable development, preventing violent extremism and building trust and cooperation among cultures and civilizations
- the conditions under which sustainable tourism can promote cross-cultural understanding and peace in the context of the 2030 Agenda for Sustainable Development
- the nexus between tourism and peace
- where tourism can help to build trust and foster cooperation among cultures



- how to build societies based on genuine respect for everyone's rights, including freedom of belief, equal opportunities and good governance, as well as an inclusive framework of tolerance and respect for diversity

Examples of measures suggested:

- promote the utmost importance of intercultural communication for sustained peace and security, as well as sustainable development
- promote the role of tourism in enhancing intercultural and inter-faith dialogue, tolerance and mutual understanding, peace and security within the framework of the International Year of Sustainable Tourism for Development, 2017
- encourage all stakeholders of intercultural dialogue and sustainable development to actively contribute to international initiatives and activities in these areas, through international cooperation that emphasizes the importance of leaving no one behind in the implementation of the Sustainable Development Goals

1st International Conference on Sustainable Tourism and Heritage Cities

Siem Reap, Cambodia, 11-15 June

Aim: to develop best practice insights/guidelines for integrating tourism with the protection and presentation of heritage cities

Discussed: the priorities of government ministries/ departments, private sector, NGO and communities of place and interest to effective heritage city protection

Examples of measures suggested:

- simplify visa procedures for promoting tourism among Asia Cooperation Dialogue (ACD) member states
- create a platform for ACD tourism collaboration among members, focusing on innovation and best practise to ensure regional tourism development
- ensure adequate funding and effective coordinated governance for protection, revitalization and presentation of heritage values contained within or associated with villages, towns and cities, whether individual or inter-related

- ensure effective regulations and planning mechanisms exist to minimise the human-related loss of heritage assets and implement sustainable strategic development within or associated with villages, towns and cities

- organize tourism fairs and events in ACD countries focusing on culture and heritage

Conference on Sustainable Tourism in the Danube Region

Belgrade, Serbia, 29-30 June

Stretching through 14 countries from the Black Forest to the Black Sea, and home to over 115 million inhabitants of diverse cultures, traditions and ethnicities, the Danube region is bursting with tourism potential. In the framework of the International Danube Day, the 2011 EU Strategy for the Danube Region (EUSDR) and the International Year of Sustainable Tourism for Development, this conference looked at ways to create joint policies and strategies for sustainable tourism development, investment and promotion in the region, addressing skills development, sustainability, transnational cooperation and innovation.

Dialogue on sustainable tourism for development in world archaeological sites

Paestum, Italy, 27 October

Topic: the conditions under which sustainable tourism can contribute to protecting and managing archaeological sites, effective tourism destination management, and training/ capacity building of site managers and other stakeholders

Discussed:

- harmony between protection and promotion
- the tourism and culture partnership
- creative or innovative approaches for sustainable development of archaeological heritage tourism
- partnership models between international organizations, national and regional government, and private sector
- cases of archaeological tourism in Bahrain, Cambodia, Ethiopia, Italy, Jordan and Peru

International Congress on Religious Tourism and Pilgrimage

Fatima, Portugal, 23-24 November

Discussed: the potential and the role of religious tourism and sacred places as a tool for sustainable socio-economic and cultural development of destinations

Conclusions:

- understanding the motivations that lead millions of peoples to travel to sacred places are an essential condition for the sustainable development of such destinations
- principles are needed to preserve the spirit, authenticity and integrity of destinations when they are managed and promoted, while making them accessible for all
- places of spirituality have the potential to drain part of their tourist flows to other tourist attractions in a region, therefore, with adequate promotion strategies; visitors could visit lesser known areas and complementary places near holy places
- religious tourism destinations are usually less affected by trends and economic crises than other sites and destinations

2nd UNWTO/UNESCO World Conference on Tourism and Culture: Fostering Sustainable Development

Muscat, Oman, 11-12 December

Aim: building and strengthening partnerships between the tourism and culture sectors and enhancing their role in the UN's 2030 Agenda for Sustainable Development

Discussed:

- policy and governance frameworks between tourism and culture to support responsible, culturally-aware, and inclusive tourism that contributes to the socio-economic development of host communities, promotes cross-cultural exchanges, and generates resources for the safeguarding of tangible and intangible heritage
- the role of cultural tourism as a factor of peace and prosperity

- the capacity of tourism to support the recovery of destinations
- promoting responsible and sustainable tourism management at UNESCO World Heritage sites
- culture and tourism in urban development and creativity
- the relevance of cultural landscapes in tourism
- the integration of natural and cultural heritage philosophies and procedures for sustainable tourism development

Outcome: Muscat Declaration

This declaration calls upon signatories to:

- chart a common course of action as to managing cultural tourism in a responsible and sustainable way to 2030
- strengthen the synergies between tourism and culture and advance the contribution of cultural tourism to the 2030 Agenda for Sustainable Development and the 17 SDGs
- enhance the role of tourism and culture in peace building and heritage protection, especially in conflict-affected areas
- promote responsible and sustainable tourism management of cultural heritage
- encourage a creative and innovative approach for sustainable urban development through cultural tourism
- explore links between culture and nature in sustainable tourism

Sustainable Urban Tourism



6th Global Summit on Urban Tourism: 'Sustainable and Competitive Tourism on the New Urban Agenda'

Kuala Lumpur, Malaysia, 4-6 December

Aim: to advance principles and commitments towards sustainable and competitive urban tourism that contributes to the SDGs, in the framework of the New Urban Agenda adopted at the HABITAT III Conference in 2016

The New Urban Agenda is: a shared vision and list of guiding principles and commitments for sustainable urbanization together with policies, strategies, planning and action to facilitate inclusive economic growth, structural transformation, innovation, job creation and empowerment of urban stakeholders.

Discussed:

- a globally shared vision and a strategic approach to re-address the adaptation tools to changes affecting in urban tourism
- how to achieve coherence among tourism activities, urban development policies and the economic and social benefits for local inhabitants through integrated planning, efficient governance, knowledge management and professionalism in operations

Round Table on Sustainable Urban Tourism

Madrid, Spain, 10 May

Urban tourism assumes the collective commitment to sustainability put forward in the five pillars that underpin the IY2017: inclusive and sustainable economic growth; social inclusion, employment and poverty reduction; the efficient use of resources, environmental protection and the fight against climate change; the protection of cultural values, diversity and heritage; and mutual understanding, peace and security. This roundtable, hosted by UNWTO, the City of Madrid and the Ministry of Energy, Tourism and Digital Agenda of Spain, increased awareness on the role of tourism in urban environments in alignment with these pillars.

Discussed: the necessary changes for tourism to become more effective tool for sustainable urban development

Conclusions:

- Tourism has become one of the most effective engines of economic activity, social life and geography in many cities, owing above all to the processes of urbanization. Urban tourism is an opportunity to enhance employment and quality of life for the local community, incubators of innovation and technology, and availability of harmonized and comparable tourism data at local level for policy making and strategic action.
- Cities must harness this potential to manage tourism growth sustainably whilst ensuring the care of and best possible outcome for the local community. Tourism authorities can hold workshops or use connection platforms for the local community to discuss branding and strategies together with relevant stakeholders.
- Cities must create long term policies, planning and good governance for development and integrate tourism in this process. Urban areas are living eco-systems and urban tourism management must address sustainable practices to ensure the welfare of all parts of that eco-system.
- Sustainability implies responsibility and sustainable tourism is achieved through responsible tourism – measures such as creating more responsible travel packages and educating the public. Visitors want to enjoy their travel without feeling guilty about their travel choices. This requires awareness and responsibility from both tourists and tourism stakeholders. Stakeholder platforms can guide tourists to make the right decisions regarding their travels.
- Technology and big data can be used to effectively leverage sustainable tourism – by, for example, analyzing credit card data to track changing trends in tourism behaviour and understand how and why people travel.
- The digital tourist has a new behaviour and consumption pattern. They look for an experience and a narrative, and see a high value in sustainable products. The digital tourist

often makes last-minute decisions and is well-connected and well-educated. Using data and technology allows urban destinations to take these tourists into account and benefit from them.

- Security is a present concern in urban tourism. Security concerns influence the choice of destination and therefore it is important to manage risk perception systematically, and minimize the gap between perception and actual risk. Security needs to be tackled within a crisis management plan established by the urban destination with the involvement of all stakeholders and the local community.
- Urban tourism can be a catalyst for revenue generation for innovative practices in heritage conservation and management, and for creating public awareness of culture and cultural heritage.
- Visitors may be more likely to return to explore a city again if tourism authorities offer a sustainable and authentic experience across a variety of attractions, through a well-defined and unique brand identity. Standardization of destinations must be avoided.

UNWTO-WTCF City Tourism Performance Research

This joint initiative of UNWTO and the World Tourism Cities Federation (WTCF) comprises a set of criteria and a platform for exchange of information that can be used globally to benchmark tourism performance in urban destinations.

The research was conducted by a group of experts who collected field data on the following performance areas to have more of an in-depth understanding of each city involved in the initiative:

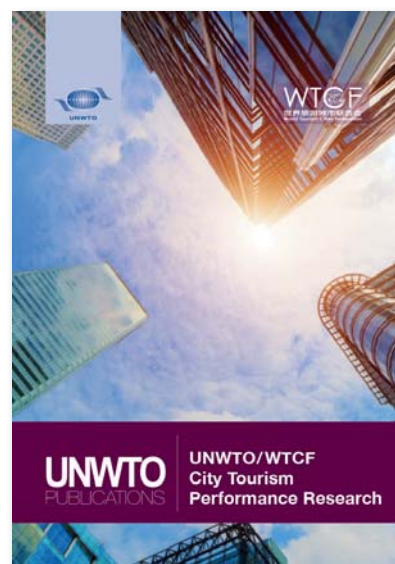
- Destination Management
- Economic Perspective
- Social and Cultural Perspective
- Environmental Perspective
- Technology
- New Business Models

Two technical workshops discussed the results of the research conducted in the urban destinations selected in the Asia-Pacific and Americas regions, while aiming to provide recommendations to the cities on the selected performance areas.

Tianjin Workshop
Tianjin, China, 2 September

Buenos Aires Workshop
Buenos Aires, Argentina, 26 September

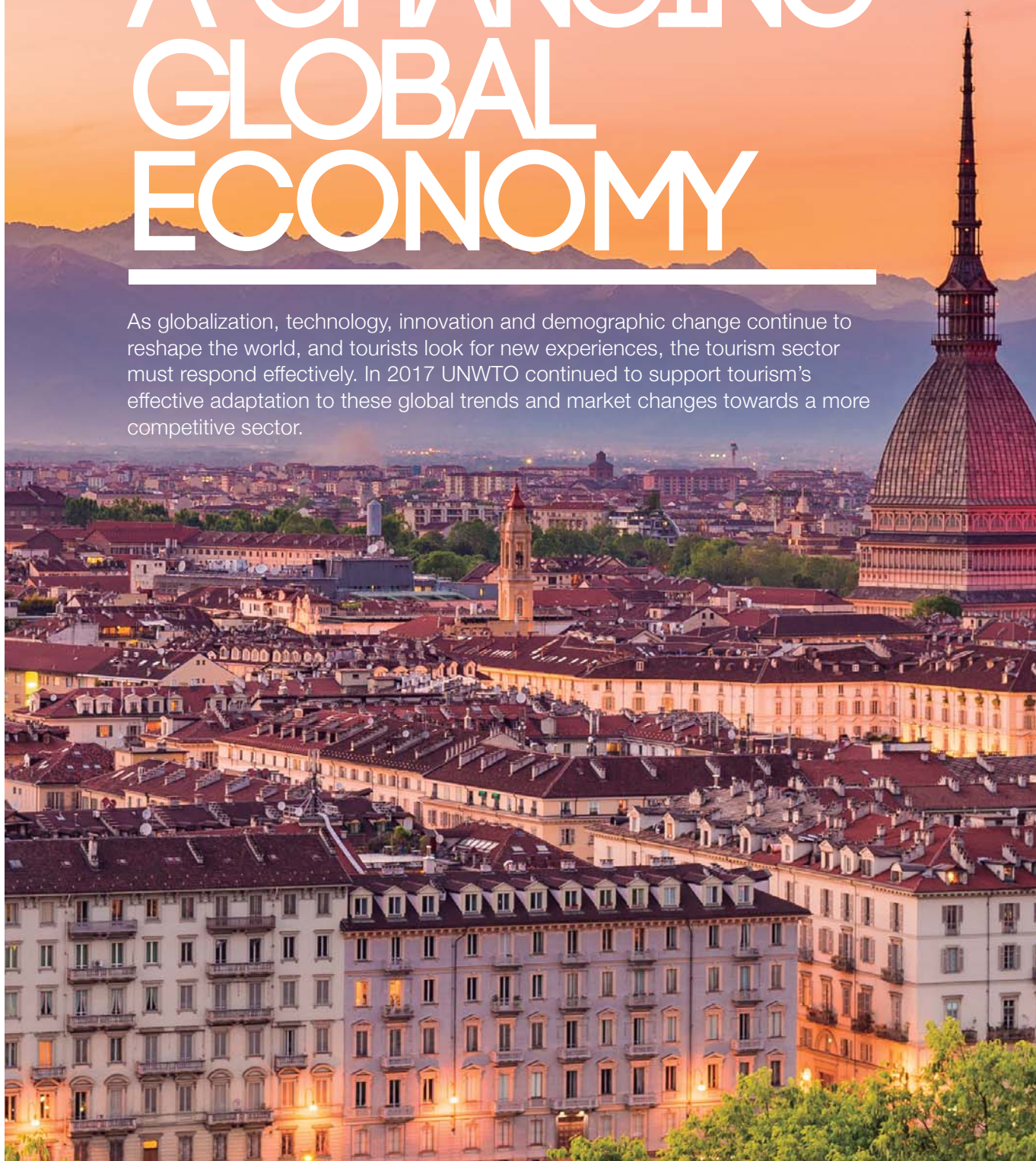
Within the framework of the initiative, UNWTO and WTCF published a compilation of 15 in-depth case studies of different cities from different continents. The cities were submitted to the identified performance criteria developed methodology through a survey, field visits and interviews with key stakeholders.



The report evaluates success stories, serving as a guide for policy-makers and local tourism stakeholders in their efforts to improve city tourism performance, competitiveness and sustainability and contribute to the 2030 Sustainable Development Agenda.

TOURISM IN A CHANGING GLOBAL ECONOMY

As globalization, technology, innovation and demographic change continue to reshape the world, and tourists look for new experiences, the tourism sector must respond effectively. In 2017 UNWTO continued to support tourism's effective adaptation to these global trends and market changes towards a more competitive sector.



Reinforcing Tourism Competitiveness



Tourism statistics are pivotal in:

- advancing knowledge of the sector;
- monitoring tourism flows;
- promoting results-focused management; and
- highlighting strategic issues for policy decisions.

Deriving from the most comprehensive statistical database available on the tourism sector, UNWTO published

- Annual updates of its *Compendium of Tourism Statistics and Yearbook of Tourism Statistics* in 2017. Presenting data for 196 countries from 2011 to 2015, the Yearbook focuses on inbound tourism data by country of origin.

For each country, understanding where its inbound tourism is generated is essential for analyzing international tourism flows and devising marketing strategies, such as positioning national tourism abroad.

The trilingual Compendium provides data and indicators from 201 countries from the 2011-2015 period, on inbound, outbound and domestic tourism, as well as on the number and types of tourism industries, number of employees by tourism industry, and macroeconomic indicators on international tourism.

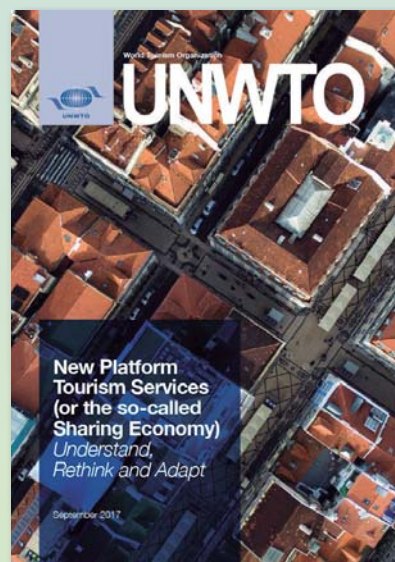
- Six editions of the *UNWTO World Tourism Barometer*, including monthly year-to-date data on international tourist arrivals, receipts and expenditure from over 150 countries, as well as a retrospective and prospective assessment of tourism performance provided by the UNWTO Panel of Tourism Experts. In addition, data on air transport, hospitality, the meetings industry and the economic environment are available in selected editions each year.

Technology and Innovation in Tourism

New Platform Tourism Services (or the so-called Sharing Economy) - Understand, Rethink and Adapt

The rise of digital platforms supplying private tourism products and services – often referred to as the ‘sharing economy’ or ‘collaborative economy’ – has been welcomed by both travellers and the service providers. However, it has also raised concerns among traditional operators and destinations.

Drawing on the responses of a UNWTO survey, this report seeks to identify the specific opportunities and challenges it poses across destinations, how these are being addressed, and the way forward. It offers a global overview of the current situation, impact and future importance of new platform tourism services in five main areas of tourism – information, accommodation, transport, food, and tourism activities.



Technology and Innovation in Tourism



1st UNWTO World Conference on Smart Destinations

Murcia, Spain, 15-17 February

Aim: to advance and shape a 21st century tourism model based on innovation, technology, sustainability and accessibility

Discussed:

- digital applications that make it possible to offer increasingly customized services and to differentiate tourist destinations that provide added value while preserving the natural, social and cultural environment, a.k.a. smart destinations
- entrepreneurs who have developed highly innovative smart destination products or services
- current sectorial changes and characteristics of smart destinations

Examples of measures suggested:

- permanent monitoring and analysis of key indicators measuring tourism impacts on a destination, an essential element of smart destinations

- a purpose-driven development of smart solutions including a detailed analysis and data visualization during the planning process, regulatory frameworks allowing for innovation, and powerful data collection tools
- creation and continuation of catalytic partnerships and knowledge transfer between and within the private and public sectors, between data providers and recipients, but also with local communities and other non-tourism actors
- improving travel experiences and strengthening the role of entrepreneurs
- fostering smart solutions that integrate knowledge from different sources, increase resource productivity, improve accessibility and ensure long-term participation of local communities, strengthening a more holistic sustainable tourism development approach



1st UNWTO World Conference on Smart Destinations. Murcia, Spain. 15-17 February 2017.

Connecting Europe through Innovation

Madrid, Spain, 24 March

Aim: European tourism is undergoing significant structural changes brought on by the rapid digitalisation of the economy. At the heart of this revolution lies the digital traveller, whose expectations and appetite for new experiences need to be met with new products and increased connectivity. In order to meet these challenges and remain competitive, stakeholders attending this high-level event were invited to define the suitable conditions for the future of tourism, from sustainability targets to information security and the use of big data.

Discussed:

- how to stimulate innovation in tourism by connecting public-private initiatives and sharing best practices
- how European tourism SMEs could integrate technology to become more competitive in the global marketplace

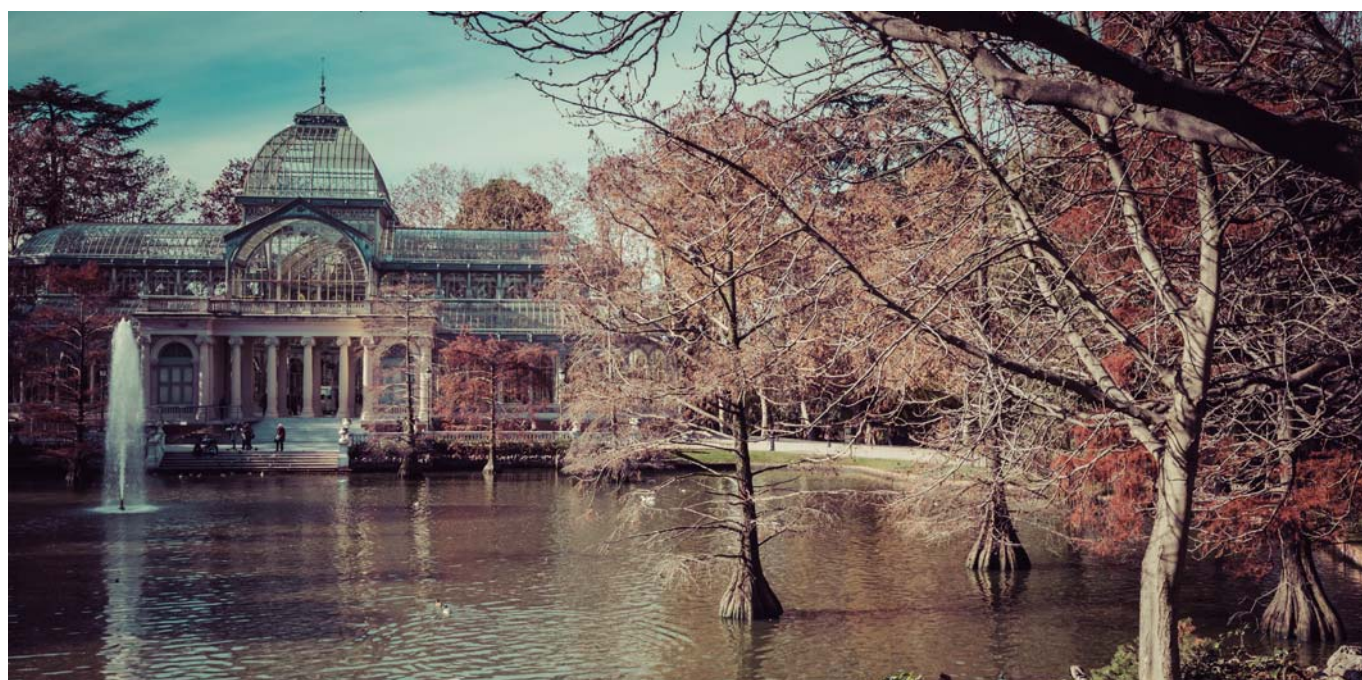
International Seminar on New Technologies Applied to Tourism

Roatán, Honduras, 1 June

Topic: We can refer to new technologies as the fourth industrial revolution. In 1784 we witnessed the first revolution with the arrival of steam power and mechanical production; in 1870 the second brought the division of labour, electricity and mass production; and in the 1970s the third introduced us to electronics, information technology (IT) and automated production. This fourth revolution is that of digitization, Big Data, virtual reality, and the Internet of things (IoT). It provided the focus of this seminar, held in the framework of the 61st Meeting of the UNWTO Regional Committee for the Americas.

Discussed: the interaction of technologies with the value chain of the tourism sector:

- Tourism resources (natural and cultural heritage, gastronomy, events, and sports activities)
- Infrastructure (transport, ICT, energy, health, safety & security)
- Marketing and sales (physical and online travel agencies, tour operators, reservation centres, meta-search engines / intermediaries)
- Tourism services (accommodation and food service, entertainment, transport, information)



Conclusions:

- The fourth revolution is rapidly changing the tourism sector, putting consumers in the driver's seat and imposing their criteria; they have stopped adapting to existing offerings and instead are demanding products that meet their specific tastes and needs. We are, therefore, faced with better-informed consumers, with more power and with higher expectations in relation to what they expect from providers.
- Five important aspects that tourism actors must face in relation to new technologies:
 1. Financing technology and innovation while investing in human capital
 2. Promoting smooth and positive interaction between visitors and destination residents
 3. Strengthening public-private partnerships between key players in technology and the tourism sector
 4. Better understanding the benefits of technology in aspects such as safety and security, crisis and sustainability management, competitiveness, and quality
 5. Ensuring that new business models based on digital platforms are developed on the basis of fair and orderly competition, protecting consumers and ensuring safety standards and coexistence with resident communities, as well as compliance with tax or other obligations
- In short, these models are to be analysed from the perspective of a business model and not necessarily as a social phenomenon.
- What we already know as smart tourism is not a trend; it is a reality of the present and the future of tourism.
- The processing and management of Big Data by smart destinations helps to enrich the visitor experience and compete more effectively.
- Access to more and more information about the tastes and activities of visitors at destinations, recognizing trends in the seasonality of demand, and other key factors of tourist behaviour are fundamental in the development of product-linked strategies.



International Seminar on New Technologies Applied to Tourism. Roatán, Honduras, 1 June 2017.

World Conference on 'Tourism and Future Energy: Unlocking low-carbon growth opportunities'

Astana, Kazakhstan – 26-27 June

Discussed: new opportunities and innovative solutions for future energy in the global tourism sector to contribute to low carbon growth

Conclusions:

- For tourism to be based on low-carbon growth, the accommodation, air and land transport clusters need to be fully engaged.
- Innovation in energy use and sources such as renewable primary energy, transport to and within destinations, and a change in consumer behaviour are all part of the solution.
- This will require substantial investment that takes into account the imperatives of sustainability without hampering competitiveness.

"The future of tourism is inextricably linked with the capacity of the industry to integrate alternative energy technologies and form sustainable forms of development."

Arystanbek Mukhamediuly
Minister of Culture and Sports of Kazakhstan

"Tourism is leading the way in some of the world's most innovative sustainable energy initiatives. Energy-efficient upgrades to aircraft, the shift to renewable fuel for aviation and cruise liners, energy technology solutions in hotels, as well as countless other initiatives, are placing tourism at the forefront of the clean energy transformation."

Taleb Rifai
Secretary-General, World Tourism Organization (2010-2017)



World Conference on 'Tourism and Future Energy: Unlocking low-carbon growth opportunities'
Astana, Kazakhstan – 26-27 June

Reinforcing Tourism Competitiveness and Quality Management

The Committee on Tourism and Competitiveness (CTC):

Since its establishment the CTC has assessed the state of knowledge on the basic concept of ‘tourism competitiveness’. This process has included identifying, developing and harmonizing concepts, models and operational definitions used in the tourism value chain within a hierarchical structure, from the general to the specific. The validation process of these has reinforced UNWTO’s normative role. The technical outputs and recommendations can be used by Members for measuring, labelling and/or benchmarking.

As an outcome of the work of the CTC the UNWTO General Assembly, meeting for its 22nd session in Chengdu, China in September 2017, adopted as recommendations some operational definitions on both tourism concepts and tourism types. They aim to provide UNWTO members and other tourism stakeholders with a comprehensive, concise, applicable, globally-relevant and harmonized understanding of said concepts and tourism types.

Definitions adopted on tourism concepts:

- Tourism Destination
- Destination Management/Marketing Organization (DMO)
- Tourism Product
- Tourism Value Chain
- Quality of a Tourism Destination
- Innovation in Tourism
- Competitiveness of a Tourism Destination

Definitions adopted on tourism types:

- Cultural Tourism
- Ecotourism
- Rural Tourism
- Adventure Tourism
- Health Tourism
- Wellness Tourism
- Medical Tourism
- Business Tourism (related to the Meetings Industry)
- Gastronomy Tourism
- Coastal, Maritime and Inland Water Tourism
- Urban/City Tourism
- Mountain Tourism
- Education Tourism
- Sports Tourism

The CTC will continue working on harmonizing concepts and definitions related to ‘tourism destination competitiveness’.

Along with the operational definitions the Committee is continuing to improve its list of identifying quantitative and qualitative factors of ‘destination competitiveness’, which may be translated into guidelines to measure competitiveness, under two categories:

- i) governance, management and market dynamics
- ii) destination appeal, attractors, products and supply

Definitions of Tourism Types and Concepts		
Operational definitions used in the tourism value chain	Operational definitions on tourism types	
Tourism Destination	Cultural Tourism	Business Tourism (related to the Meetings Industry)
Destination Management / Marketing Organization	Ecotourism	Gastronomy Tourism
Tourism Product	Rural Tourism	Coastal, Maritime and Island Water Tourism
Tourism Value Chain	Adventure Tourism	Urban / City Tourism
Quality of a Tourism Destination	Health Tourism	Mountain Tourism
Innovation in Tourism	Wellness Tourism	Education Tourism
Competitiveness of a Tourism Destination	Medical Tourism	Sports Tourism

Enhancing the Understanding of European Tourism



Partners: UNWTO and the Directorate-General for Internal Market, Industry, Entrepreneurship and SMEs (DG GROW) of the European Commission

Aims:

- to improve socioeconomic knowledge of the European Union (EU) tourism sector
- to contribute towards economic growth, job creation, and improving the competitiveness of the sector in the EU

Start date: 15 April 2016

End date: 14 February 2018

Action lines:

1. Increased cooperation and capacity building in tourism statistics

Aim: to strengthen national policy makers, tourism statisticians and data producers' capacity to develop their Tourism Satellite Account systems through training, in a cooperative

setting, on better measurement, analysis, understanding and management of the tourism sector

Outcome:

Workshop on 'Measuring the economic impact of tourism in Europe: the Tourism Satellite Account (TSA)'

Brussels, Belgium, 29-30 November

Discussed:

- the main elements for successful TSA implementation, from technical requirements to institutional arrangements and political leadership
- the current status of different national TSAs, their specificities and how to build the capacities and enabling environments for furthering their development
- the need to improve timeliness while maintaining credibility and fostering partnerships and dialogue between data producers and users



Conclusions:

- the challenges of TSA development in Europe have less to do with technical expertise and more with resources, communication, and political engagement
- reliable, aggregated TSA estimates are key for strong tourism policy making, which aims to support a sustainable and resilient tourism sector

2. Assessment of tourism market trends

Aim: to further enhance strategic knowledge on European tourism potential and trends among regional and worldwide stakeholders e.g. national tourism authorities and their officials, small and medium-sized enterprises (SMEs), regional authorities, and tourism sector organisations

Outcome: Six issues of European Union Short-Term Tourism Trends published in 2017 (see page 14), with two more to be published in 2018 along with a full report on EU Tourism Trends.

3. Promotion of cultural tourism through the Western Silk Road Tourism Development Initiative

Aim:

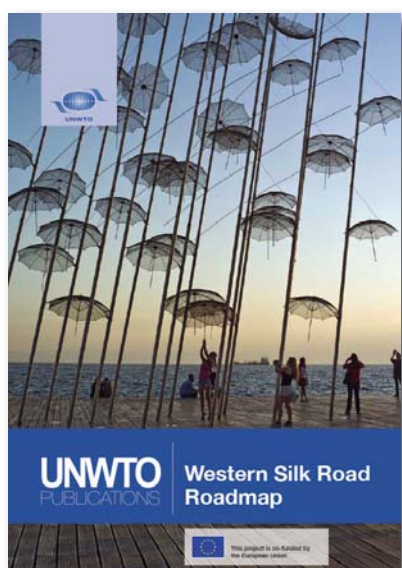
- to strengthen and diversify the tourism offer of Western Silk Road destinations, located in the European region from the Caspian Sea around the Black Sea and along parts of the Mediterranean basin
- to enhance regional cooperation and cross-border partnerships

Outcomes:

- Research on the Potential of the Western Silk Road and Handbook for Development of the Western Silk Road – The research studied existing usage of the Silk Road identity, audited connections between key destinations through tangible and intangible heritage, and outlined and assessed the potential of a Western Silk Road tourism brand, developing concepts to strengthen the use of such a brand to bring benefits to destinations.



- Two Western Silk Road capacity building workshops – The first workshop was held in Alexandroupoli, Greece on 26-27 April. The second was held in Sofia, Bulgaria on 27-28 June. Based on the findings of the research, the workshops focused on joint training, the development of new tourism partnerships, and how to progress from theory to practice in developing the Western Silk Road as a transnational tourism route.
- Establishment of a Western Silk Road Working Group, open to public and private stakeholders, to ensure the efficacy and long-term viability of the project through active support, participation and use of the outputs created
- Overlapping activities including the Western Silk Road Tourism Academic Network and Western Silk Road University Challenge (see page 88)



4. Promotion of sustainable, responsible, accessible and ethical tourism

Aim: to organize the 3rd International Congress on Ethics and Tourism (see page 72), underlining the crucial importance of the private sector in achieving sustainable, responsible and ethical tourism development



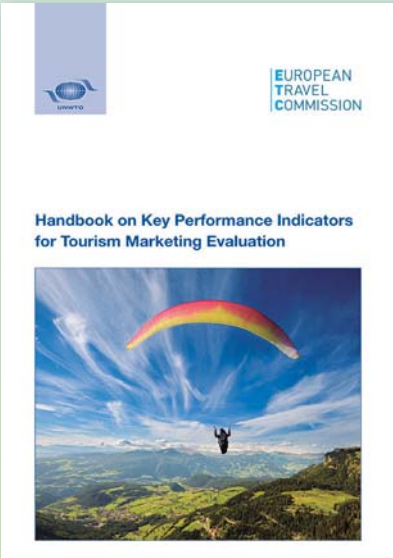
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European Travel Commission / UNWTO Handbooks

Handbook on Key Performance Indicators for Tourism Marketing Evaluation

This Handbook provides a user-friendly, comprehensive and practical overview of performance indicators for contemporary tourism marketing evaluation. It includes a methodological framework and practical guidance on how to use performance indicators to measure results from marketing and promotional activities, and to evaluate overall marketing effectiveness within the context of business or destination impacts.

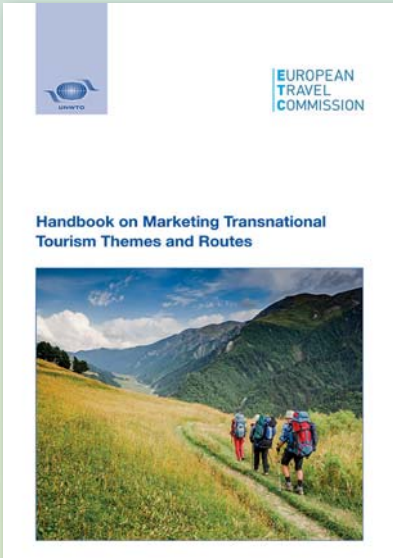
The Handbook is complemented with a number of best practice case studies, and is aimed at an audience of national and destination management organizations interested in digital marketing evaluation.



Handbook on Marketing Transnational Tourism Themes and Routes

Transnational themed tourism groups attractions and services under a unifying topic for marketing purposes. It can be a key source of regional cooperation among destinations and provide visitors with an immersive experience that cuts across borders, through the discovery of entire regions with shared natural attractions, culture or heritage.

This Handbook offers national tourism administrations and organisations, along with destination management organizations, practical guidance for developing and promoting transnational tourism products through specific frameworks and illustrative case studies. It was launched in Santiago de Compostela, Spain in November.



3rd Euro-Asian Mountain Resorts Conference

Tbilisi, Georgia, 4-7 April

Topic: innovative strategies for sustainable mountain tourism development that fosters economic development, as well as awareness on environmental protection

Discussed:

- Challenges, market trends and long-term outlook for sustainable tourism in mountain destinations
- an integrated land use, infrastructure and transport planning approach and illustration of good practices in operational structures and models to develop mountain destinations and resorts
- investment and incentive policies, legislative frameworks and investment-friendly practices to attract investors and entrepreneurs
- a strategic approach to product diversification, attracting new markets and improving the positioning of mountain destinations
- innovative practices, digital media, smart devices and revolutionary marketing and safety/security tools for mountain destinations

Examples of measures suggested:

- identifying the current environmental, structural and market-oriented challenges in sustainable tourism development and management of mountain destinations, in order to find opportunities to maximize the positive transformative economic and social potential for local communities
- develop a 'mountain tourism culture' for stimulating activities in these areas as well as encouraging entrepreneurs to invest in mountain tourism
- creating a platform among all relevant partners for dialogue, and to exchange experience and expertise as regards the mature mountain destinations of Western Europe and new ones in East Europe and Asia
- exploring current and future trends in the behaviour patterns of mountain visitors and possibilities for attracting niche markets through innovative products and experiences



3rd Euro-Asian Mountain Resorts Conference. Tbilisi, Georgia, 4-7 April.

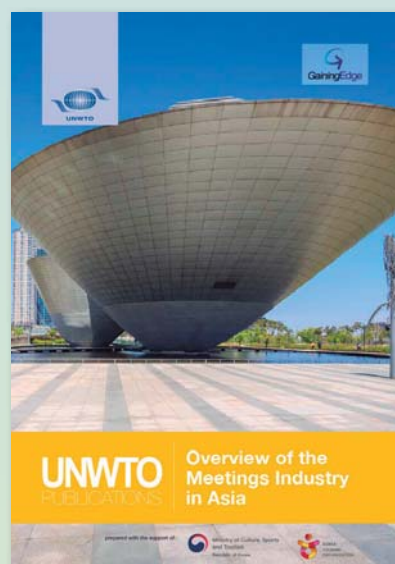
Overview of the Meetings Industry in Asia

Home to some of the world's largest economies, Asia is an attractive destination for meetings and business events as a result of government initiatives in numerous destinations. This study provides a comprehensive view of the links between business events and tourism, key market segments for the meetings industry and its most recent trends and innovations. Case studies are presented with recommendations for policy-makers and destination management organizations (DMOs) to augment the meetings industry at their destination. The report analyses 15 countries' abilities to successfully attract and host events, providing examples of how some have redefined the meetings industry, and ends with two dedicated chapters on China and the Republic of Korea, respectively.

Key conclusions:

- Asia competes for business visitors from within the region – its largest source – and from around the world.
- There are over 40 convention centres under construction or expansion in the region.
- Many destinations are increasing efforts to host business events.
- China has become the third largest exhibition market in the world after the United States and Germany.

- Around the world, national tourism offices, DMOs and convention bureaus embark on destination marketing programmes to fuel a larger visitor economy which will bring foreign exchange and broader economic growth.
- A strong meetings industry can produce broad transformative economic impacts that go well beyond the hospitality industry.
- The meetings industry can sustain hospitality and business event infrastructure and its investments and legacy infrastructure can improve the quality of life of the hosting communities.



Penetrating the Chinese Outbound Tourism Market: Successful Practices and Solutions

China has emerged as the world's fastest-growing source market. It has been the top spender in international tourism since 2012. Chinese expenditure surged from US\$ 13 billion in 2000, to US\$ 55 billion in 2010, to a staggering US\$ 258 billion in 2017.

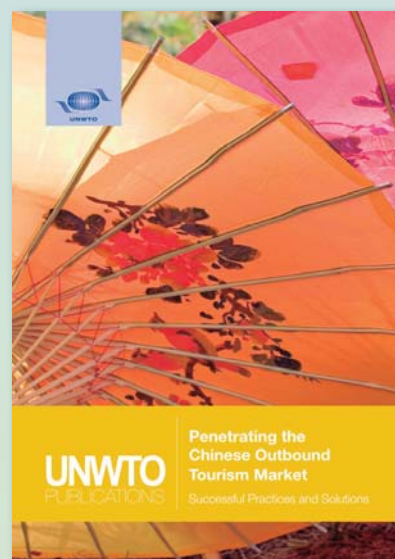
This publication gives an overview of the key features of the Chinese outbound tourism market in terms of policy, demographics, socio-economic evolution, catchment areas and market trends. It includes case studies from seven destinations in Asia and the Pacific, and three in Europe and the Americas, that have taken pragmatic and creative approaches to developing the Chinese tourism market. These focus on product development, market segmentation, strategic planning, demand and supply analysis, technological development, travel facilitation and, most importantly, marketing and promotion. The report also has a special focus on the millennial travellers who hold a prominent position in Chinese outbound tourism.

Key conclusions:

- The substantial growth of Chinese outbound travel started at the turn of the 21st century as the result of increasingly loosened policies, diversifying consumer demands and profound changes in the market.
- It has benefited many global destinations that enjoy increasing Chinese arrivals and tourism revenues, generating tremendous business opportunities for international tourism destinations as well as local tourism suppliers and service providers.
- China is a vast country with uneven economic development among provinces and cities. The outbound travel demand, spending power and consumption preferences of Chinese tourists vary from region to region.
- New trends have emerged due to the fast development of Chinese outbound tourism.
- Destinations need to understand the dynamism of

the Chinese travel market and be equipped with fundamental knowledge of pragmatic marketing approaches and solutions, such as how to advertise destinations in China, how to develop tailored products, how to engage with Chinese tourists and how to facilitate their travel.

- Many destinations have successfully expanded business into the Chinese market by developing targeted strategic plans and tailored marketing approaches to adapt to the market's characteristics.



RESPONSIBLE AND INCLUSIVE TOURISM

As globalization, technology, innovation and demographic change continue to reshape the world, and tourists look for new experiences, the tourism sector must respond effectively. In 2017 UNWTO continued to support tourism's effective adaptation to these global trends and market changes towards a more competitive sector.



Travel and Tourism for All



International Conference on Promoting Sustainable Tourism, a Tool for Inclusive Growth and Community Engagement in Africa

Lusaka, Zambia, 16-18 November

Topic: UNWTO and the Government of Zambia organized this conference to raise awareness of the potential of tourism in poverty alleviation and to induce transformative change in the Africa region

Discussed:

- strategies and approaches to develop sustainable tourism initiatives in the African continent
- the potential of sustainable tourism to lead policies to foster community inclusion
- how the sector could help achieve the SDGs and generate benefits for African societies

Conclusion: The Lusaka Declaration

This document, which places sustainability at the core of tourism development and on national and international development agendas, was adopted unanimously by all participants.

It calls upon:

- The Governments of Africa to actively develop and implement tourism policies that further contribute to sustainable development and the achievement of the SDGs
- All tourism stakeholders to work together to promote safe and seamless travel, improve infrastructure and connectivity to and within the African region
- All tourism stakeholders to benefit from technological achievements and incorporate them into their sustainable tourism plans and practices towards positioning an "African Tourism Brand" while simultaneously contributing to development
- All tourism stakeholders to ensure local community participation along the entire value chain

- All tourism stakeholders to recognize the role of tourism in contributing to a greater understanding and respect among civilizations, cultures and religions, and thus to peace
- The global donor community, investors, and financial institutions to recognize the potential of tourism to contribute to the 2030 Agenda, and to substantially increase investment in sustainable tourism development in Africa and beyond
- UNWTO, as well as other international organisations, to intensify efforts to advance tourism as a tool for sustainable development, with a specific focus on the African region, and to trigger changes in policies, business practices and consumer behaviour on the occasion of the International Year of Sustainable Tourism for Development 2017 and beyond

"The Lusaka Declaration is an important milestone in the Agenda 2030, towards achieving the Sustainable Development Goals, and in the recognition of tourism as an essential development pillar."

Edgar Chagwa Lungu, President of Zambia

"Sustainability is believed to be the link between the present and the future. As patrons of the tourism sector our role is to ensure that even our children's children experience the same nature in the form that it currently is and not in a worse-off state."

Charles Banda, Minister of Tourism and Arts of Zambia

UNWTO hosts the presentation of the UNCTAD Report on 'Tourism for Transformative and Inclusive Growth' in Africa



The 2017 edition of the Economic Development in Africa Report, published by the United Nations Conference for Trade and Development (UNCTAD), focuses on 'Tourism for Transformative and Inclusive Growth'. To recognize the report and its detailing of the immense potential of the sector within the International Year of Sustainable Tourism for Development 2017, the report was presented at UNWTO's Headquarters in Madrid.

The Report compiles data from 1995-1998 and 2011-2014 and highlights the growth of international tourist arrivals on the continent from 24 to 56 million, as well as of exports from international tourism from USD 14 billion to USD 47 billion.

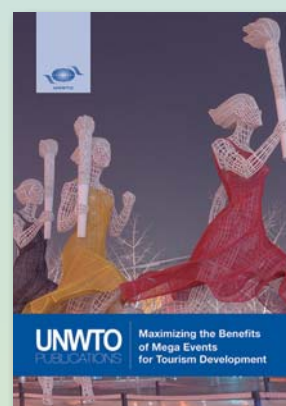
Tourism is estimated by UNCTAD to have been responsible for 8.5% of Africa's GDP in 2014, while in the period 2011-2014 it provided around 46% of all service exports and 21 million jobs – 1 out of 14 on the continent.

Together with a detailed analysis of the economic impact of tourism in Africa, the publication includes a number of policy recommendations such as fostering tourism development to bridge the gaps between rural areas and as a driving force to reduce poverty.

Maximizing the Benefits of Mega Events for Tourism Development

A mega event benefits a host destination through attracting visitors and drawing global attention to the destination. In addition to such short-term benefits, it can be a catalyst for longer-term tourism development in socioeconomic aspect.

This publication provides practical references for a host destination to fully leverage an event's opportunity for tourism development, with case studies of the Olympic Games, FIFA World Cup and Expo mega-events and recommendations on issues such as promotion, economic and social impact, risk management and legacy strategies. Although the report refers to mega events, the practical references can be applied to an event of any scale and in any destination.



Key conclusions:

- Tourism is a beneficiary of a mega event, which draws attention to a destination's attractiveness and capacity, stimulates national pride and unity, enhances mutual understanding, and speeds up the construction of social and economic infrastructure.
- The positive impacts of tourism should not be limited to a temporary increase in tourist arrivals during the event itself. Tourism should take full advantage of hosting an event to prolong its legacy for tourism development.
- While mega events will continue to draw global attention and offer opportunities for tourism, an event will not automatically bring about future tourism development – appropriate follow-up actions need to be taken.

Global Conference on Jobs and Inclusive Growth: Partnerships for Sustainable Tourism

Montego Bay, Jamaica, 27-30 November

Topic: The Conference, organized by UNWTO, the Government of Jamaica, the World Bank Group and the Inter-American Development Bank, aimed at setting a new collaborative framework for tourism moving towards the 2030 Agenda for Sustainable Development.

Discussed: how to design and coordinate an international road map and foster collaborative relationships for inclusive economic and social development via tourism

Conclusions: The Montego Bay Declaration on 'Jobs and Inclusive Growth: Partnerships for Sustainable Tourism', which calls upon:

- UNWTO Member States, Affiliate Members and other international organizations and private sector partners to create a working group coordinated by UNWTO on the legacy of the International Year of Sustainable Tourism for Development 2017, including a plan for future development assistance to developing and least developed countries, and co-investment by corporations
- Governments, local authorities, private sector, the academia and the international community to advance the collection and analysis of tourism data to measure tourism's full impact at national and local levels, in line with the UNWTO Measuring Sustainable Tourism Initiative (MST) and International Network of Sustainable Tourism Observatories (INSTO)
- The donor community to recognize tourism impacts on sustainable development and scale up support to sustainable tourism at bilateral and multilateral level by

mobilizing resources for tourism development through existing global financing mechanisms as well as new facilities related to the SDGs, including the UNWTO Tourism for Development Facility

- Governments, the UN system, global and regional financial institutions, academia and the private sector to support programmes that promote education, capacity building and skills development, particularly related to innovation and technology that create decent jobs and entrepreneurship opportunities, namely for youth, women and least-favoured groups
- Caribbean governments and private sector to together advance multi-destination tourism by fostering and harmonizing legislation on air connectivity, visa facilitation, product development, promotion and human capital
- Governments, private sector, donors and international and regional organizations to support the establishment of a global tourism resilience centre in the Caribbean, including a Sustainable Tourism Observatory, to assist destinations' crisis preparedness, management and recovery

"Globally, tourism has been identified as one of the catalysts to promote sustainable development. Because more than 40% of the GDP in the Caribbean relies on tourism, sustainability in tourism is to our own survival."

Edmund Bartlett, Minister of Tourism of Jamaica



Global Conference on Jobs and Inclusive Growth: Partnerships for Sustainable Tourism.
Montego Bay, Jamaica, 27-30 November

Tourism, Ethics and Social Responsibility

The Convention on Tourism Ethics will, it was agreed by consensus at the 22nd UNWTO General Assembly, convert the Global Code of Ethics into a binding document to advance the ethical components of tourism.

The document covers the responsibilities of all stakeholders in the development of sustainable tourism, providing a framework that recommends an ethical and sustainable modus operandi including the right to tourism, freedom of movement for tourists and the rights of employees and professionals.

The conversion of the Code into a proper Convention represents a significant step towards ensuring that tourism development is done with full respect for sustainable development, social issues, local community development, improving understanding between cultures and addressing labour issues.

“Chengdu will always remain in UNWTO history as host of the Assembly that approved the Organization’s first international convention – the Framework Convention on Tourism Ethics. The approval of the Convention is a strong legacy of the International Year of Sustainable Tourism for Development. It is also a strong sign that countries are committed to make tourism a force for a better future for all. It reinforces UNWTO’s institutional outreach in the UN system.”

Taleb Rifai, UNWTO Secretary-General (2010-2017)

“In an interconnected world where the business volume of tourism equals or even surpasses that of oil exports, food products or automobiles, it is important to set out a legal framework to ensure that growth is dealt with responsibly and that it can be sustained over time. Tourism is a power that must be harnessed for the benefit of all.”

Pascal Lamy
Chairman, World Committee on Tourism Ethics

3rd International Congress on Ethics and Tourism

Krakow, Poland, 27-28 April

Topic: Enhancing the sector’s sustainability through shared responsibilities

Discussed: issues of global sustainability pertaining to governance and corporate social responsibility (CSR), responsible consumption patterns and universal accessibility, as well as effective management models for natural and cultural resources.

Examples of measures suggested:

- The International Year of Sustainable Tourism for Development should be used to raise awareness of the major contribution of tourism in tackling an array of global environmental and social issues, and to showcase how these challenges are being addressed by government, industry, civil society and individuals.
- Governments should create an enabling environment for multi-stakeholder cooperation aimed at advancing resource efficiency, and shared value and accountability.
- Tourism governance mechanisms need to include certification schemes based on concrete and measurable targets and indicators.
- Companies should provide accurate and regularly updated information to enable travellers to assess if their individual access requirements can be met.
- If we are to keep our natural and cultural wonders for future generations, we should reconcile growth with sustainability, and the expectations of policy makers, tourism investors and visitors with the self-determination of local communities.
- Besides caring for the environment, companies also need to address the issues of diversity in the workplace, the empowerment of women and youth, the protection of children, humanitarian crises and disasters, as well as their own employees’ direct involvement in the communities in which they operate.

Recommendations on the Responsible Use of Ratings and Reviews on Digital Platforms

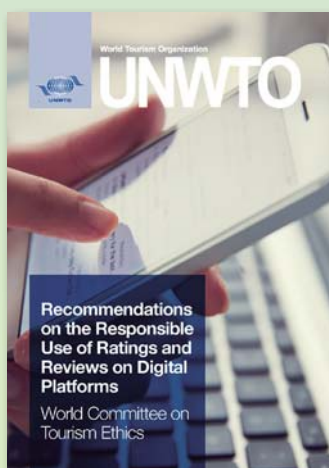
The Krakow conference served to present these guidelines, developed by the World Committee on Tourism Ethics (WCTE) with the collaboration of TripAdvisor, Minube and Yelp to encourage the responsible use of ratings and reviews on digital platforms related to the tourism sector.

The recommendations are addressed to the three main groups of stakeholders directly involved in this digital process:

- (a) digital platforms (operators);
- (b) service providers (businesses listed on these platforms); and
- (c) users (consumers).

“Online ratings and reviews are now playing a major role in tourism. The purpose of these new recommendations is to ensure that all actors are playing fair and transparent.”

Pascal Lamy
Chairman, World Committee on Tourism Ethics

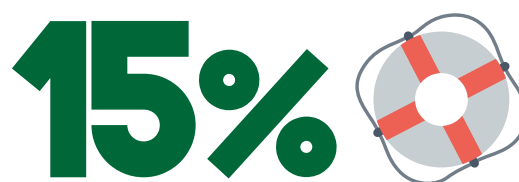


International Standard for Accessible Tourism and Related Services



UNWTO and Fundación ONCE (Spain) are leading a technical working group where projects to standardize requirements and recommendations of accessibility in tourism are developed by experts from different countries, with the support of the Spanish Association for Standardization and Certification (AENOR). Participants include normalization institutions, national tourism administrations, and international and regional tourism associations.

Reasons for a common international framework:



of the world population living with disability (WHO, 2011);





UNWTO ON THE GROUND

In 2017 UNWTO continued to support countries address their education and training needs in tourism, as well as providing technical assistance in areas such as tourism planning, marketing, statistics and product development.

UNWTO Technical Cooperation

The UNWTO Technical Cooperation and Services Programme (TECO) dedicates itself to supporting Member States develop and promote the tourism sector as an engine for socio-economic growth and poverty alleviation through creating jobs. Acting upon requests from Member States, TECO carries out missions and long- and short-term projects with funding from various major donor agencies or the countries themselves, deploying world-leading technical experts.

UNWTO technical assistance covers many areas of interest to Member States, focusing on the following main thematic areas:

- Policy and Strategy Development
- Marketing and Promotion
- Tourism Satellite Account (TSA) and Tourism Statistics
- Hotel Classification
- Human Resources Development
- Sustainable Tourism

In 2017 the UNWTO Technical Cooperation and Services executed:

17 Missions

40 Projects

38 Beneficiary Countries

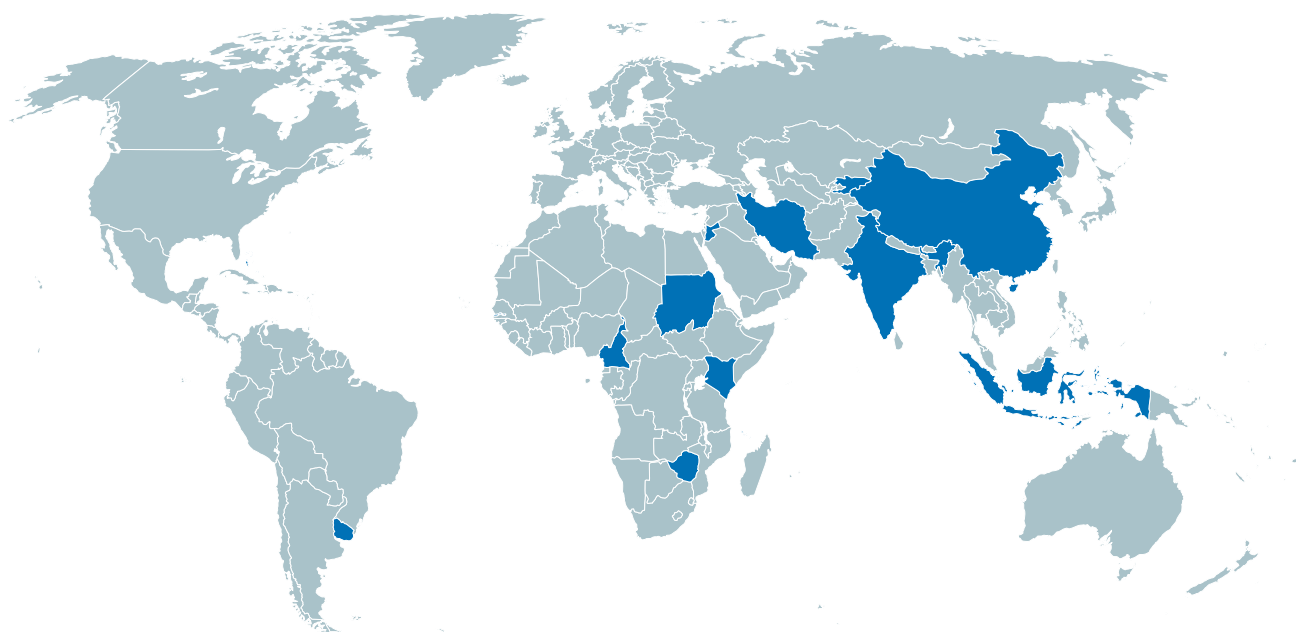
All missions and projects were successfully implemented, thanks to active and constructive collaboration with national tourism administrations and other in-country stakeholders as well as our wide range of supporting partners. Our main partners are the governments of our Member States, who are the main beneficiaries of a project, usually active owners of its activities and deliverables, and in many instances financiers of technical cooperation activities.

In many cases, UNWTO also collaborates directly with governments at a sub-national level. For example, UNWTO is collaborating directly with the Chinese provinces of Shandong and Yunnan to develop their respective marketing strategies, and with several of the United Arab Emirates (Ras Al Khaimah and Umm Al Quwain) on their respective sustainable tourism development strategies.

In terms of international organizations, our main partner continues to be the United Nations Development Programme (UNDP), with whom UNWTO is currently implementing projects in Algeria, Guinea-Bissau, Morocco and Republic of Congo. In 2017, UNWTO also partnered with the World Bank in Madagascar, the German Development Bank in Botswana and the African Development Bank in Lesotho. On the side of the private sector, the Chimelong Group generously contributed to UNWTO projects and activities addressing sustainable tourism and wildlife protection in Africa and Asia.

UNWTO has also collaborated with regional organizations on regional projects, which directly assist a group of countries with common issues in terms of tourism development, management and promotion. For example, the Gulf Cooperation Council partnered with UNWTO to implement a regional tourism statistical programme for its six Member States: Bahrain, Kuwait, Oman, Qatar, Saudi Arabia and the United Arab Emirates.

Missions



AFRICA

- Cameroon – Formulation Mission for Tourism Statistics and Tourism Satellite Account (TSA)
- Comoros – Needs Assessment for the Tourism Sector
- Gambia – Formulation Mission for Training of Trainers for Youth Empowerment Project
- Kenya – Seminar on Community-Based Tourism
- Sudan – Formulation Mission for Tourism Statistics and TSA
- Zimbabwe – Review of Community-based Tourism Strategy

AMERICAS

- Bahamas – Creation of an Addendum to the Current Bahamas Building Code
- Uruguay – Elaboration of a Visitor Survey

ASIA

- China – Assessment Mission on Tourism Development Planning for Muping District (Shandong Province)
- China – Assessment Mission on Tourism Development Planning for Changdao Islands (Shandong Province)

- China – Formulation mission for a Tourism Marketing Strategy for Hainan Province

- India – Formulation mission for further implementation of the Punjab Tourism Master Plan

- Indonesia – Review of the Impact of a Visa Free Policy

- I.R. of Iran - Formulation Mission to Update the Tourism Development Master Plan

- I.R. of Iran – Workshop on Tourism Statistics Policy

EUROPE

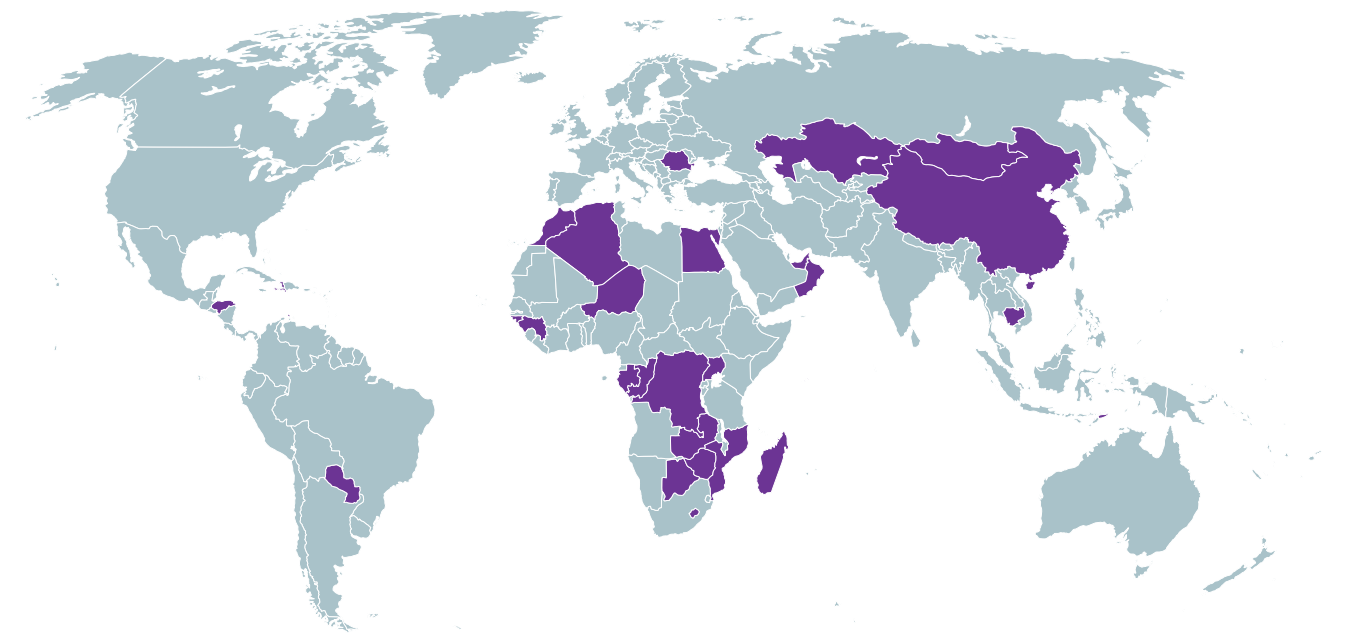
- Kyrgyzstan – Formulation Mission for a Tourism Marketing Strategy

MIDDLE EAST

- Jordan – Formulation Mission for a Tourism Awareness Programme

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Projects

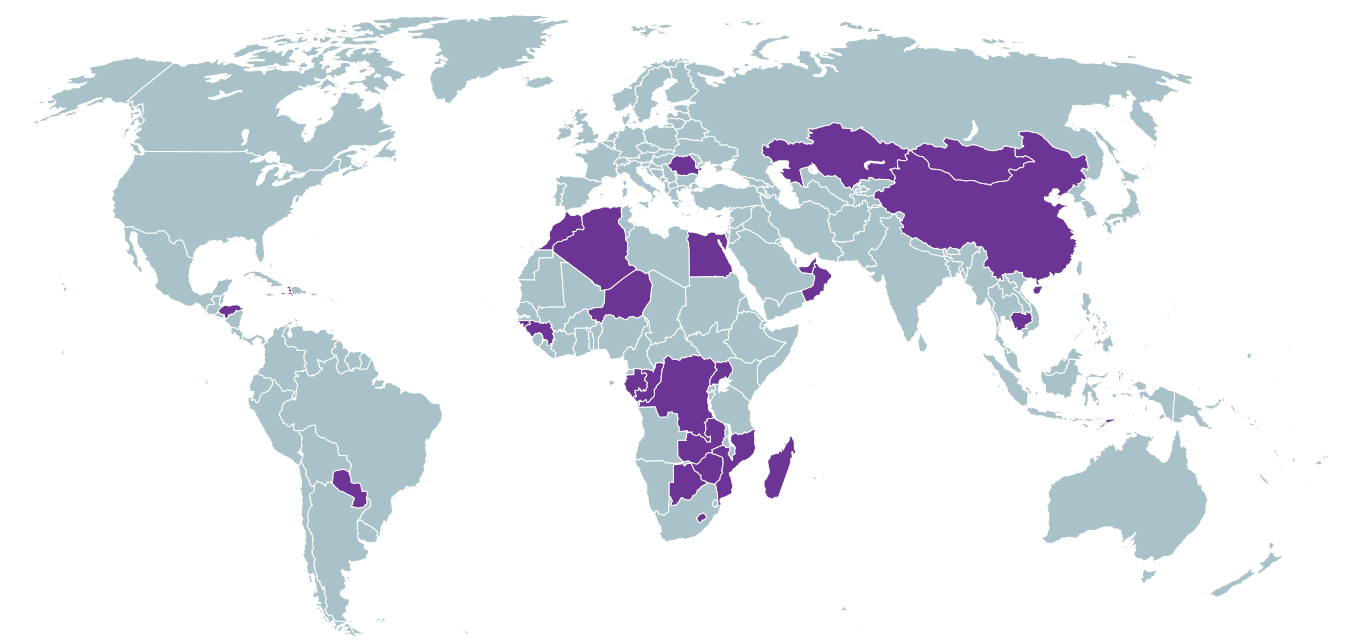


AFRICA

- Algeria – Formulation of a Marketing and Promotion Strategy for the Image of Algeria
- Botswana – Updating the 2009 Tourism Satellite Account
- DR Congo - Sustainable Tourism and Conservation of Great Apes
- Guinea-Bissau – Evaluations on Tourism Strategy and Hotel Classification
- Lesotho – Kome Rural Homestays
- Lesotho – Support to Formulation of Tourism Policy and Master Plan
- Madagascar – Formulation of a Crisis Communication Strategy
- Morocco – Establishment of a New System for Hotel Classification
- Mozambique – SME Development for Tourism in Inhambane
- Mozambique – Vocational Training in Maputo
- Republic of Congo – Elaboration of a Sustainable Tourism Development Master Plan
- Republic of Congo – Implementation of a New Hotel Classification System
- Republic of Congo – Tourism Statistics Needs Assessment
- Seychelles – Implementation of a New Hotel Classification Scheme
- Seychelles – Tourism Statistics Needs Analysis
- Uganda – Kisiizi Falls Tourism Development
- Zambia – Development of Cultural Centres for Community-Based Tourism
- Zambia – UNWTO General Assembly Park in Livingston
- Zimbabwe – UNWTO General Assembly Park in Victoria Falls
- Zimbabwe – Enhancing Participation of Youth and Women in Tourism
- Zimbabwe – Tourism Development, Wildlife Conservation and Sustainable Livelihoods in Zimbabwe
- Regional Project in Africa (Benin, DR Congo, Gabon, Guinea Conakry, Niger): Capacity Building Workshops on Tourism Development and Biodiversity Protection in West and Central Africa

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Projects



AMERICAS

- Aruba – Development of a System of Tourism Statistics and TSA – Phase I
- Aruba – Development of a System of Tourism Statistics and TSA – Phase II
- Haiti – Enhancing the Local Economic Impact from Tourism development in Jacmel
- Honduras – Development of a System of Tourism Statistics (Phase II)
- Paraguay – Updating of the Tourism Master Plan

ASIA

- Cambodia – Improving community-based tourism in Thla Barivat
- China – Formulation of a Tourism Development Master Plan (Phase 1) and Marketing Strategies (Phase 2) for Shandong Province
- China – Formulation of an International Tourism Marketing Strategy for Yunnan Province
- Mongolia – Capacity Building for Tourism Employees

- Timor-Leste – Capacity Building for Tourism Employees
- Timor Leste – Marketing of Community-based Ecotourism

MIDDLE EAST

- Egypt – Needs Assessment for Tourism Re-development in Al-Montazah
- Oman – Development of Tourism Statistics and a TSA
- Ras-al-Khaimah, United Arab Emirates (UAE) –Needs Assessment for Sustainable Tourism Development
- UAE – Assessment of Tourism Statistics for the Compilation of a TSA
- Regional Project for Gulf Cooperation Council (GCC) Countries – Tourism Statistics Needs Assessment (see page 75)

EUROPE

- Kazakhstan – Statistics, Value Chain Analysis and Development of Tourism Intelligence
- Romania – Development of Destination Management Organizations

Uganda – Kisiizi Falls Tourism Development

Within the Sustainable Tourism – Eliminating Poverty (ST-EP) framework, UNWTO supported the Ministry of Tourism of Uganda in implementing a project aimed at enhancing tourist activities at Kisiizi Falls. The falls are located on the Rushoma River, near the main national parks in Western Uganda and in an area managed by the Kisiizi Hospital.

The project helped build a visitor centre, toilets, hiking trails, viewpoints, a monument, a lagoon, a zip line, a hanging bridge, road signage and information boards. In addition, the project provided training in guiding skills and hospitality services.

As a result of the project, Kisiizi Falls is experiencing increased visitor traffic (7,856 visitors during the first half of 2017) and community enterprises are benefiting through the sales of tourism products and services. Entry fees to the Kisiizi Falls generated 9.2 million Ugandan Shillings (UGX) in income during the first half of 2017 and profit from the sales of tourism products reached UGX 2.6 million during the same period. A part of the income generated from tourism goes to the Good Samaritan Fund, which caters for the health costs of disadvantaged community members who otherwise would not be able to afford medical care.

The Kisiizi Falls tourism project was implemented through generous contributions from the Korea Tourism Organization and the ST-EP Foundation, and was successfully completed at the end of August 2017.

China – International Tourism Marketing Strategy for Yunnan Province

The province of Yunnan is located in the Southwest of China, bordering Myanmar, Lao People's Democratic Republic and Viet Nam. Building on the successful implementation of the Yunnan Province Tourism Development Master Plan, the Yunnan Provincial Tourism Development Committee (YPTDC) asked UNWTO for technical assistance to develop an International Tourism Marketing Strategy, including a destination brand approach.

In December 2016, UNWTO fielded a formulation mission to Yunnan to prepare for the development of the marketing strategy, which then began in August 2017. In November 2017, UNWTO's team of experts began working together with officials from YPTDC and other provincial tourism stakeholders to prepare the Yunnan International Tourism Marketing Strategy for a period of five years, as well as a strategic marketing plan for one specific international priority market. This work is scheduled to finish in July 2018.

The Strategy will build on an assessment of the province's tourism product and appeal to different international market segments, and will make recommendations for product improvements, diversification and packaging for different markets. It will provide advice on multi-stakeholder collaboration opportunities for developing and marketing the Yunnan tourism brand. It will also identify the training needs to strengthen marketing capacity and use of E-marketing tools.

UNWTO Capacity Building Activities



Regional Statistics Capacity Building Programme - First Workshop

Algiers, Algeria, 13-15 February

Aims:

- through annual capacity building workshops, to facilitate the development of tourism statistics in line with UN regional standards
- to help countries understand and then progressively implement Tourism Satellite Account (TSA) standards in their national systems of tourism statistics
- with these standards applied, improve the comparability of tourism statistical data over time and between countries and regions of the world

Participants: officials from national tourism administrations, national statistical offices, central banks and immigration offices

Discussed:

- clarification of the concepts associated with measuring inbound tourism
- identifying different forms of tourism
- the potential of sustainable tourism in Algeria and the need to develop human capital

Conclusion: for the majority of participating countries, the first steps towards developing a TSA are improving measurement of inbound tourism, as well as accommodation (supply and demand), and conducting in-depth reflection on the optimal way to produce tourism statistics

National Conference on Tourism

Brazzaville, Republic of Congo, 17- 18 July

Aim: to gain support for the country's tourism sector and raise awareness of its tourism priorities

Participants: national administrations, representatives of the private sector and international institutions



Discussed:

- The Blue Fund - an opportunity for ecotourism in the Congo Basin
- challenges faced by private sector operators in developing and managing tourism operations
- examples of good governance
- involvement of civil society as key to developing sustainable tourism in the Republic of Congo
- integrating Destination Congo into the rebranding of Destination Africa.

Called upon: the commitment of stakeholders to mobilize the funding necessary for tourism development

One of the highlights of the conference was the official launch of the National Tourism Strategy and Master Plan, which was prepared through a joint collaboration between the Ministry of Tourism and Environment, the United Nations Development Programme (UNDP) and UNWTO. With its implementation, Congo hopes to raise the share of tourism to GDP from 3% to 10% by 2021.

Executive Training Course on Digital Marketing in Tourism

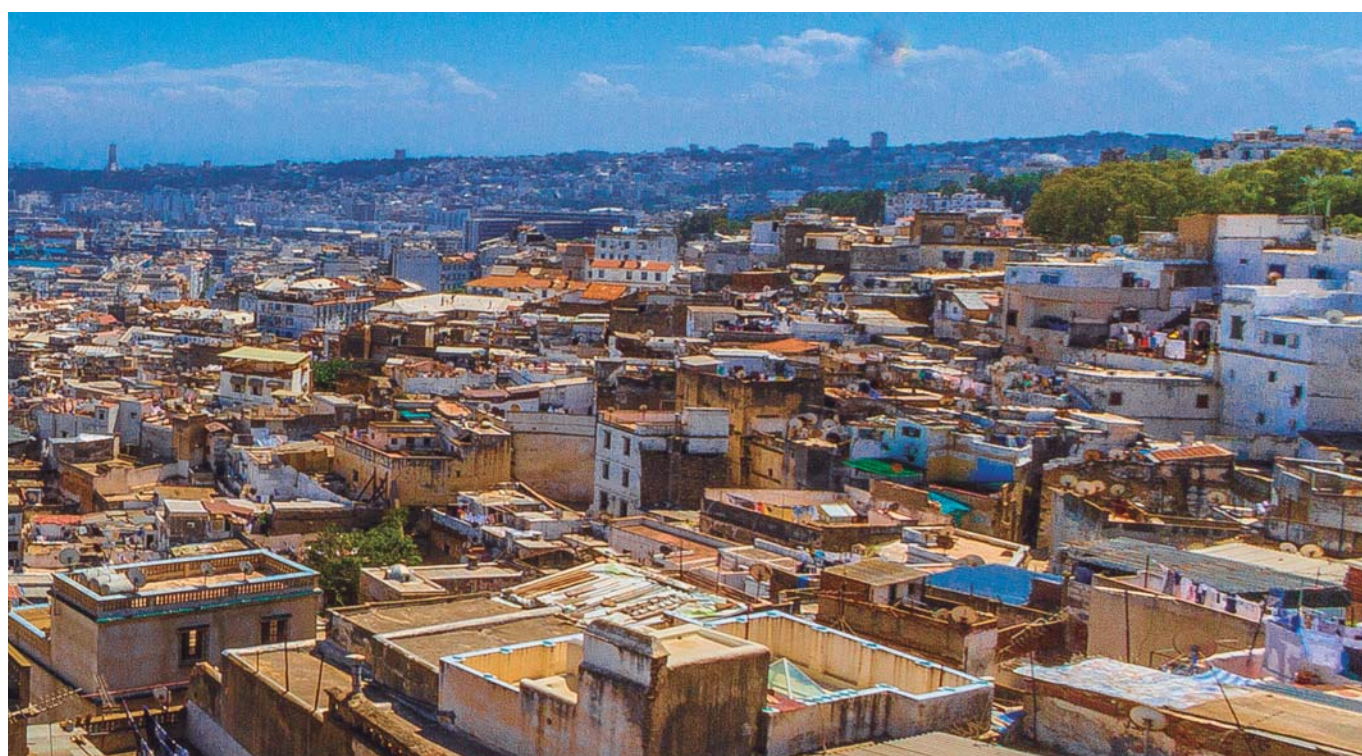
Dubai, United Arab Emirates, 19-21 November

Aim: to provide participants with knowledge, skills, tools and best practices in eMarketing strategy and implementation

Participants: officials and industry professionals from national, regional and local tourism administrations of the Middle East and North Africa region

Discussed:

- implementing a step-by-step framework for conceptualising and developing an eMarketing strategy using the concepts of “personas” and the “customer journey”
- evaluating and optimizing an existing eMarketing strategy and its tools and tactics
- raising awareness of the importance of researching and matching local community needs with customer behaviour



UNWTO/Chimelong Programme on Wildlife and Tourism



UNWTO and the Guangdong Chimelong Group signed a partnership agreement to establish the UNWTO/Chimelong Initiative on 19 May 2016, on the occasion of the First World Conference on Tourism for Development in Beijing, China. Both parties agreed to work together on the following objectives related to sustainable tourism and wildlife protection:

- To advocate the SDGs through sustainable tourism with particular reference to wildlife conservation;
- To enhance the quality of human capital in sustainable tourism and wildlife conservation;
- To conduct research to advance solutions and ideas that will lead to sustainable tourism and wildlife conservation;
- To encourage the tourism private sector to adhere to corporate social responsibility, especially in wildlife conservation.

Within the context of the agreement, a UNWTO/Chimelong Workshop was conducted in Guangdong, China on 24-25 March 2017 under the theme of poverty reduction and tourism development.

Training seminars on 'Tourism and Biodiversity' in West and Central Africa

Pongara National Park, Gabon, 20-22 June
W National Park, Niger, 11-13 July
Dubréka, Republic of Guinea, 14-16 November
Kinshasa, Democratic Republic of Congo, 21-23 November

With the sector's rapid growth, tourism has become an important pillar for local economies in many destinations in West and Central Africa. However, many destinations face challenges in sufficiently preserving their biodiversity and quality of environment, which may affect visitor satisfaction and ultimately result in smaller revenues from tourist-related activities.

To assist, the UNWTO/Chimelong Programme launched a capacity building programme on tourism and biodiversity in West and Central Africa involving Benin, the Democratic Republic of Congo, Gabon, Guinea and Niger.

The three-day training programmes aimed at raising awareness among the local population on the importance of biodiversity conservation in the destination areas, and how to address environmental issues while undertaking tourism activities. The training also encouraged locals and tourism employees to act as champions of biodiversity conservation and environmental protection in their regions, which will help ensure sustainable local income generation from tourism activities.

Each seminar gathered approximately 30 participants from different areas of the tourism sector, ranging from executives to employees of parks, hotels and tour operators.

Media training workshops on the coverage of wildlife and its relation with sustainable tourism

Brazzaville, Republic of Congo, 17 July
Kasane, Botswana, 6 December

In the framework of the UNWTO/Chimelong Programme and the efforts of UNWTO to involve media in its work, two training workshops were conducted that, together, resulted in nearly 50 international and African journalists trained in sustainable tourism and wildlife-related topics.

The first coincided with the first National Conference of Tourism in the Republic of Congo. The second was held during the International Symposium and Annual Conference of the 10YFP Sustainable Tourism Programme (STP), 'Empowering Tourism Destinations' Sustainability through Innovation' in Botswana.

As well as the over 20 local journalists at each event, international journalists from Africa Renewal, BBC, CCTV, Channel Africa, DEVEX, El País, Forbes Afrique, Jeune Afrique, Lonely Planet, Radio France and Xinhua News Agency attended to cover the workshops and participate in visits showcasing the relevance of sustainable tourism in the host countries.

UNWTO.Themis Foundation



Born of an agreement between UNWTO and the Government of Andorra in 1998, the UNWTO.Themis Foundation is responsible for implementing UNWTO's work programme related to education and training initiatives.

In 2017, the UNWTO.Themis Foundation delivered:

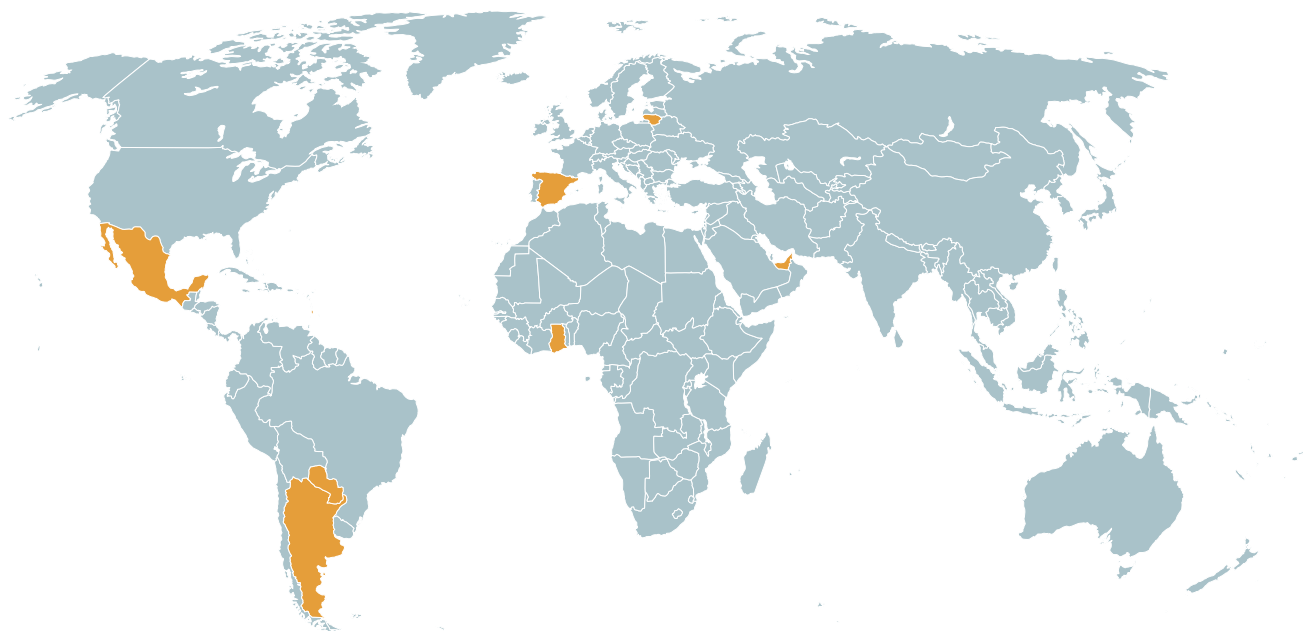
21 UNWTO Executive Education initiatives in
9 countries in Africa, the Americas and the Middle East with a total of
331 participants

the UNWTO.TedQual Certification Team helped a total of:

75 tourism education programmes through
28 audit processes
1st UNWTO.Quest pilot project was carried out in Punta del Este, Uruguay



UNWTO Executive Education



AFRICA

- Ghana: Sub-regional Capacity Building Course on Tourism Marketing: from product to experience – October 2017, onsite

AMERICAS

- Argentina: Four training courses related to gastronomy tourism management, quality and innovation – September 2017, onsite
- Mexico: Four training courses towards the part-time Masters in Management of Tourist Destinations at the University of Anahuac – July 2017, onsite*
- Mexico: Course on Sustainable Tourism Strategies for Local Development – September 2017, onsite
- Saint Lucia: UNWTO/CTO Workshop on Sustainable Tourism Destination Management and Marketing (in collaboration with GSTC) – March 2017, onsite
- Paraguay – Course on Tourism Routes for Community Development – October 2017, onsite

MIDDLE EAST

- United Arab Emirates (UAE) – Tourism Leadership Programme on Digital Marketing in Tourism – November 2017, onsite

EUROPE

- Lithuania: Executive Workshop on Current Trends in Tourism eMarketing – November 2017, onsite
- Spain: UNWTO/UOC Postgraduate courses in Marketing and Communication of Tourist Destinations and Planning and Strategy of tourist destinations – 2017-2018, online
- Spain: UNWTO Silk Road Training and Capacity Building Programme – October-November 2017, online/onsite
- Spain: Introduction for African Ambassadors to Tourism for Diplomats – November 2017, onsite
- Spain/Andorra: Practicum on Crisis Communication in Tourism – July 2017, onsite

UNWTO/UNWTO.Themis – Practicum on Crisis Communication in Tourism

The UNWTO Practicum programme was created to strengthen the capacities of UNWTO Member States' staff in a specific field while familiarizing them with the initiatives of the different programmes of the UNWTO and the UNWTO.Themis Foundation.

In July, a group of 15 officials from UNWTO Member States were hosted for one week in Madrid by UNWTO, during which they visited the Organization's Headquarters and were presented UNWTO's programme of work. The group then travelled to Andorra for a three-day intensive training on creating capacity to develop and implement crisis communications strategies to build resilience at tourism destinations.

The Practicum included a revision of the different types of crisis that may affect tourism destinations – natural disasters, financial collapses, violent incidents or pandemics, among others – and recommended communications methodologies for each phase of a crisis – before, during and after.

The definition of protocols, the setting up of a crisis communications team, the development of communications materials and ready-to-use templates for each situation, and media relations were some of the topics included in the training.

Participants were encouraged to use the dedicated UNWTO Toolbox for Crisis Communications, which aims to help in the three phases of any crisis - preparedness, management and recovery.

Ghana – Sub-regional Capacity Building Course on Tourism Marketing: from product to experience

Digital technologies have introduced major changes in tourists' behaviour, tastes and models of consumption. While services and goods increasingly become commoditized, more experienced and digitally sophisticated consumers desire more unique experiences. Businesses must respond by designing and promoting experiences to add value to the goods and services that, in tourism, are instrumental in living an experience, rather than fulfilling a need. Thus the design of tourism experiences becomes key in developing the tourism offer and consequently, in destination quality and competitiveness. Many destinations are embracing a new marketing approach with experiences and stories at its heart.

It is in this regard that UNWTO and the UNWTO.THEMIS Foundation ran this workshop on how best to make use of the new platforms available to the benefit of tourism in individual countries, through analysis of case studies and in-class activities, tailored on participants' knowledge and objectives.

"In a time when businesses around the world are competing in highly commoditized markets, we in the tourism sector have also realized that in order to remain relevant we must explore new approaches in order to deliver the experience that our customers expect and exceed their expectations."

Elcia Grandcourt

Programme Director, UNWTO Regional Programme for Africa

The UNWTO.TedQual certification programme was created as a quality assurance and improvement programme for tourism education worldwide. The programme awards the UNWTO.TedQual Certificate to institutions who have met evaluation criteria universally applicable to any institution. The criteria measure the efficiency of an institution's academic system as well as its degree of incorporation of the tourism sector and students' needs, and whether an institution has taken steps towards implementing the Global Code of Ethics for Tourism.

Institutions with UNWTO.TedQual certified Programmes

AFRICA

- Kenya
Kenya Utalii College (Nairobi)
- Zambia
Hotel & Tourism Training Institute Trust - HTTIT (Lusaka)

AMERICAS

- Argentina
Universidad Argentina de la Empresa - UADE (Buenos Aires)
- Canada
Université du Québec à Montréal - UQAM (Montreal)
- Chile
Universidad Tecnológica De Chile Instituto Profesional
Centro De Formación Técnica - INACAP (Valparaíso, Concepción-Talcahuano and Apoquindo)
- Colombia
Universidad Externado de Colombia (Bogotá)
Universidad de Medellín (Medellín)
- Ecuador
Pontificia Universidad Católica del Ecuador (Quito)
- Honduras
Central American Technological University - UNITEC (Tegucigalpa)
- Mexico
Instituto Politécnico Nacional (Mexico D.F.)
Universidad Anáhuac México Campus Norte (México D.F.)
Universidad Anáhuac México Campus Sur (México D.F.)
Universidad Anáhuac México Cancún (Cancún)
Universidad Autónoma de Chiapas (Tuxtla Gutiérrez y Tapachula)

Universidad Autónoma del Estado de México (México D.F.)
Universidad de Guanajuato (Guanajuato)

- Peru
Centro de Formación en Turismo – CENFOTUR (Lima)
Universidad de San Martín de Porres (Lima)
Universidad San Ignacio de Loyola (Lima)
- Puerto Rico
Interamerican University of Puerto Rico (Puerto Rico)
- United States of America
The George Washington University (Washington)

ASIA & THE PACIFIC

- Australia
The University of Queensland (Brisbane)
- China
Chengdu Polytechnic School of Tourism (Chengdu)
City University of Macao (Macao)
Guilin Tourism University (Guilin)
Hong Kong Institute of Vocational Education (IVE) – VTC (Hong Kong)
Hospitality Industry Training & Dev. Centre – VTC (Hong Kong)
Huangshan University (Huangshan)
Institute for Tourism Studies – IFT (Macao)
Macau University of Science and Technology (Macao)
Shenzhen Tourism College of Jinan University (Shenzhen)
Sun Yat-sen University (Guangzhou)
The Chinese University of Hong Kong (Hong Kong)
The Hong Kong Polytechnic University (Hong Kong)
Tourism College of Zhejiang (Hangzhou)
- India
Amity University (Noida)
- Indonesia
Indonesia University of Education (Bandung)
Politeknik Pariwisata Medan (Medan)
Sekolah Tinggi Pariwisata Bandung (Bandung)
Sekolah Tinggi Pariwisata Nusa Dua Bali (Bali)
Tourism Polytechnic of Makassar (Makassar)
- Japan
Wakayama University (Wakayama)
- New Zealand
Victoria University of Wellington (Wellington)

EUROPE

- Austria
MODUL University Vienna (Vienna)
- France
La Rochelle Business School (La Rochelle)
- Cyprus
Eastern Mediterranean University (Famagusta)
Girne American University (Kyrenia)
- Italy
University of Molise (Termoli)
University of Bologna (Bologna)
- Kazakhstan
Al-Farabi Kazakh National University (Almaty)
- Latvia
Turība University (Riga)
- Macedonia
University of Tourism and Management (Skopje)
- Netherlands
NHTV Breda University of Professional Education (Breda)
- Portugal
Estoril Higher Institute for Tourism and Hotel Studies (Estoril)
Polytechnic Institute of Coimbra (Coimbra)
Polytechnic Institute of Viana do Castelo (Viana do Castelo)
Polytechnic Institute of Leiria (Leiria)
- Serbia
Singidunum University (Belgrade)
- Slovenia
University of Ljubljana Faculty of Economics (Ljubljana)
- Spain
Open University of Catalonia (online)
Universidad Nebrija (Madrid)
University of Valencia (Valencia)
- Switzerland
César Ritz Colleges: IHCR & UCCR (Brig)
Lucerne University of Applied Sciences and Arts (Luzern)

- Turkey
Akdeniz University (Antalya)
Bogaziçi University (Istanbul)
- United Kingdom
Bournemouth University (Poole)
International Centre for Responsible Tourism, Leeds
Metropolitan University (Leeds)

MIDDLE EAST

- Jordan
Royal Academy of Culinary Arts (Amman)
Ammon Applied University College (Amman)
- Oman
Sultan Qaboos University (Muscat)
- United Arab Emirates
Amity University Dubai (Dubai)

UNWTO.Quest

This certification programme provides recognition to Destination Management Organizations (DMOs) who have shown quality and excellence in planning, governance and management.

Throughout the programme, which lasts approximately 12 months, UNWTO and the UNWTO.Themis Foundation assist DMOs in improving strategic leadership, effective execution and efficient governance, through tailor-made UNWTO.Themis Foundation training programmes, in order to achieve the certification standards. Once UNWTO.QUEST Certification is awarded, the DMO will maintain the label for four years and can then apply for renewal.

All DMOs are eligible for certification, irrespective of their governments being UNWTO members. The focus is on DMOs at sub-national and local levels, but the system is also applicable at national level. In 2017 Punta del Este Convention Bureau (Uruguay) became the first DMO to participate, within the framework of a UNWTO and UNWTO.Themis Foundation pilot project.

UNWTO Silk Road Programme

Silk Road activities expanded in 2017, with UNWTO holding its largest programme of events to date. Apart from two flagship capacity-building projects focused on developing the Eastern and Western sections of the historic routes, record-breaking attendance was achieved at the annual Silk Road Programme events. Silk Road-related research was improved with the overall aim of developing marketing strategies aligned with Member States' interests and expectations. Additionally the Programme has been looking at the growing importance of Silk Road maritime routes, especially within the Asia and the Pacific region.

Raising awareness on the tourism potential of the Western Silk Road

Prior to Silk Road Programme activities, information on European heritage linked to the Silk Road was scarce, and the potential for transnational links between European heritages for tourism purposes was either unrecognized or restricted by a local branding approach. Identifying this available marketing opportunity, and as part of the Western Silk Road Tourism Development initiative, the Silk Road Programme brought together Western Silk Road Member States and research partners to develop the following:

Western Silk Road Tourism Academic Network

Aimed at:

- supporting the development of transnational tourism initiatives through joint research and practical tourism intelligence
- developing common Western Silk Road research methodology
- identifying key research areas/ topics
- developing country-specific Western Silk Road research to share results with project partners via a shared academic database
- publishing Western Silk Road articles and research papers
- including the Silk Road in academic curricula

Participants:

- Aristotle University of Thessaloniki, Greece*
- ISTHIA University of Toulouse, France

- People's Friendship University, Russian Federation
- Peter the Great St. Petersburg Polytechnic University, Russian Federation
- University of Bologna, Italy
- University of Kerbala, Iraq
- University of Valencia, Spain

* The Aristotle University of Thessaloniki has established the European Interdisciplinary Silk Road Tourism Centre to function as a joint research hub supporting the work of the Academic Network.

The UNWTO Western Silk Road University Challenge will take place in Toulouse, France during the academic year 2017–2018. Students from the ISTHIA – Toulouse School of Tourism, Hospitality Management and Food Studies at the University of Toulouse–Jean Jaurès will analyse the historical involvement of the French territories within the Silk Road network, assess the Silk Road's impact on French culture, and prepare an inventory of Western Silk Road heritage in France. The research will result in a study containing proposals for the development of potential thematic French and cross-border routes, tourism products, and branding and sustainable management strategies.

Promotion of cultural tourism through the Western Silk Road Tourism Development Initiative

(for details please see page 63)

Exploratory Research on the Tourism Impact of the 21st Century Maritime Silk Road

This research is assessing the impact on tourism of China's 21st-Century Maritime Silk Road project, a component of its Belt and Road Initiative, and the tourism potential of Maritime Silk Road thematic routes across Asia. Intermediate results presented during the Maritime Silk Road International Tourism Festival in Fuzhou, China in November indicated that the six planned economic corridors of the Belt and Road Initiative, spanning Asia, Africa and Europe, present great opportunities for tourism and for maritime infrastructure development through regional cooperation. Therefore it has potential to favour the establishment of new maritime routes based on the ancient Maritime Silk Road heritage, whose implications on thematic heritage tourism routes are worthy of deep study. Final results will be presented during the Silk Road Ministers Meeting at ITB Berlin 2018.

Understanding the International Travellers' Profile and Developing Tourism Intelligence for Almaty City, Kazakhstan UNWTO, Visit Almaty and the tourism authorities of the City of Almaty are assessing Almaty's Silk Road tourism potential through quantitative and qualitative research. In 2017, 70 Kazakh university researchers and tourism stakeholders successfully completed a pilot observation study of international traveller profiles, while training workshops were delivered in Almaty on Silk Road tourism research and intelligence. The research, set to finish in 2018, will provide Almaty with invaluable insight on tourists' mode of travelling, expectations and satisfactions, length of stay, expenditure, dispersion, use of media and travelling patterns.

7th UNWTO Silk Road Ministers' Meeting

ITB Berlin, Germany, 8 March

Discussed: how to foster sustainable tourism development along the Silk Road

Conclusion: As highlighted by two presentations, on the World Nomad Games celebration in Kyrgyzstan and community integration in West Bengal (India) respectively, multiple benefits can be derived if Silk Road countries cooperate to take a sustainable tourism path.

At the meeting, UNWTO Affiliate Member TripAdvisor presented the findings of its Travel Trends for the Silk Road 2017 report. For the second consecutive year, TripAdvisor conducted a specialized consumer survey assessing travel preferences, habits and interests along the Silk Road of 15,711 respondents. The research highlights that among top interest areas while travelling along the Silk Road are visiting UNESCO World Heritage Sites, experiencing local gastronomy and attending local festivals and events.

Results of TripAdvisor's survey on Travel Trends for the Silk Road 2017 include:

47% 

would be more likely to travel to the Silk Road if they could obtain a single Silk Road visa.

46% 

of respondents said they would visit the Silk Road as part of a tour

39% 

of respondents said they would travel with family

29% 

of respondents said they would go with friends

21% 

of respondents said they would go as a solo traveller

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6th UNWTO Silk Road Tour Operators' Forum

ITB Berlin, Germany, 9 March

Together with the Graduate Tourism Programme of Monash University, Australia, UNWTO organized a meeting focused on selling strategies tailored towards the millennial traveller. Tour operators had the chance to receive instant feedback on their tourism products and strategies from university graduates attending the event.

Silk Road seminar for the Russian regions

Intourmarket, Moscow, Russia; 12 March

Topic: the potential for developing tourism itineraries and products within the Russian regions of the Silk Road

Discussed: how rich gastronomy, natural resources and intangible heritage will drive the development of Silk Road tourism within Russia

Conclusion: there is a need to continue working towards establishing a trans-regional cooperation framework on the Silk Road for the Russian regions in order to maximize potential and strengthen coherence

Seminar on: 'Selling the Silk Road: unite and conquer'

WTM London, UK, 6 November

Acclaimed as the 'greatest route in the history of mankind', modern-day travellers experience the Silk Road as a myriad of interconnected routes across various countries throughout Asia, the Middle East and Europe. Hence, is it feasible to promote the Silk Road as an overarching tourism route? Is dividing the Silk Road into thematic tourism themes or cluster regions the road to success? This seminar attempted to answer these questions, with input provided by travel writers (Wanderlust Travel Media and Caravanistan), and specialized tour operators (Wild Frontiers and China Tours) on the multiple ways of marketing and travelling a transnational tourism route.

7th UNWTO Silk Road Task Force Meeting

Valencia, Spain, 20-30 November

Topic: the importance of the Silk Road as a vehicle for peaceful exchange and development

Discussed: strategies and best practice for adapting the Silk Road to the challenges and opportunities of the globalized tourism age

Showcased: best-practice examples implemented by the Valencia region, including branding Valencia as the 'city of Silk' in 2016 and rehabilitating important Silk Road heritage



UNWTO Silk Road Training and Capacity Building Programme

Online and in Madrid/Valencia, Spain, 20-30 November

Aims:

- to identify common interests and needs within Silk Road cluster regions
- to develop transnational tourism projects based on these needs
- to implement innovative transnational tourism projects to increase cross-border cooperation and connectivity within the region

Participants: 22 officials and young tourism professionals from 12 Silk Road countries that are UNWTO Member States

Activities included:

- one month of online courses and ten days of onsite training
- practical training in capacity building, transnational tourism route development and international marketing
- technical field trips

- official receptions by Valencian authorities

- masterclasses in gastronomy tourism and community-based tourism

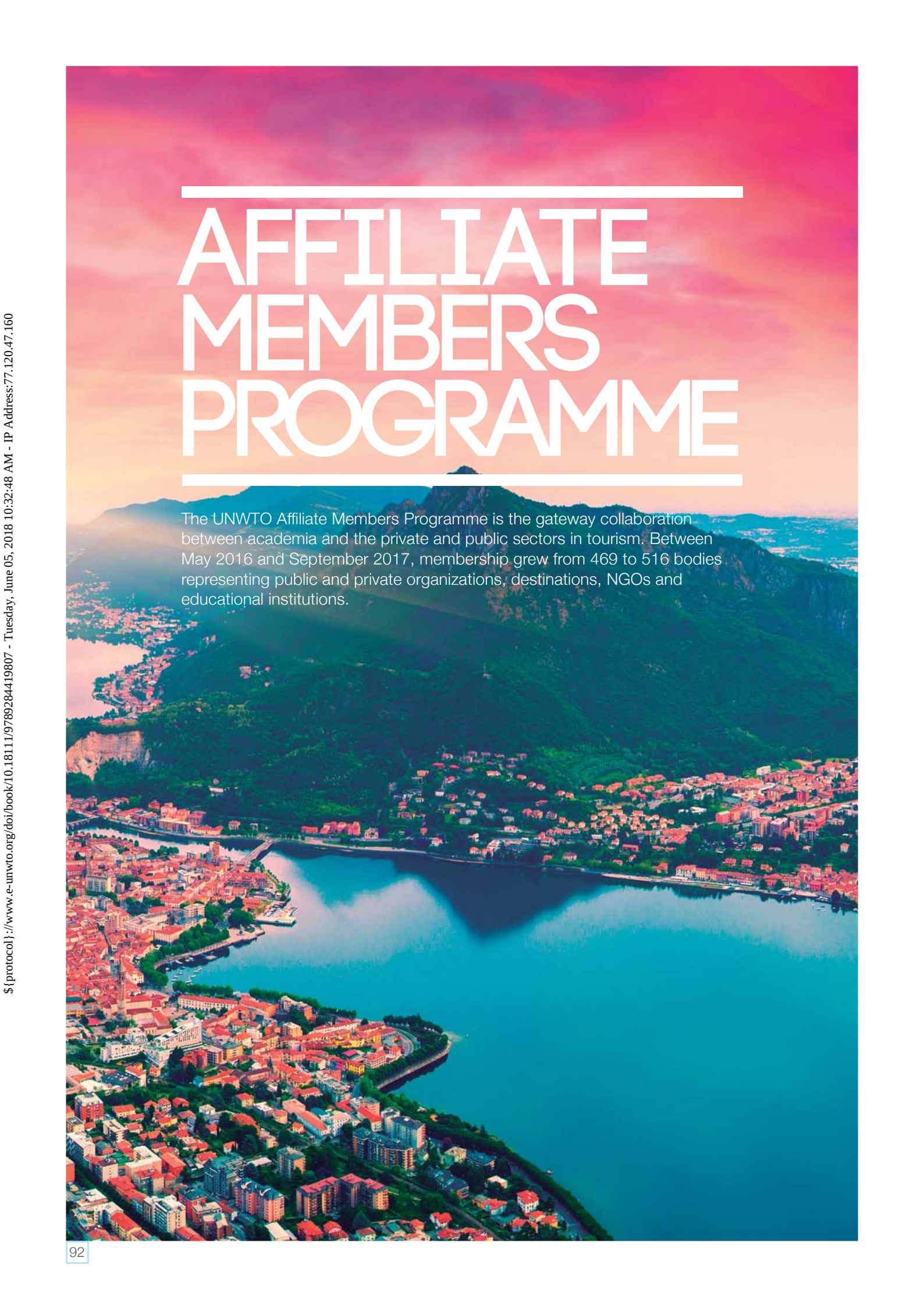
Organizers: UNWTO, the UNWTO.Themis Foundation and the University of Valencia

Official partners: United Nations Industrial Development Organization (UNIDO); United Nations Educational, Scientific and Cultural Organization (UNESCO); the UNESCO Almaty Cluster Office for Kazakhstan, Kyrgyzstan, Tajikistan and Uzbekistan; and the UNESCO Tashkent Office

Silk Road Promotional Activities

In 2017, the UNWTO Silk Road Programme supported Mr. Kai Markus' 12,000-kilometre marathon across the Silk Road, entitled 'Run My Silk Road'. Having started in Hamburg in spring 2017, Mr. Markus arrived in Shanghai in December. His was an incredible accomplishment linking eight Silk Road destinations (Germany, Poland, Belarus, Russian Federation, Kazakhstan, Uzbekistan, Kyrgyzstan and China) while breaking down the barriers of prejudice.





AFFILIATE MEMBERS PROGRAMME

The UNWTO Affiliate Members Programme is the gateway collaboration between academia and the private and public sectors in tourism. Between May 2016 and September 2017, membership grew from 469 to 516 bodies representing public and private organizations, destinations, NGOs and educational institutions.

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UNWTO Networks

UNWTO's Networks, overseen by the Affiliate Members Programme and open to both UNWTO Member States and Affiliate Members, bring together leading experts on specific areas of tourism to exchange expertise around a common interest or goal. The UNWTO Gastronomy Network and Shopping Tourism Network were both launched in 2015, followed by the City Tourism Network in November 2016.

They were joined in May 2017 by The Joyful Journey - A UNWTO Wine Tourism Network, for all participants who have led the development of a UNWTO Wine Tourism Prototype can share their individual experience and knowledge in implementing the prototype in their region. Argentina and Spain are the countries currently implementing a UNWTO Wine Tourism Prototype.

3rd UNWTO World Forum on Gastronomy Tourism

San Sebastián, Spain, 8-9 May

Topic: regional experiences and the cultural and social dimensions of gastronomy tourism

Discussed: gastronomy tourism as a key resource in leading the collective commitment to sustainability, given its enormous potential to mobilize a variety of sectors and resources

Conclusions:

- gastronomy tourism has a symbiotic relationship with sustainability
- public and private entities need to work together in order to harness the power of gastronomy tourism to contribute to achieving the SDGs through conserving biodiversity, and empowering local communities through reinforcing a sense of belonging

2nd UNWTO Global Conference on Wine Tourism

Mendoza, Argentina, 29-30 September

Topic: the various benefits of wine tourism on differentiating a destination and preserving the intangible cultural heritage of a region

Discussed:

- successful examples of existing initiatives in wine tourism
- strengthening the relationship between sustainability and wine tourism in the development of destinations

2nd Global Conference on Talent Development in Tourism

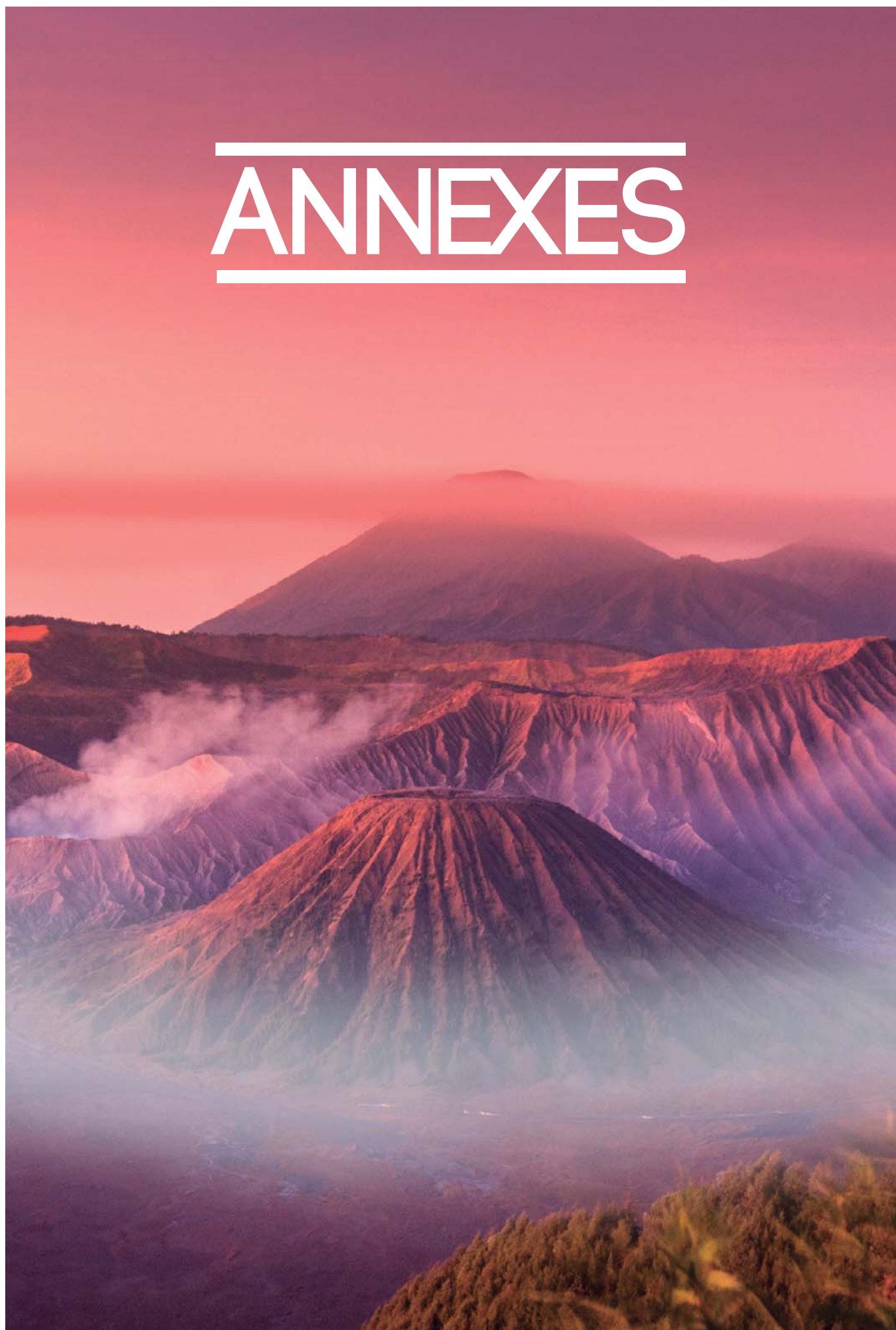
Marbella, Spain, 8-10 October

Topic: to build awareness of the crucial importance of attracting and retaining young talent for the development of a highly competitive sector

Discussed: the decisive role of talent development and education in defining the competitiveness of tourism destinations

UNWTO Affiliate Members	
UNWTO Region	UNWTO Affiliate Membership (Sept 2017)
Africa	30
Americas	112
Asia Pacific	61
Europe	296
Middle East	17
Total	516

ANNEXES



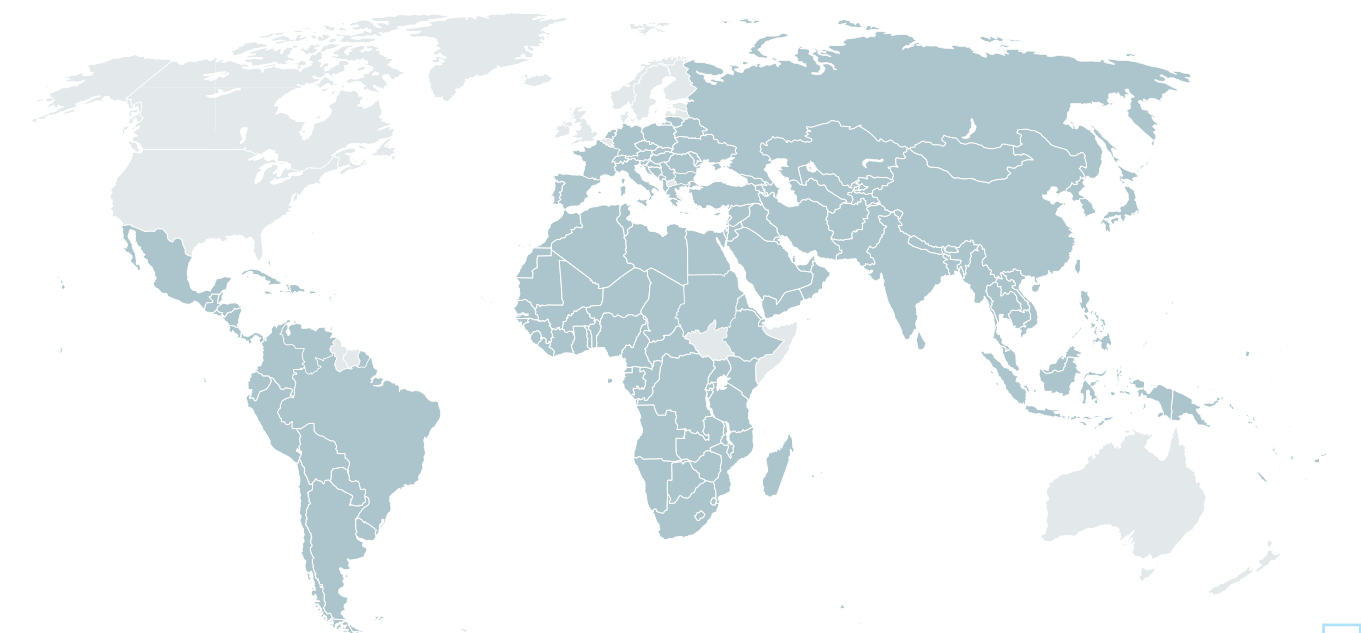
UNWTO Member States

Africa

Algeria (1976)	Ethiopia (1975)	Nigeria (1975)
Angola (1989)	Gabon (1975)	Rwanda (1975)
Benin (1975)	Gambia (1975)	Sao Tome and Principe (1985)
Botswana (1995)	Ghana (1975)	Senegal (1975)
Burkina Faso (1975)	Guinea (1985)	Seychelles (1991)
Burundi (1975)	Guinea-Bissau (1991)	Sierra Leone (1975)
Cabo Verde (2001)	Kenya (1975)	South Africa (1994)
Cameroon (1975)	Lesotho (1981)	Somalia (2017)
Central African Republic (1995)	Liberia (2011)	Sudan (1975)
Chad (1985)	Madagascar (1975)	Swaziland (1999)
Congo (1979)	Malawi (1975)	Togo (1975)
Comoros (2017)	Mali (1975)	Tunisia (1975)
Côte d'Ivoire (1975)	Mauritania (1976)	Uganda (1975)
Democratic Republic of the Congo (1979)	Mauritius (1975)	United Republic of Tanzania (1975)
Djibouti (1997)	Morocco (1975)	Zambia (1975)
Equatorial Guinea (1995)	Mozambique (1995)	Zimbabwe (1981)
Eritrea (1995)	Namibia (1997)	
	Niger (1979)	

Americas

Argentina (1975)	Ecuador (1975)	Peru (1975)
Bahamas (2005)	El Salvador (1993)	Trinidad and Tobago (2013)
Barbados (2015)	Guatemala (1993)	Uruguay (1977)
Bolivia (1975)	Haiti (1975)	Venezuela (1975)
Brazil (1975)	Honduras (2001)	
Chile (1975)	Jamaica (1975)	Associate Members
Colombia (1975)	Mexico (1975)	Aruba (1987)
Costa Rica (1995)	Nicaragua (1991)	Puerto Rico (2002)
Cuba (1975)	Panama (1996)	
Dominican Republic (1975)	Paraguay (1992)	



UNWTO Member States

Asia and the Pacific

Afghanistan (1975)
Bangladesh (1975)
Bhutan (2003)
Brunei Darussalam (2007)
Cambodia (1975)
China (1983)
Democratic People's Republic of Korea (1987)
Fiji (1997)
India (1975)
Indonesia (1975)
Iran, Islamic Republic of (1975)

Japan (1978)
Lao People's Democratic Republic (1975)
Malaysia (1991)
Maldives (1981)
Mongolia (1990)
Myanmar (2012)
Nepal (1975)
Pakistan 1975)
Papua New Guinea (2005)
Philippines (1991)
Republic of Korea (1975)

Samoa (2015)
Sri Lanka (1975)
Thailand (1996)
Timor-Leste (2005)
Vanuatu (2009)
Viet Nam (1981)

Associate Members
Hong Kong, China (1999)
Macao, China (1981)

Europe

Albania (1993)
Andorra (1995)
Armenia (1997)
Austria (1975)
Azerbaijan (2001)
Belarus (2005)
Bosnia and Herzegovina (1993)
Bulgaria (1976)
Croatia (1993)
Cyprus (1975)
Czech Republic (1993)
France (1975)
Georgia (1993)
Germany (1976)
Greece (1975)
Hungary (1975)
Israel (1975)
Italy (1978)

Kazakhstan (1993)
Kyrgyzstan (1993)
Lithuania (2003)
Malta (1978)
Monaco (2001)
Montenegro (2007)
Netherlands (1976)
Poland (1976)
Portugal (1976)
Republic of Moldova (2002)
Romania (1975)
Russian Federation (1975)
San Marino (1975)
Serbia (2001)
Slovakia (1993)
Slovenia (1993)
Spain (1975)
Switzerland (1976)

Tajikistan (2007)
The former Yugoslav Republic of Macedonia (1995)
Turkey (1975)
Turkmenistan (1993)
Ukraine (1997)
Uzbekistan (1993)

Associate Members
Flemish Community of Belgium (1997)
Madeira (1995)

Permanent Observer
Holy See (1979)

Middle East

Bahrain (2001)
Egypt (1975)
Iraq (1975)
Jordan (1975)
Kuwait (2003)
Lebanon (1975)
Libya (1977)

Oman (2004)
Qatar (2002)
Saudi Arabia (2002)
Syrian Arab Republic (1975)
United Arab Emirates (2013)
Yemen (1977)

Special Observer
Palestine (1999)



The World Tourism Organization (UNWTO),
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international organization with the decisive and central
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sustainable and universally accessible tourism.

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Meetings of UNWTO Governing Bodies, Regional Programmes and Working Groups in 2017

8th meeting of the UNWTO Committee on Tourism and Sustainability

Madrid, Spain, 18 January

5th meeting of the UNWTO Committee on Tourism and Competitiveness

Madrid, Spain, 20 January

6th meeting of the Technical Advisory Board (TAB)

Madrid, Spain, 23 January

17th meeting of the Committee on Statistics and the Tourism Satellite Account

Madrid, Spain, 24-25 January

32nd meeting of the World Tourism Network on Child Protection

Berlin, Germany, 9 March

11th meeting of the Working Group on the International Convention on the 'Protection of Tourists and the rights and obligations of Tourism Service Providers'

Madrid, Spain, 28-29 March

7th UNWTO Silk Road Task Force Meeting

Valencia, Spain; 30-31 March

18th meeting of the World Committee on Tourism Ethics

Madrid, Spain, 1 February

59th meeting of the UNWTO Commission for Africa

Addis Ababa, Ethiopia, 18-19 April

42nd meeting of the UNWTO Commission for the Middle East

Dubai, United Arab Emirates, 24 April

106th session of the UNWTO Executive Council

Madrid, Spain, 10-12 May

3rd meeting of the Working Group on the UNWTO Draft Convention on Tourism Ethics

Madrid, Spain, 12-13 May

29th joint meeting of the UNWTO Commissions for East Asia and the Pacific and South Asia

Chittagong, Bangladesh, 16-17 May

61st meeting of the UNWTO Commission for the Americas

San Salvador, El Salvador/Roatán, Honduras, 31 May-1 June

61st meeting of the UNWTO Commission for Europe

Chisinau, Republic of Moldova, 6-7 June

12th meeting of the Working Group on the International Convention on the 'Protection of Tourists and the rights and obligations of Tourism Service Providers'

Madrid, Spain, 14 June

39th plenary session of the UNWTO Affiliate Members

Chengdu, China, 11 September

4th meeting of the Working Group on the UNWTO Draft Convention on Tourism Ethics

Chengdu, China, 11-12 September

10th meeting of the UNWTO Committee on Tourism and Sustainability

Chengdu, China, 11 September

6th meeting of the UNWTO Committee on Tourism and Competitiveness

Chengdu, China, 11 September

52nd meeting of the UNWTO Commission for East Asia and the Pacific

Chengdu, China, 11 September

62nd meeting of the UNWTO Commission for Europe

Chengdu, China, 11 September

56th meeting of the UNWTO Commission for South Asia

Chengdu, China, 11 September

60th meeting of the UNWTO Commission for Africa

Chengdu, China, 12 September

62nd meeting of the UNWTO Commission for the Americas

Chengdu, China, 12 September

43rd meeting of the UNWTO Commission for the Middle East

Chengdu, China, 12 September

19th meeting of the World Committee on Tourism Ethics

Chengdu, China, 12 September

Special meeting of the Committee on Statistics and the Tourism Satellite Account

Chengdu, China, 12 September

106th session of the UNWTO Executive Council

Chengdu, China, 12 September

22nd session of the UNWTO General Assembly

Chengdu, China, 13-16 September

107th session of the UNWTO Executive Council

Chengdu, China, 16 September

Full list of 2017 publications (All publications in English unless otherwise stated)

3rd International Congress on Ethics and Tourism – Enhancing the Sector’s Sustainability through Shared Responsibilities

10YFP Sustainable Tourism Programme Annual Magazine 2016/2017 – Advancing towards a Clear North

Benchmarking Methodology for the Development of Sustainable Cruise Tourism in South-East Asia

Contribution of Islamic Culture and its Impact on the Asian Tourism Market

European Union Short-term Tourism Trends, Volume 1, 2017 (Six volumes)

Handbook on Key Performance Indicators for NTO Marketing Evaluation

Handbook on Marketing Transnational Tourism Themes and Routes

IGLTA/UNWTO Affiliate Members Report, Volume fifteen – Second Global Report on LGBT Tourism

Innovation in Tourism – Bridging Theory and Practice (English/Spanish)

International Rural Tourism Development – An Asia-Pacific Perspective (English/Chinese)

Managing Growth and Sustainable Tourism Governance in Asia and the Pacific

Maximising the Benefits of Mega Events for Tourism Development

Measuring Sustainable Tourism: A call for Action – Report of the 6th International Conference on Tourism Statistics

Methodological Notes to the Tourism Statistics Database, 2017 Edition (English/French/Spanish)

New Platform Tourism Services (or the so-called Sharing Economy) - Understand, rethink and adapt

Overview of the Meetings Industry in Asia

Penetrating the Chinese Outbound Tourism Market – Successful Practices and Solutions

Practical Guidelines for Integrated Quality Management in Tourism Destinations –
Concepts, Implementation and Tools for Destination Management Organizations

Regional Conference on Investing in Tourism for an Inclusive Future: Challenges and Opportunities

Tourism and the Sustainable Development Goals – Journey to 2030, Highlights

Tourism and the Sustainable Development Goals – Responsible tourism, a global commitment Interactive PDF (English/Spanish)

Tourism for Sustainable Development in Least Developed Countries – Leveraging Resources for Sustainable Tourism with the
Enhanced Integrated Framework (with ITC and EIF)

UNWTO Affiliate Members Report, Volume sixteen – Second Global Report on Gastronomy Tourism

UNWTO Annual Report 2016

UNWTO Basic Set 2017: Yearbook and Compendium 2017 (Trilingual)

UNWTO Financial Report and Audited Financial Statements for the Year Ended 31 December 2016

UNWTO/GTERC Annual Report on Asia Tourism Trends, 2017 Edition

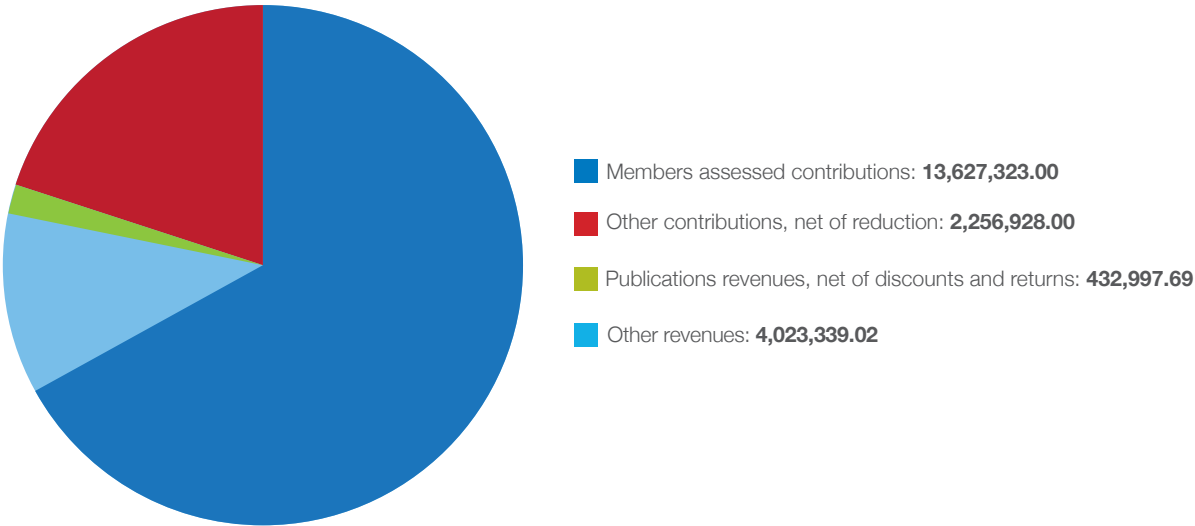
UNWTO Tourism Highlights 2017 (English/French/Spanish)

World Conference on Tourism and Future Energy – Unlocking Low-carbon Growth Opportunities

Yearbook of Tourism Statistics, Data 2011 – 2015, 2017 Edition (Trilingual)

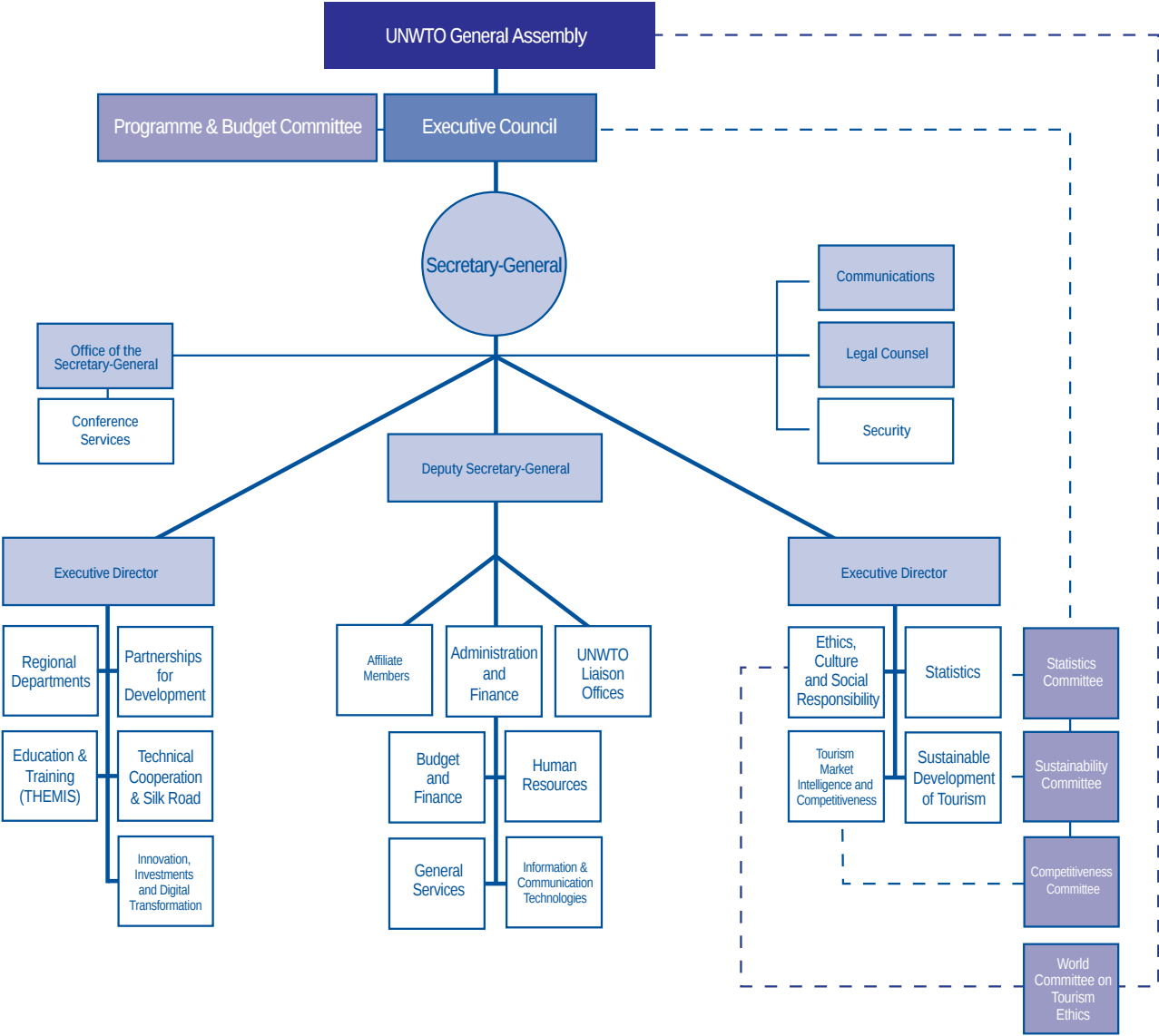
Organizational structure and finances

UNWTO 2017 Revenues (€)



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UNWTO Secretariat Organizational Chart (May 2018)



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Rocks of Moonland, Himalayan mountains, ladakh landscape at Leh, Jammu Kashmir, India

UNWTO Annual Report 2017

ISBN, printed version: 978-92-844-1979-1

ISBN, electronic version: 978-92-844-1980-7 | DOI: 10.18111/9789284419807

Published by the World Tourism Organization (UNWTO), Madrid, Spain.

First printing: 2018

Printed in Spain.

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World Tourism Organization (UNWTO)

Calle del Poeta Joan Maragall, 42

28020 Madrid

Spain

Tel.: (+34) 915 678 100

Fax: (+34) 915 713 733

Website: www.unwto.org

E-mail: info@unwto.org

Citation:

World Tourism Organization (2018), *UNWTO Annual Report 2017*, UNWTO, Madrid,

DOI: <https://doi.org/10.18111/9789284419807> .

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Calle del Poeta Joan Maragall, 42. 28020 Madrid, Spain.
Tel.: (+34) 915 678 100 / Fax: (+34) 915 713 733
www.unwto.org / info@unwto.org