

2017
INTERNATIONAL YEAR
OF SUSTAINABLE TOURISM
FOR DEVELOPMENT

**TRAVEL.
ENJOY.
RESPECT.**

- 
- A woman wearing a blue plaid shirt and a wide-brimmed blue and white checkered hat is sitting on a wooden boat, peeling a green fruit. She is surrounded by various fruits like mangoes and pineapples. In the background, another person's legs are visible in the boat. The boat has some numbers and letters painted on its side.
1. Om oss
 2. Reiselivstrender
 3. IY 2017

Om UNWTO



FNs særorganisasjon for reiseliv har i oppdrag å fremme bærekraftig
reiseliv som et redskap for økonomisk vekst, inkluderende utvikling
og et bærekraftig miljø.

158 Full Members (Governments)

6 Associate Members (non sovereign territories)

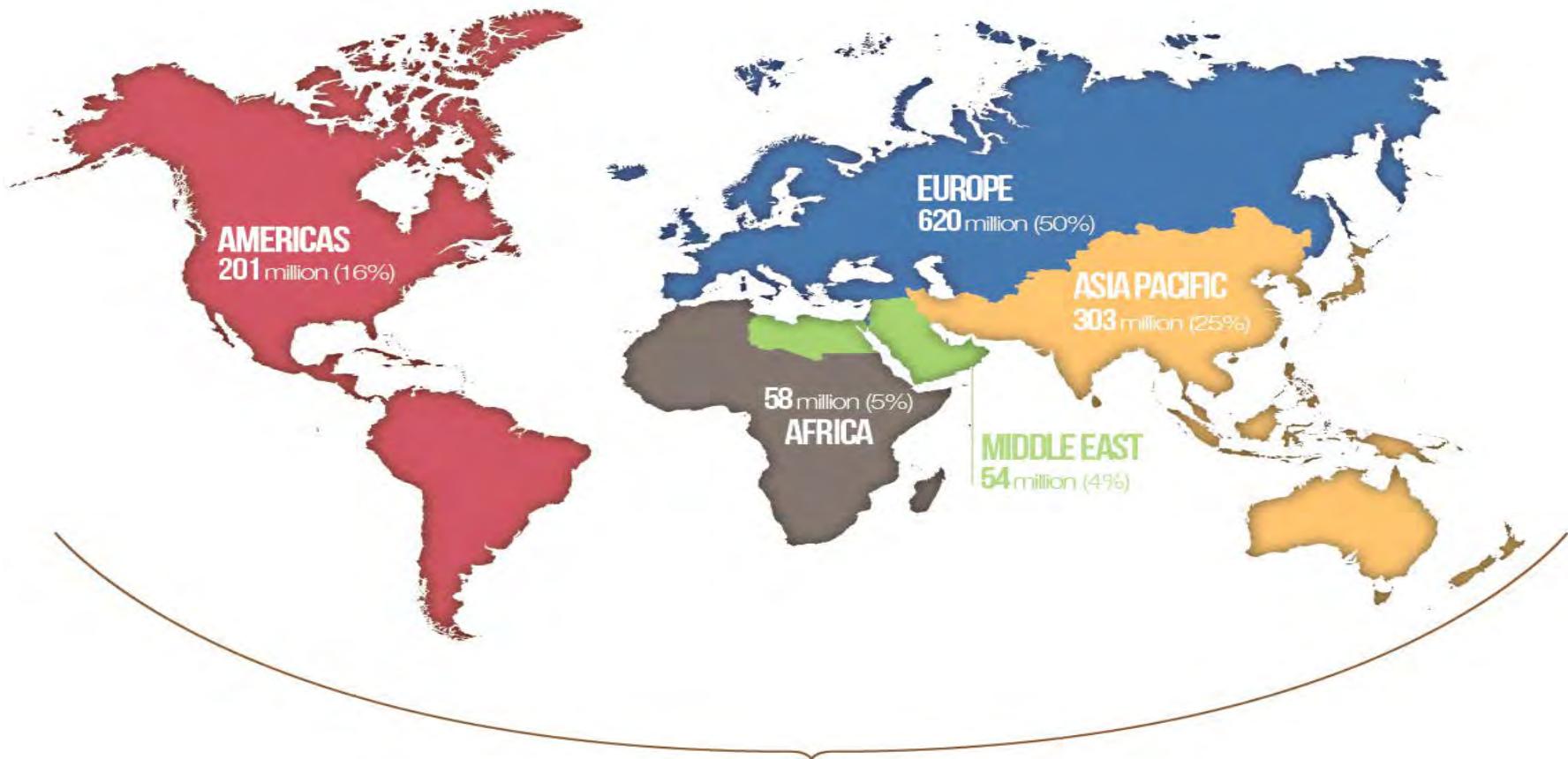
500+ Affiliate Members (non-governmental)

2 Observers (Holy See and Palestine)





- 
1. Om oss
2. Reiselivstrender
3. IY 2017



WORLD: 1,235 MILLION

World tourism



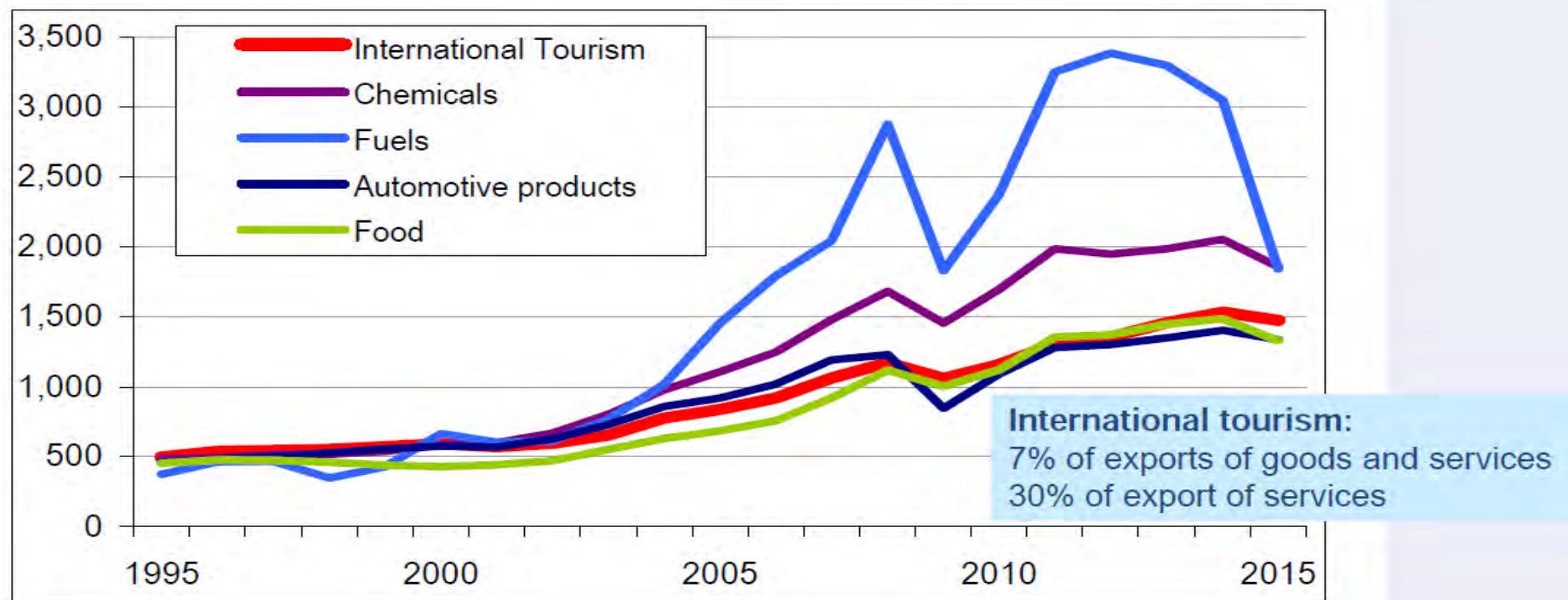
WHY TOURISM MATTERS

International tourism vs. other export categories

International Tourism (BOP Travel & Passenger transport) and export

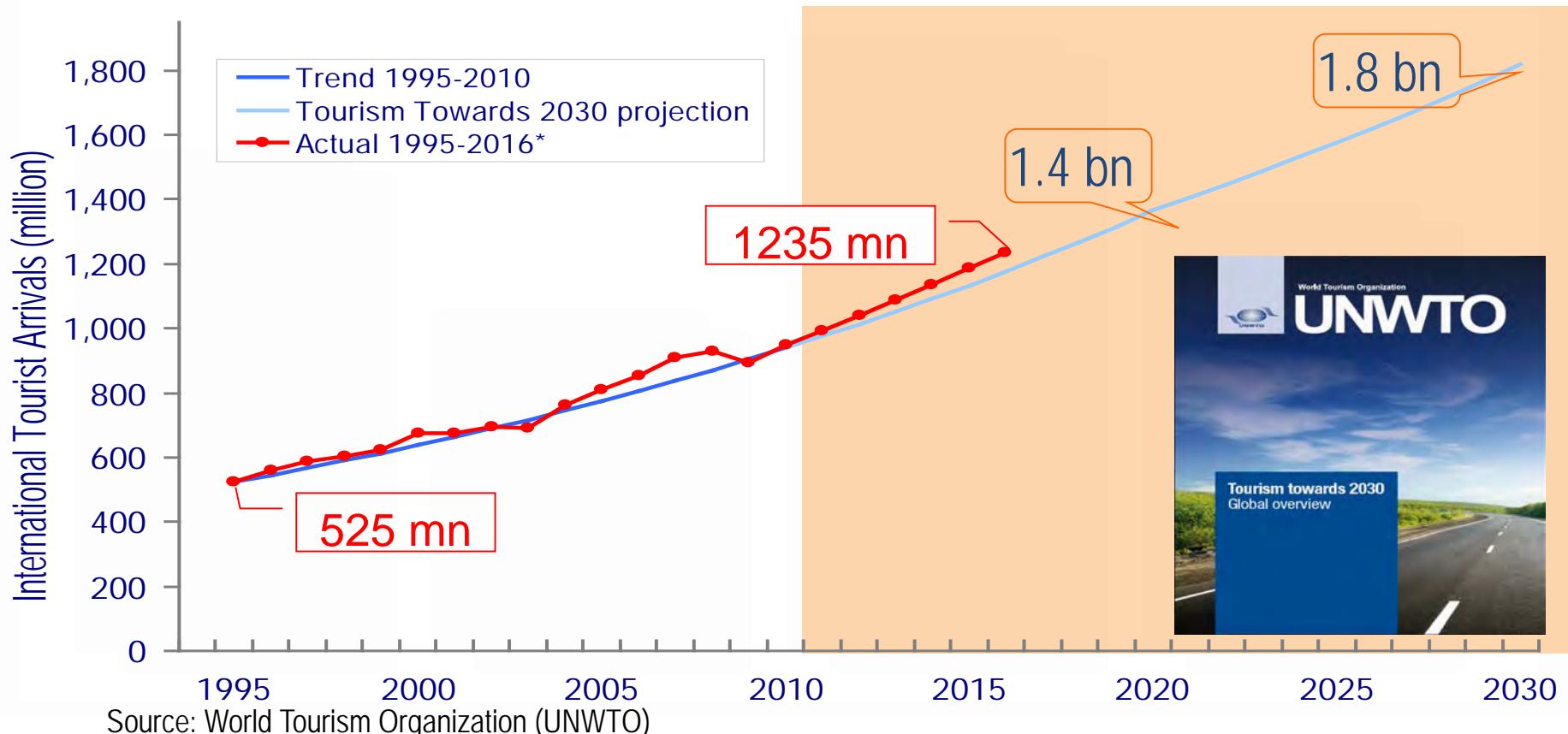
World

(US\$ billion)



Source: World Tourism Organization (UNWTO) and World Trade Organization (WTO)

Faktisk trend vs. forventet turisme 2030



Tourism towards 2030

43

millioner
ekstra
internasjonale
turistankomster
per år 2010-30

- 
- A woman wearing a blue plaid shirt and a light blue sun hat is sitting on a wooden boat, peeling a green fruit. She is surrounded by various fruits like mangoes, pineapples, and bananas. In the background, another person's legs are visible in the boat. The boat has some numbers and letters painted on its side.
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Bærekraftig turisme for utvikling

Rio de Janeiro
1992

Johannesburg
2002

Marrakesh
2003-2011

Rio de Janeiro
2012

New York
2015

2017

Agenda 21

Rio+10

Marrakesh
Process 2003-
2011

Rio+20

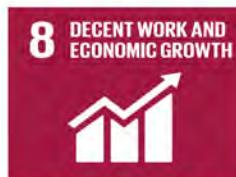
New SDGs

International Year
of Sustainable
Tourism for
Development

Vedtak av et 10årsprogram for
bærekraftig forbruk og produksjon
(10YFP); UNWTO utnevnt til leder for
turisme programmet (2014)

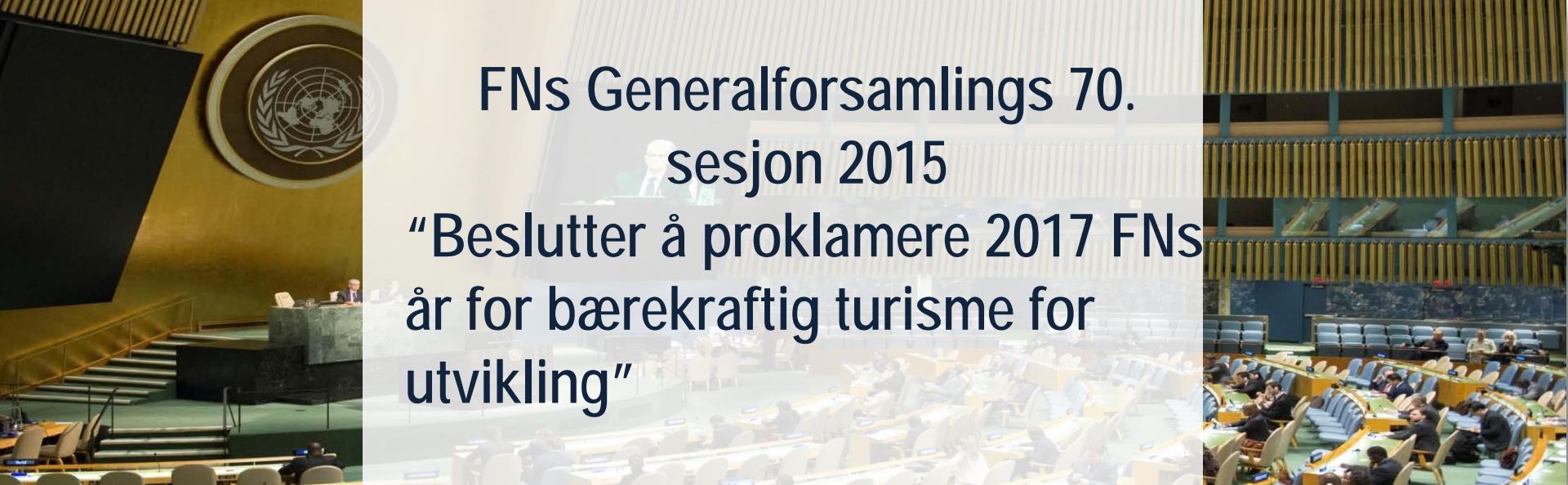


2030-agendaen for bærekraftig utvikling



2030-agendaen for bærekraftig utvikling



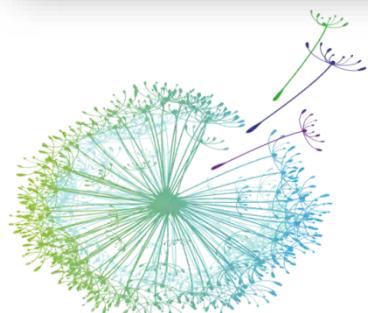


FNs Generalforsamlings 70. sesjon 2015

“Beslutter å proklamere 2017 FNs
år for bærekraftig turisme for
utvikling”



UNWTO- koordinerer alle IY2017
relaterte aktiviteter på global basis...



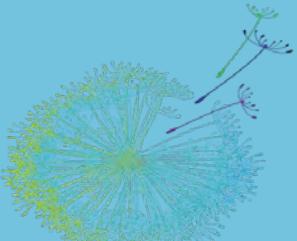
2017
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1967: International Tourist Year:
Tourism – Passport to Peace

2002: International Year of Ecotourism



MÅL



2017
INTERNATIONAL YEAR
OF SUSTAINABLE TOURISM
FOR DEVELOPMENT

- 
- ① Fremme bevissthet om hvordan bærekraftig turisme bidrar til utvikling
 - ② Mobilisere alle stakeholders i å gjøre turismesektoren til en katalysator for positiv endring
 - ③ Bidra til endring i policy, forretningspraksis og forbrukeradferd i turisme

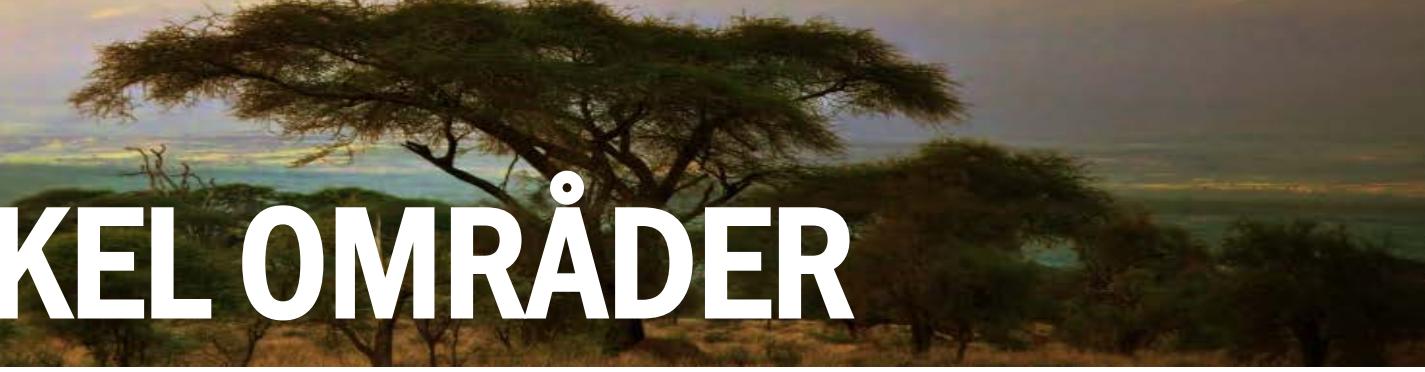


TILTAK

- ① Holdningsskapende arbeid og bevisstgjøring
- ② Kunnskapsskapning og formidling
- ③ Policymaking
- ④ Kapasitetsbygging og utdannelse



5 NØKKEL OMRÅDER

- 
- ① Inkluderende og bærekraftig økonomisk vekst
 - ② Sosial inkludering, sysselsetting og fattigdomsreduksjon
 - ③ Effektiv bruk av ressurser, beskyttelse av miljø og klima
 - ④ Kulturelle verdier, mangfold og verdensarv
 - ⑤ Gjensidig forståelse, fred og sikkerhet



SUSTAINABLE DEVELOPMENT GOALS

THE 2030 AGENDA FOR SUSTAINABLE DEVELOPMENT



SDGs 1, 2, 8, 9, 10, 17 →
SDGs 1, 3, 4, 5, 8 →
SDGs 6, 7, 11, 12, 13, 14, 15 →
SDGs 8, 11, 12 →
SDGs 4, 16 →

IY2017 Key Areas

Inclusive and sustainable economic growth
Social inclusiveness, employment and poverty reduction
Resource efficiency, environmental protection and climate change
Cultural values, diversity and heritage
Mutual understanding, peace and security



ROADMAP



2017
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OFFICIAL SPONSORS

AMADEUS

ANA

CHIMEI
长隆旅游



GLOBAL TOURISM
ECONOMY RESEARCH
CENTRE

GOBIERNO DE COLOMBIA

MINCOMERCIO
INDUSTRIA Y TURISMO

Hilton



minube

PR MEDIACO

Ras Al Khaimah
Tourism Development Authority

DIAMOND PARTNERS



GOLD PARTNERS



alphaland
CORPORATION



Generalitat de Catalunya
Government of Catalonia
Catalan Tourist Board

GENERALITAT
VALENCIANA



Germany
the travel destination
www.germany.travel



HTW Chur
Hochschule für Technik und Wirtschaft
University of Applied Sciences

IHG®
InterContinental
Hotels Group

Innovation
Norway

TURISMO DE
PORTUGAL



SILVER PARTNERS



JTB
Perfect moments, always.

myclimate
shape our future

south pole
group

swisscontact

SPECIAL PARTNER



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Swiss Confederation

Federal Department of Economic Affairs,
Education and Research EAER
State Secretariat for Economic Affairs SECO

MEDIA PARTNERS

CNN

rtve



UNWTO

- Nettside
- Kampanje
- Etikk
- Innhold
- Måle bærekraft
- Utvikling
- Offisielle arrangementer
- IY Ambassadører

INTERNATIONAL YEAR 2017 NETTSIDE



Interaktiv

Inviterer til deling av løsninger, kunnskap og historier

Oppfordrer til opplasting av informasjon om IY aktiviteter

www.tourism4development2017.org

Dele kunnskap og la verden lære mer om hvordan bærekraftig turisme kan være et effektivt redskap for utvikling.



**TRAVEL.
ENJOY.
RESPECT.**

KAMPAJNE

- **Forbrukerorientert kampanje**

Promotion through international media, Travellers' competition, Consumer pledge...

- **Tips for a Responsible Traveler**

Utviklet sammen med World Committee on Tourism Ethics, og basert på UNWTOs globale etiske retningslinjer (GCET).





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TIPS FOR A RESPONSIBLE TRAVELLER

HONOUR YOUR HOSTS AND OUR COMMON HERITAGE

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

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

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

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



PROTECT OUR PLANET

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

Respect wildlife and their natural habitats.

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

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

Reduce your water and energy consumption whenever possible.

Leave only a minimum footprint and a good impression behind.

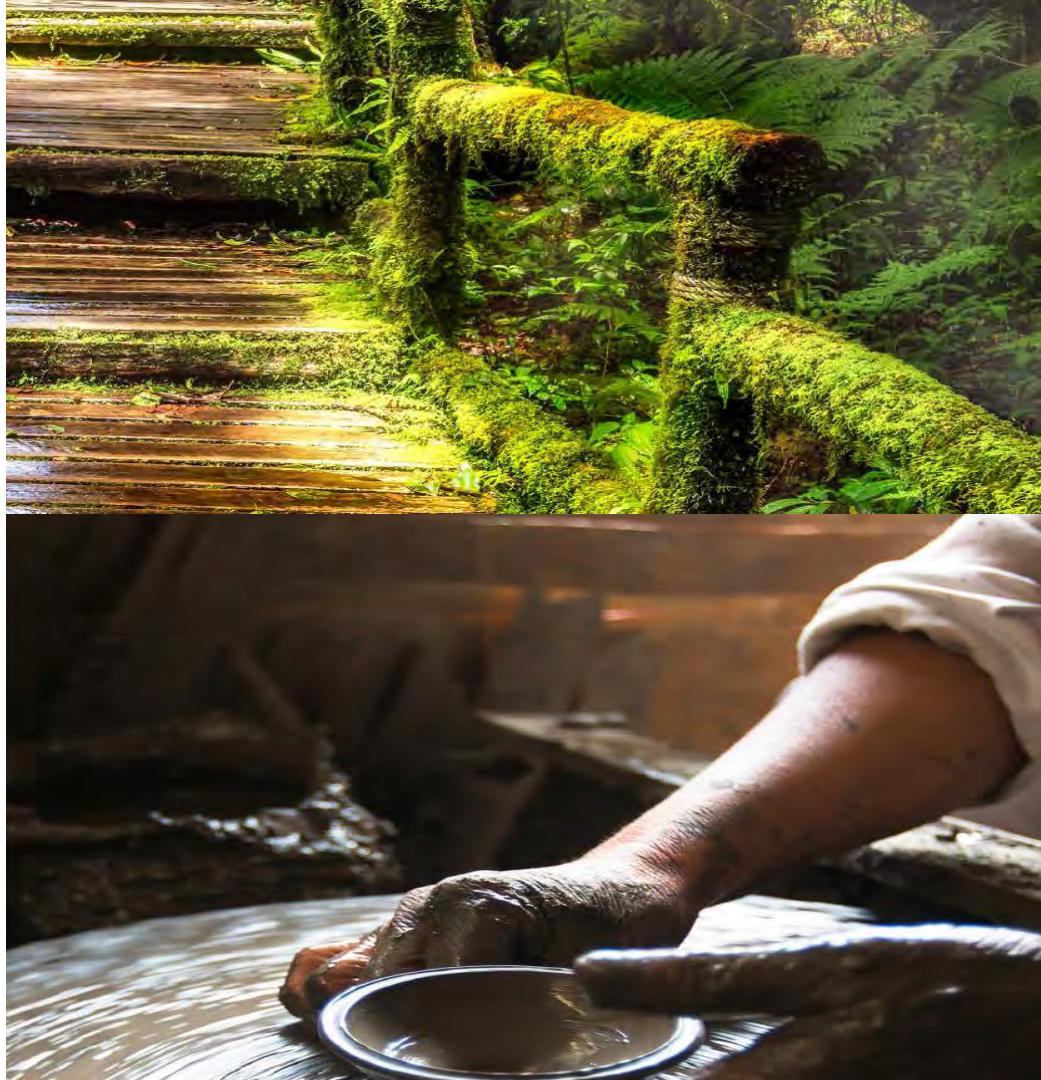
SUPPORT THE LOCAL ECONOMY

Buy locally-made handcrafts and products.

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

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

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



BE AN INFORMED TRAVELLER

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

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

Research well before engaging into voluntourism.

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



BE A RESPECTFUL TRAVELLER

Observe national laws and regulations.

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

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

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

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

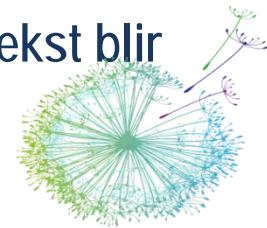




Godkjennelse av Framework Convention on Tourism Ethics

- I. Dekker alle stakeholders ansvar i utviklingen av bærekraftig turisme
- II. Juridisk rammeverk for å sikre at turismevekst blir håndtert på en ansvarlig måte

UNWTO



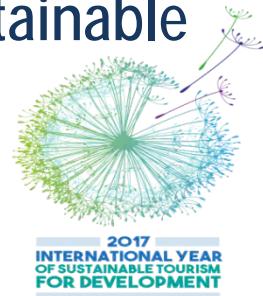
INNHOLD

I. Flagship report “Sustainable Tourism for Development”

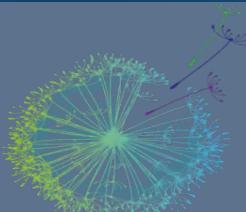
- en ærlig vurdering av turismens rolle i de fem hovedområdene
- Case studies, anbefalinger for videre forskning og for nødvendige endringer...

II. “Journey to 2030: Tourism and the Sustainable Development Goals” Project

- interaktiv og dynamisk online plattform
- “co-created” med den globale turismesektor



MÅLE BÆREKRAFT



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Measuring Sustainable Tourism (MST)

- I. SDG indikatorer basert på statistikk
- II. Integrerte policies trenger integrerte data
- III. UNWTO + UNSD arbeider med å harmonisere TSA and SEEA



Engage,
Research &
Discuss



Pilot studies



Statistical
standard



Capacity
building



Int'l
Database



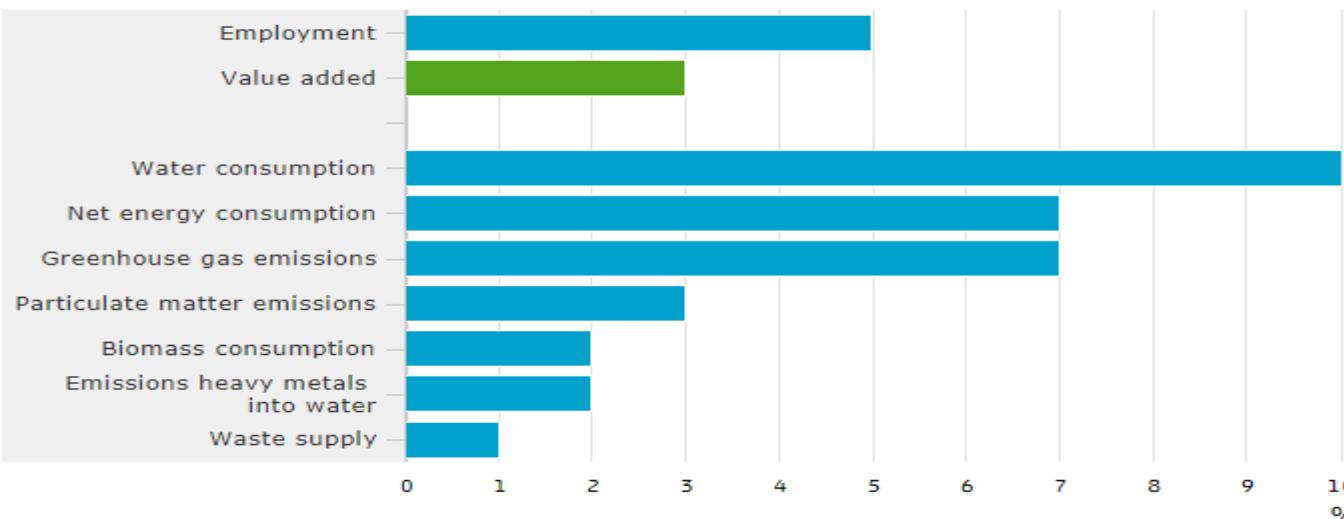
Analysis



Policy &
decision-
making

MÅLE BÆREKRAFT

Share sector tourism in environmental-economic indicators relative to total economic activities in the Netherlands



MÅLE BÆREKRAFT

International Network of Sustainable Tourism
Observatories (INSTO)

- I. Håndgripelig og strukturert data for bevisbasert beslutningstaking
- II. Engasjere lokale stakeholders i destinasjonsadministrasjon
- III. Fleksible
- IV. Innovere og utveksle kunskap





UTVIKLING

Godkjennelse av UNWTO i OECDs utviklingskomité's (DAC) liste over internasjonale organisasjoner som kvalifiserer til Offisiell Utviklingsbistand (Official Development Assistance - ODA)

- I. Medlemskontingent kvalifiserer som ODA
- II. Sterk anerkjennelse av turismens rolle i bærekraftig utvikling

UNWTO



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SPESIALAMBASSADØRER



H.E. Mr. Juan
Manuel Santos



H.E. Mr. Luis
Guillermo Solís



H.E. Mrs. Ellen
Johnson Sirleaf



H.E. Maria-Louise
Coleiro Preca



H.E. Mr. Tuilaepa Sailele
Malielegaoi



H.M. King
Simeon II



H.E. Shaikha Mai bint
Mohammed Al-Khalifa



H.E. Dr. Talal
Abu-Ghazaleh



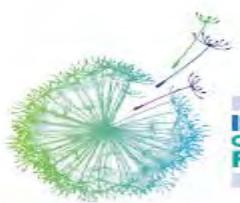
Dr. Michael
Frenzel



Mr. Huayong Ge



OFFIELLE ARRANGEMENTER



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CALENDAR OF OFFICIAL EVENTS OF THE INTERNATIONAL YEAR 2017

www.tourism4development2017.org



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