

# 2017 INTERNATIONAL YEAR OF SUSTAINABLE TOURISM FOR DEVELOPMENT

The United Nations 70<sup>th</sup> General Assembly has designated [2017 as the International Year of Sustainable Tourism for Development](#). The [World Tourism Organization \(UNWTO\)](#), the United Nations Specialized Agency for Tourism, has been mandated to facilitate the organization and implementation of the International Year, in collaboration with Governments, relevant organizations of the United Nations system, international and regional organizations and other relevant stakeholders.

According to the UNWTO data, tourism is one of the main economic sectors in the world, also generating important social benefits. It accounts for 9% of GDP (direct, indirect and induced), 6% of the world's exports in services. Tourism is responsible for 235 million jobs, or one in every 12 jobs worldwide. In 2014, 1,133 million international tourists travelled the world generating USD 1.5 trillion in exports. Despite many challenges including slow economic recovery in many countries, the number of international tourist arrivals has increased by 3.3% on average since 2010, and according to the UNWTO, is forecast to reach 1.8 billion by 2030.

In the context of the universal 2030 Agenda for Sustainable Development and the Sustainable Development Goals (SDGs), the International Year aims to support a change in policies, business practices and consumer behavior towards a more sustainable tourism sector than can contribute to the SDGs. The Initiative will promote tourism's role in the following five 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.

Considering the above mentioned contents, the initiative of the International Year of Sustainable Tourism represents a great opportunity to value the experiences of sustainable development of the territories that have a potential of endogenous resources and also to value the innovative solutions adopted in all the mentioned fields of action.

In the world there is an ever increasing demand for quality tourism, as an opportunity to get to know other cultures, to appreciate the local products of food and crafts,



architecture, music and other characteristics of the historical heritage of places visited. A territory capable of enhancing its resources in a sustainable way ensures quality of life for local population and at the same time can attract visitors from everywhere, creating important economic benefits for all.

The website of the International Year presents updated information on the events that will be organized in the course of 2017 in different countries and at the international level. All interested actors can take advantage of this great opportunity.

The Awards Ceremony of the [13th edition of the UNWTO Awards for excellence and innovation in tourism](#) launched by WTO will take place on 18 January 2017 during the [International Tourism Trade Fair](#) in Madrid, Spain

### To know more

[2017 International Year for Sustainable Tourism](#)

[UNWTO website](#)

[UN adopted resolution](#)

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