



13th MEETING COMCEC TOURISM WORKING GROUP

Ankara, Turkey, 13 February 2019

Cláudia Lisboa
UNWTO - Institutional Relations and Partnerships

Vision

Tourism - A Key Sector for the 2030 Agenda

Towards 2030: Smart, Competitive and responsible tourism



Priorities

Investing in People for Results Based Management

- 1 Innovation & digital transformation
- 2 Investment & entrepreneurship
- 3 Education & employment
- 4 Safe, secure & seamless travel
- 5 Social, cultural & environmental sustainability





SUSTAINABLE DEVELOPMENT GOALS

THE 2030 AGENDA FOR SUSTAINABLE DEVELOPMENT



SDGs 1, 2, 8, 9,
10, 17



Inclusive and sustainable
economic growth

SDGs 1, 3, 4, 5,
8



Social inclusiveness,
employment and poverty
reduction

SDGs 6, 7, 11,
12, 13, 14, 15



Resource efficiency,
environmental protection and
climate change

SDGs 8, 11, 12



Cultural values, diversity and
heritage

SDGs 4, 16



Mutual understanding, peace
and security

Let's make tourism a driver for
realizing the SDGs!

SEARCH 

How can you engage with the platform?

- Access a wide range of resources
- Upload your own initiatives, events and research
- Engage, discuss and collaborate with other users
- Share content related to tourism and sustainable development

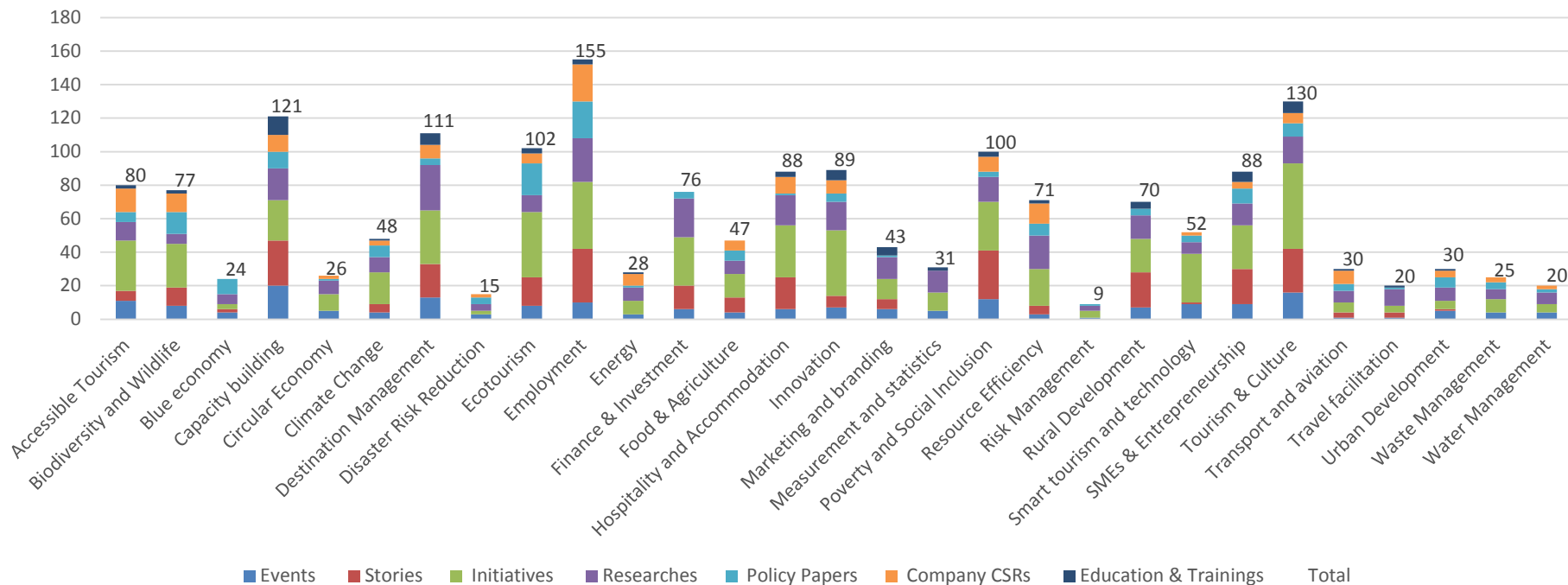


The T4SDGs Platform

Most Popular Themes Submissions 18.07.2018 to 11.02.2019



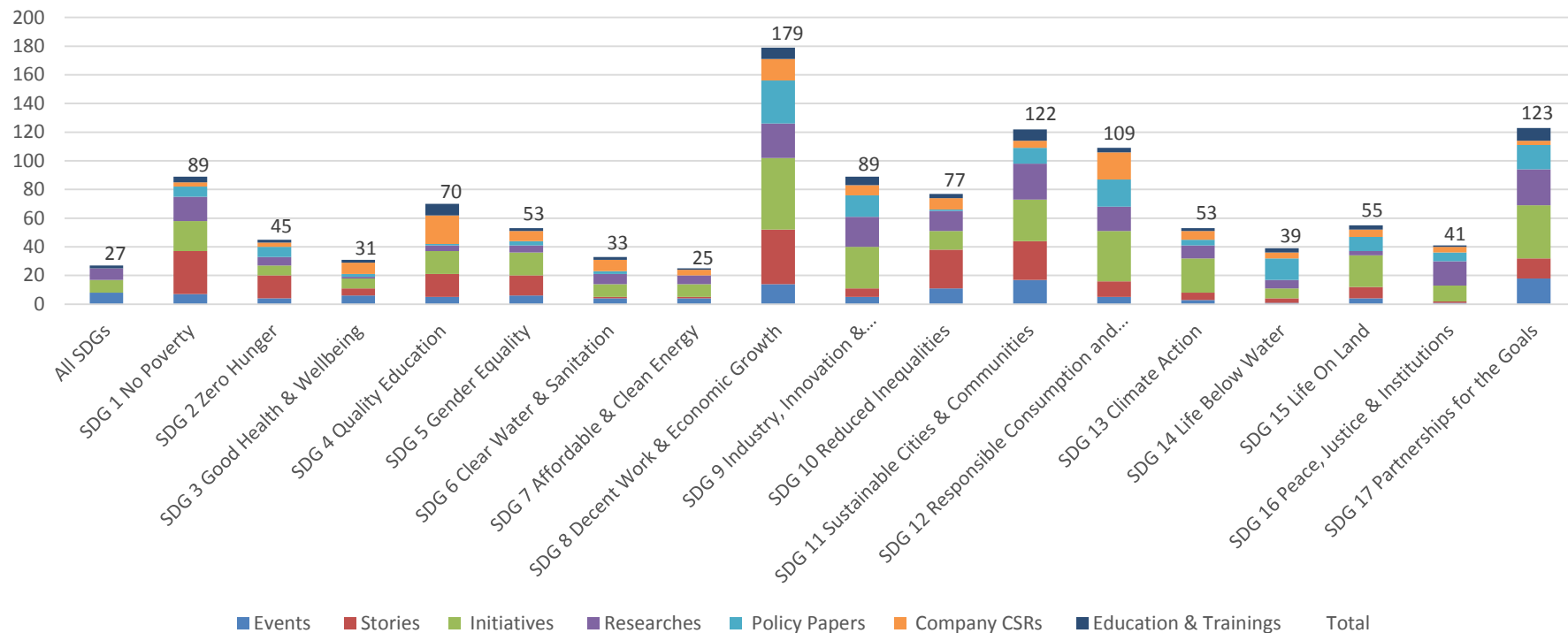
Most Popular Themes Submissions



Most Popular SDGs Submissions 18.07.2018 to 11.02.2019



Most Popular SDGs Submissions





Some Initiatives



UNWTO.QUEST

A DMO Certification System



INSTO

World Tourism Organization
International Network
of Sustainable Tourism
Observatories

9 Issue Areas



ONE PLANET - Sustainable Tourism Programme

A collaborative platform involving over 150 organizations with one common goal:
Decoupling tourism growth from the increased use of natural resources

Collective Impact

- Portfolio of Work 2017
- More than 390 activities by over 90 actors
- Overall value over USD 25 million

Knowledge Sharing

- 118 activities by lead, co-leads and actors (education on SCP + knowledge resource and technical tool + outreach and communication for SCP + SCP training)
- Annual Conference 2017
- 2 MAC meetings
- 7 webinars including 2 circular economy related webinars

One Planet – Sustainable Tourism Programme

151 Members +
4 Officers at
Coordination Desk

International Presence

- 50 International events organized by lead, co-leads and actors
- Annual Reports to ECOSOC
- Annual Magazine

Research and Projects

- 66 SCP projects by lead, co-leads and actors (project duration may vary)
- Baseline Report on the integration of SCP into tourism policies
- 3 Trust Fund projects
- One Plan for One Planet: Strategy 2018-2022



Citation

World Tourism Organization (2018), *One Planet - Sustainable Tourism Programme Annual Magazine 2017/2018*: Lead. Innovate. Finance. Empower., UNWTO, Madrid.



Lead:



Co-Leads:



KINGDOM OF MOROCCO
MINISTRY OF TOURISM, AIR TRANSPORT,
HANDICRAFTS AND SOCIAL ECONOMY



MINISTÈRE
DE LA TRANSITION
ÉCOLOGIQUE
ET SOLIDAIRE



Ministry of Culture, Sports
and Tourism
Republic of Korea

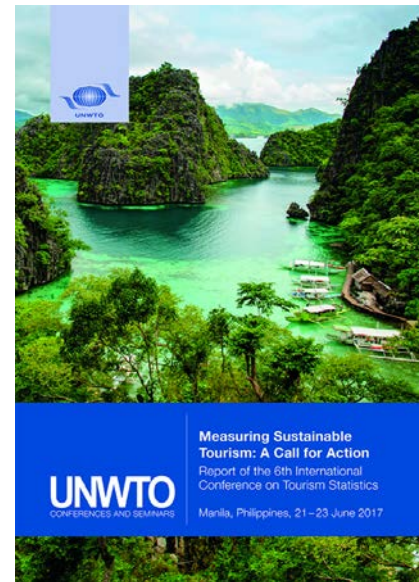


Statistical Framework for Measuring Sustainable Tourism (MST)

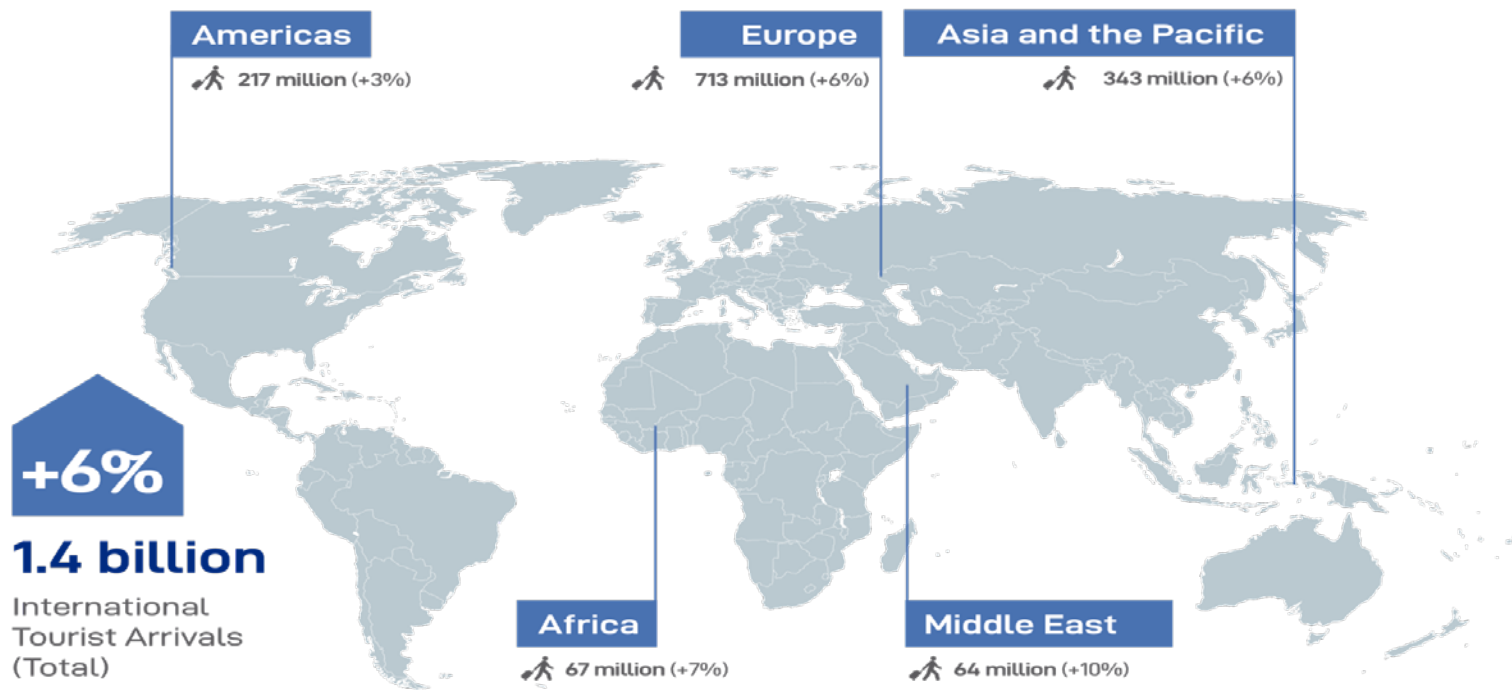
- to expand existing framework of IRTS and TSA beyond economic dimension to also measure social and environmental dimensions
- pilot studies

Measurement Sustainable Development Goals (SDGs)

- monitoring 17 SDGs with their 169 targets with statistically-based indicators as requested by UNGA; UNWTO is custodian agency of 3 indicators.



International Tourist Arrivals 2018



Source: World Tourism Organization (UNWTO) ©

2019 growth closer to historical trends

Full-year projection 2019 - International tourist arrivals, growth (%)

World	+3% to +4%
Europe	+3% to +4%
Americas	+2% to +3%
Asia and the Pacific	+5% to +6%
Africa	+3% to +5%
Middle East	+4% to +6%



Thank you
clisboa@unwto.org