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The Present and the Future of Sustainable Tourism

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#IY2017

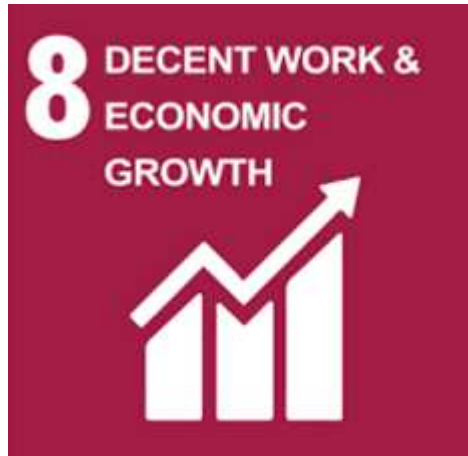


2017
INTERNATIONAL YEAR
OF SUSTAINABLE TOURISM
FOR DEVELOPMENT

The 2030 Agenda for Sustainable Development and the 17 Sustainable Development Goals



The 2030 Agenda for Sustainable Development and the 17 Sustainable Development Goals



8.9

by 2030 **devise and implement policies** to promote sustainable tourism which creates jobs, promotes local culture and products on, SCP and SIDS



12.b

develop and implement tools to monitor sustainable development impacts for sustainable tourism which creates jobs, promotes local culture and products



14.7

by 2030 **increase the economic benefits to SIDS and LDCs** from the sustainable use of marine resources, incl. through sustainable management of fisheries, aquaculture and **tourism**



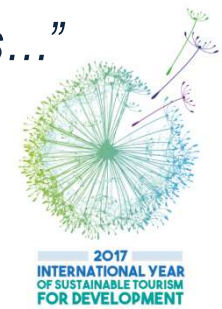
70th Session
of UN General
Assembly
(2015)



The United Nations decides to proclaim 2017 the
International Year of Sustainable Tourism for Development

A/RES/70/193 invites UNWTO to:

“...facilitate the organization and implementation of the International Year in collaboration with Governments, relevant organizations of the United Nations system, other international and regional organizations and other relevant stakeholders...”



Goals

1. **AWARENESS RAISING** on the contribution of sustainable tourism to development
2. **MOBILIZE** visitors, suppliers, policy makers and other stakeholders to make the sector a catalyst for positive change
3. **FOSTER CHANGE** in policies, business practices and consumer behavior in tourism





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





Inclusive and sustainable economic growth

Social inclusiveness, employment and poverty reduction



Resource efficiency, environmental protection and climate change



Cultural values, diversity and heritage



A photograph capturing a joyful moment in a community setting. A group of people, including several children and two adults, are sitting on the ground, laughing heartily. The central figure is a woman with dark hair, wearing a white shawl over a dark patterned top and white pants, laughing with her mouth wide open. To her right, a young girl in a red and yellow striped shirt is also laughing. In the foreground, the back of a child's head wearing a colorful striped shirt is visible. Other children in various colorful clothing are scattered around, some looking towards the camera with smiles. In the background, a man with glasses and a yellow shirt is laughing, and another man in a white shirt is partially visible. The setting appears to be an outdoor area with a dirt ground and some makeshift structures made of wood and fabric in the background. A pair of black flip-flops lies on the ground in the lower left corner. The overall atmosphere is one of genuine happiness and connection.

Mutual understanding, peace and security



A NETWORK OF TOURISM OBSERVATORIES monitoring sustainable tourism AT DESTINATION LEVEL

The UNWTO International Network of Sustainable Tourism Observatories (INSTO) is a network of tourism observatories monitoring the economic, environmental and social impact of the tourism at destination level. The initiative is based on UNWTO's long-standing commitment to support sustainable and resilient growth of the sector through measurement and monitoring, fostering the evidence-based management of tourism

MISSION

INSTO strives to support and connect destinations that are committed to the regular monitoring of economic, environmental and social tourism impacts to unlock the power of evidence-based decision making at destination-level, fostering sustainable tourism practices locally and globally.

VISION

Nurturing a dynamic network of partners that strive together towards creating healthy places for tourists and the host communities, leaving resilient destinations to future generations.



INSTO

Unlocking the power
of sustainability
through meaningful
partnerships

18 observatories on 4 continents





UNWTOINSTO

World Tourism Organization International Network of Sustainable Tourism Observatories

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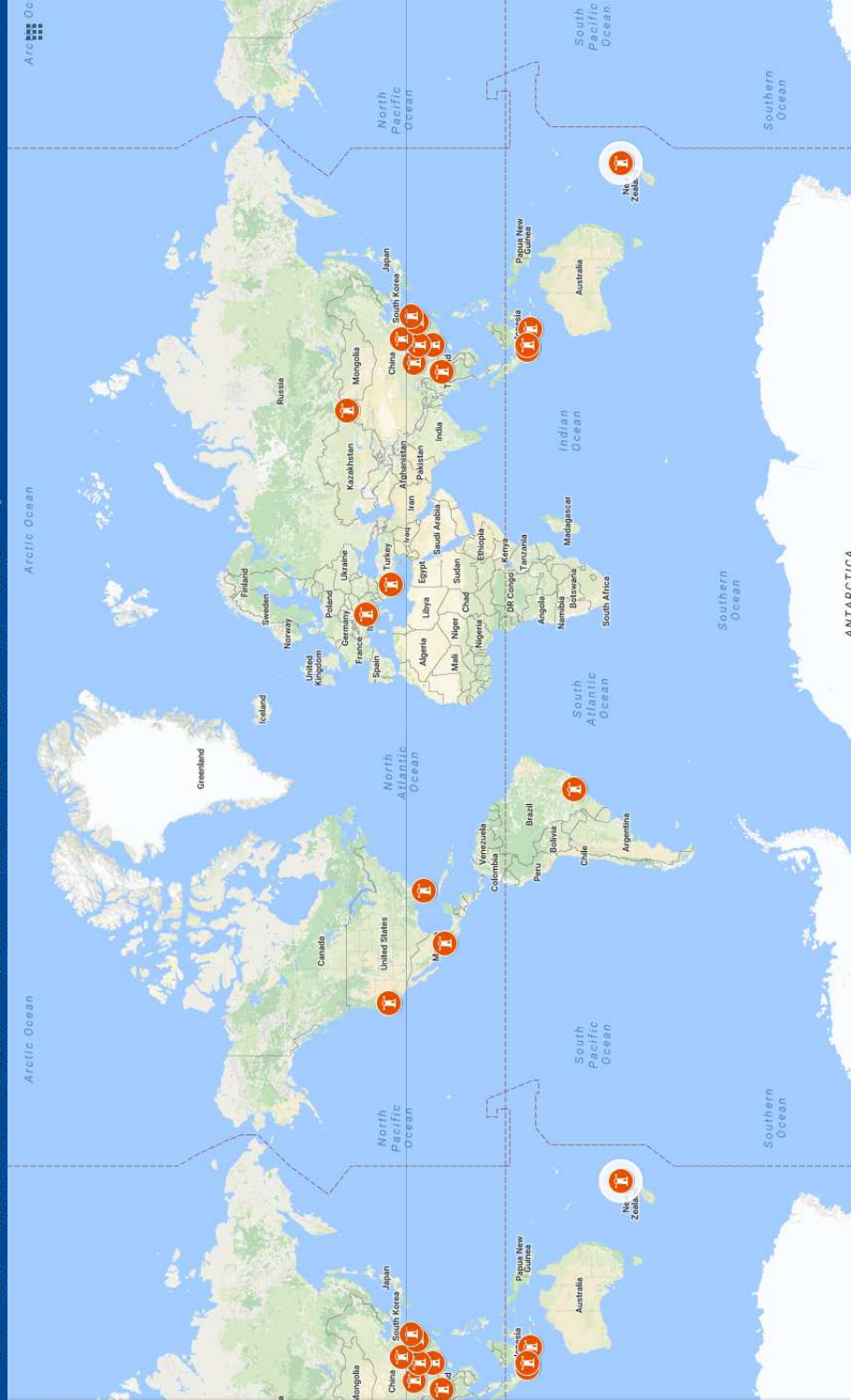
name
Waikato Tourism Monitoring Observatory, New Zealand

description
INSTO Member since 2017.
Location: Raglan and Waitomo, Waikato Region, New Zealand

The Waikato Tourism Monitoring Observatory is the first observatory to open in New Zealand and is hosted by the Waikato Management School of the University of Waikato. The Waikato Observatory seeks to support the strengthening of the world famous surfing town Raglan as a sustainable destination, while continuing to protect the unique landscapes and the biodiversity of Waitomo and its iconic tourist attraction the Waitomo Caves.

The observatory focuses its monitoring efforts especially on crucial socio-cultural aspects such as 'local and visitor satisfaction', 'destination economic benefits', 'tourism seasonality' and 'development control'. Over time, efforts will be extended, covering additional thematic areas related to waste management, housing issues, water supply and sewage management, among others.

Learn more about the Waikato Tourism Monitoring Observatory:
<http://cms.mngt.waikato.ac.nz/wmsunwtoinsto/Home.as>



Key Objectives

Integrated Approach

To provide a framework for the systematic, timely and regular monitoring of resource-use and a better understanding of tourism impacts.

Evidence

To establish a strong foundation of tangible information for well-informed decision making.

Stakeholder Empowerment

To actively engage local stakeholders in the measurement of risks, costs, impacts, limits and opportunities through an inclusive and participatory approach.

Engagement

To network and exchange information for improved collaboration, communication and greater public accountability.

Performance Measurement

To monitor the implementation of sustainable development plans, policies and management actions.

Continuity

To foster long-term commitment for regular monitoring, thus contributing to the sustainable growth of the sector at the destination-level.

Knowledge Building

To highlight and share good practices and lessons' learned.



TRAVEL. ENJOY. RESPECT.

#TRAVELENOJOYRESPECT



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