Tourism and Sustainable Development Agenda

Submitted by: UNWTO
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Inbound tourism in APEC

International tourist arrivals (million)

Source: World Tourism Organization (UNWTO)
Inbound tourism in World and APEC

![Graph showing international tourist arrivals growth (%).]

Source: World Tourism Organization (UNWTO)

Visa facilitation of APEC Member Economies

In 2016, visa openness of APEC: 35 (world average 33)
In 2013, visa openness of APEC: 33 (world average 30)

<table>
<thead>
<tr>
<th>Year</th>
<th>Region</th>
<th>No visa</th>
<th>Visa on arrival</th>
<th>eVisa</th>
<th>Traditional visa</th>
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<td></td>
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<td>20</td>
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Sustainable Tourism Milestones

Stockholm Conference 1972
- First global environmental Meeting by UN
- The declaration included 26 basic principles and policy goals
- Establishment of UNEP

Brundtland Report 1987
- 1983 est. Brundtland Commission - World Commission on Environment and Development
- Independent body to formulate long-term agenda for action
- 1987 Outcome: Common Future

The Earth Summit (Rio) 1992
- UN Conference on Environment and Development
- Rio Declaration included 27 principles
- Agenda 21 – achieving sustainability in the 21st century

The World Summit on Sustainable Development 2002
- 10 Year Review of UNCED (Strategies and Implementation)
- Adoption JPOI and Johannesburg Declaration on Sustainable Development
- Chapters on poverty eradication, SCP and SIDS

2002
- 1987 est. Brundtland Commission - World Commission on Environment and Development
- Independent body to formulate long-term agenda for action
- 1987 Outcome: Common Future

2012
- ‘Development that meets the needs of the present without compromising the ability of future generations to meet their own needs’

Rio+20
- 10-Year Framework of Programmes on Sustainable Consumption and Production
- ‘The future we want’ – emphasis on the role of sustainable tourism as driver for change as well as the importance of measuring impacts for better well-informed decision making

2015 SDGs
- 2015 UN Year of Sustainable Tourism for Development
- Resolution A/RES/69/233

2017
- UN Year of Sustainable Tourism for Development
- Resolution A/RES/69/233

Sustainable Tourism

“Tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industries, the environment and host communities”

“[..] is a continuous process that requires constant monitoring of impacts”
The 2030 Agenda for Sustainable Development and the 17 Sustainable Development Goals

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

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

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
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
Clear **Evidence** about the positive and negative impacts of tourism, in order to support decision-makers effectively.

- Creation of strong foundations -
Challenges

- Sustainability = complex and context sensitive
- Strong interlinkages of the tourism sector with other economic sectors
- The interaction between visitors, industry, host communities and the environment reflects complex relationships
- Tourism is a trust product with many touchpoints along the value chain, which includes a wide variety for possible improvements
- It is not an end goal but a process, which requires continuous engagement

‘Building a culture of prevention is not easy. While the costs of prevention have to be paid in the present, its benefits lie in a distant future. Moreover, the benefits are not tangible, they are the disasters that did not happen.’

- Kofi Annan, former UN Secretary General -
As sustainability is *context sensitive* and conditions differ in each destination, INSTO focus is set on the framework and the *underlying processes* that ensure long-term viability, leaving enough flexibility in terms of indicators for each destination.

**18 observatories on 4 continents**

Unlocking the power of sustainability through meaningful partnerships
1) Regular and **timely** measurement important

2) Indicators need to **reflect the local needs**

3) Knowledge about **environmental and socio-cultural impacts** remains very limited

4) Official (national) statistics can be complemented with **non-traditional** data sources

5) Especially **geo-referenced data** plays a crucial role

6) **Measure to better manage**
Outcomes

1) Smart solutions are only intelligent if they foster sustainable development and should thus be purpose-driven based on contextual needs

2) Data availability (esp. georeferenced) is crucial for the digital transformation

3) Enabling & empowering SMEs to keep up with developments is as important as supporting Start-Ups

4) Integration of existing systems and fostering circular systems offer immense opportunities

5) Destinations’ successful governance highly dependent on continuous participatory approaches

6) More holistic approaches towards sustainability are needed

Tourism and the impact of non-traditional data sources
Tourism and the impact of non-traditional data sources

Local and Tourist Maps
— Eric Fisher, 2010

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Tourism and the impact of non-traditional data sources

Big data – main sources

Communication
- Mobile phone data
- Social media
- Real estate websites

WWW
- Web searches
- Businesses’ websites
- e-commerce websites

Sensors
- Traffic loops
- Smart meters
- Vessel identification
- Satellite images

Process generated data
- Flight booking transactions
- Supermarket cashier data
- Financial transactions

Crowd sourcing
- VGI websites (movements)
- Community pictures collection

Tourism statistics is in the frontline of big data projects!


Example: analysis of mobile data in Belgium

i. Outbound trips by duration: comparison

Comparison of the distribution of outbound trips from Belgium to other EU countries, by duration of the trips

Example: analysis of mobile data in Belgium

**ii. Volume of trips and nights: comparison**

*Comparison of estimated number of outbound trips, by destination*

- Observations: Big differences between the sources, but of a systematic nature
- Understanding (and solving...) the deviations: differences in scope, parameter setting, selectivity bias, recall bias and non-response in surveys
- The project continues ...


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**Some conclusions on using big data**

**Target:** regular data production using big data

- **first level:** exploring the feasibility of big data sources as **auxiliary information** for quality checks, calibration, etc.
- **second level:** using big data to fill current **data gaps** and to produce experimental **‘flash estimates’**
- **third level:** using big data to **partially replace** ‘traditional’ sources/surveys
- **fourth level:** rethinking in a user-oriented way the system of tourism statistics, taking into account the opportunities offered by integrating big data

**Essential conditions:**

- intensive cooperation (at all levels)
- knowledge sharing

Our vision is for a tourism sector that has globally adopted sustainable consumption and production (SCP) patterns resulting in enhanced environmental and social outcomes and improved economic performance.

Programme Work Areas

1. Integrating SCP patterns in tourism-related policies and frameworks
2. Collaboration among stakeholders for the improvement of the tourism sector’s SCP performance
3. Fostering the application of guidelines, tolls and technical solutions to improve, prevent and mitigate tourism impacts and to mainstream SCP patterns among tourism stakeholders
4. Enhancing sustainable tourism investment and financing
Knowledge about **catalytic factors** which were essential to the successful development and implementation of methods, activities and initiatives.

- Scalability -
Elements with catalytic function

In all initiatives, as strong and broad variety of connections of the lead with other external individuals and groups could be found.

The type of connection was not so important but they were extremely diverse.

There was a very positive attitude towards networking and belonged to the regular activities.

The regular exchange did not only offer to gain new ideas and solutions for themselves but also offered immense opportunities to share the own experience with the outside world.

Example: Interconnectedness of Actors

The relations of relevant actors of the initiatives with individuals or entire network that can provide relevant stimuli in terms of generating ideas and solutions through a regular exchange of ideas, thereby creating additional spill-over effects.
Example: Communication

The dialogue-oriented and continuous communication with relevant stakeholder groups which proactively identifies and addresses the different needs of the actors and which transfers the vision and objectives of the initiative in a different manner.

In most of the cases, much time was invested especially in the beginning to gather information and knowledge about the experiences and needs of the relevant actors (e.g. in the destination).

Based on this, different lines of argumentation were usually developed that corresponded with the perspectives of different interest groups.

The open and proactive dialogue lead to a common understanding of the initiative.

While some initiatives communicated openly about their sustainability efforts, some preferred to indirectly include efforts in the communication about the service and product quality in order to avoid becoming easy targets for criticism.

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The catalytic function of the tourism sector

Cancun Declaration, December 2016
Tourism as an Agent of Change

COP13
CONFERENCIA DE LA HUMANIDAD CON BASE EN LA CONSERVACIÓN Y SUSTENTABILIDAD DE LA BIODIVERSIDAD
Cancún, México, 11-15 Noviembre 2013

The Cancun Declaration on Mainstreaming the Conservation and Sustainable Use of Biodiversity for Well-Being

COP13
CONVENTION ON BIOLOGICAL DIVERSITY
12 December 2016

UNEP/SCBD/COP13/11

The executive secretary of the convention on the protection of the diversity of the natural environment, which aims to promote a framework for the conservation and sustainable use of biodiversity, is hereby invited to submit a report to the meeting of the contracting parties on the implementation of the Cancun Declaration, which was adopted by the fourth session of the conference of the contracting parties to the convention on the protection of the diversity of the natural environment, which was held in Cancún, Mexico, on 12 December 2016.

UNEP/SCBD/COP13/11

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International Year of Sustainable Tourism for Development

#IY2017

World Tourism Organization | a specialized Agency of the United Nations
Thank you!

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INTERNATIONAL YEAR 2017

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