



2017  
INTERNATIONAL YEAR  
OF SUSTAINABLE TOURISM  
FOR DEVELOPMENT



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## SUBMISSION FORM FOR THE PRESENTATION OF CASE STUDIES ON SUSTAINABLE TOURISM FOR DEVELOPMENT IN THE AMERICAS

**Please read the whole outline before answering, in order to avoid redundancies in your responses.**

1. Title of the project	
2. Reason/motive for the case study to be featured	<i>Explain briefly what makes this case study of particular importance. (maximum 25 words)</i>
3. Scope of the project	<i>Community, region, country.</i>
4. Project timeline	<i>Indicate beginning and end date.</i>
5. Responsible organisation(s)/company and contact person	<p><i>Name and address of the key organisation(s) and person(s) that run the business/company/project. If the project involves multiple organisations, list those as "partners". Include public institutions, private sector companies and NGOs if applicable. Contact person/organization for further information:</i></p> <p><b>Name (position/organization):</b></p> <p><b>Tel.:</b></p> <p><b>Email:</b></p> <p><b>Website:</b> <i>(also for partner organizations, or other website addresses with information available on the project/activity/organization for reference)</i></p>

World Tourism Organization (UNWTO) - A Specialized Agency of the United Nations

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<p><b>6. General description</b></p>	<p><i>Tourism project/activity contributing to sustainable development. Describe the outstanding characteristics of the tourism project, as well as its size, the role of the stakeholders involved and the main components of the tourism product/offer. (maximum 150 words)</i></p>
<p><b>7. Project initiation and cooperation</b></p>	<p><i>a) Briefly describe why and how the initiative began and who was/were involved in its development. State if the project necessitated the participation of other people, communities, business partners, public authorities, organisations or institutions, etc. (maximum 100 words)</i></p> <p><i>b) Cooperation with tourism associations, development organisations, technical assistance. Do you cooperate with any public organization, development agency or NGO in sustainability programmes etc.? Have you received any technical support from other organizations? Please detail. (maximum 100 words)</i></p>

<p><b>8.</b> Contribution of the tourism project/company to the 5 key areas of the International Year of Tourism for Development 2017</p> <p>Please indicate how the tourism related case study contributed in <b>one or more</b> of the following 5 key areas</p>	<p><b>1</b> <i><b>Inclusive and sustainable economic growth</b></i> (maximum 50 words)</p>
	<p><b>2</b> <i><b>Social inclusiveness, employment and poverty reduction</b></i> (maximum 50 words)</p>
	<p><b>3</b> <i><b>Resource efficiency, environmental protection and climate change</b></i> (maximum 50 words)</p>
	<p><b>4</b> <i><b>Cultural values, diversity and heritage</b></i> (maximum 50 words)</p>
	<p><b>5</b> <i><b>Mutual understanding, peace and security</b></i> (maximum 50 words)</p>
<p><b>9.</b> Results achieved</p>	<p><i>Describe the results reached since the beginning of the project, specifying the evidence-based outcomes in the following categories:</i></p> <p><i>Results can be expressed in quantitative terms (e.g. number and origin of visitors received, revenue generated, jobs created, establishments and sustainability programmes created, etc.) or in qualitative terms (e.g. better relations between different social groups, better awareness among consumers and locals, etc.)</i></p>

	<p>a) <i>Through the project: (maximum 50 words)</i></p> <p>b) <i>Beyond the project in the tourism sector and society at large: (maximum 50 words)</i></p>
<p><b>10. Lessons learned</b></p>	<p><i>These could be, for example, on business practices, staff management, marketing activities, positive sustainable, social and economic changes in the community where the project was developed, capacity-building issues, or other challenges that have been overcome. This section is crucial to say what did not work and why it is as important as what did work in promoting good practices. (maximum 150 words)</i></p>

Please send your submission to [iy17\\_1@unwto.org](mailto:iy17_1@unwto.org) and [snoboa@oas.org](mailto:snoboa@oas.org).