

# WTO global campaign stresses importance of tourism

**T**ourism enriches individuals, families, communities and all the world. This is a central, simple but straight-forward message of the new awareness campaign with which the World Tourism Organization (WTO) wants to raise awareness of the positive impacts tourism can have on life, culture and economy, in short on society at all levels.

The *Tourism Enriches* campaign was launched at the First World Conference on Tourism Communications (TOURCOM) end of January in Madrid. "This is the first time WTO has aimed a campaign at the general public," said WTO Secretary-General Mr. Francesco Frangiali. "It is a simple, upbeat idea and a simple beginning, but ultimately the campaign is intended to be developed and used by the tourism industry, especially ministries in our member countries, as they see fit."

The initiative came from the WTO Members last year and was discussed at the 15th Session of the General Assembly in Beijing, China, last October.

"Governments have been putting a higher priority on tourism in the time of recent crises," stressed Mr. Frangiali, explaining that this resulted in recognition of tourism as the most prospective activity, important for environmental, cultural and social awareness, pursuit of peace and international cooperation recognition and in particular of its ability to alleviate poverty through the creation of small and medium sized tourism businesses and the creation of new jobs. "That same recognition has

taken place at the highest level in the General Assembly of the United Nations, which unanimously agreed on December 23rd to make the WTO its newest specialized agency."

"We are calling upon governments to implement this importance of tourism in practice and invest more funds in tourism development and communications," said the Secretary-General. "The success of *Tourism Enriches* also depends in part on its diffusion in the media, so we are inviting them to become the third member in the already established public-private partnership in international tourism."

The aims of *Tourism Enriches* campaign are to promote tourism as a basic human right and way of life, to stimulate communication about the benefits of tourism as the most prospective economic activity for the local communities and countries, to enhance cooperation between destinations and the tourism industry with the local, regional and international media and to link individual tourism entities to the larger community of international tourism.

Cooperating in the campaign is offered to all destinations, tourist companies and the media, unconditionally with the membership status in the WTO. "While we believe that the principles of this campaign are acceptable for all, we in particular invite the developing world to adopt them and link them to the United Nations Millennium Development Goals," added Mr. Frangiali.

The campaign features five basic components that can be adapted and ex-

panded for use by Member States, Affiliate Members of the WTO and the rest of the tourism industry in their own tourism promotion and awareness building activities: the slogan "Tourism Enriches", the graphic image or logo of the campaign, a six-page A4 size flyer outlining positive impacts of tourism, such as economic benefits, increased international understanding, rural jobs, environmental protection, etc., an attractive poster using the same artwork and a thirty second video public service announcement for free use on national television channels, airlines, and satellite TV (in progress).

The TOURCOM Network of Communications Experts, a new consultative body to the WTO Press and Communications Section, will be responsible for implementing the campaign within the scope of their own activities around the world.

Interested parties will be invited to use elements of the campaign at the local, regional and national level on destination brochures and advertising, in the print media, on press familiarization trips, to publish the campaign materials in local languages, add the campaign to tourism websites, and to develop their own tools and practices, which will be shared through WTO with other tourism stakeholders.

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Individuals  
families  
communities &  
all the world



# TOURISM ENRICHES

Tourism Enriches is an awareness campaign  
of the World Tourism Organization

www.world-tourism.org



## Everybody is linked through tourism While we travel to

- Relax
- Spend time with family and friends
- Close that big deal
- Learn something different
- Enrich our lives with new experiences

## Our travel spending benefits a long chain of people, some directly...

- Hotel staff
- Tour guides
- Ticket takers
- Souvenir sellers
- Waiters and waitresses

## Others we may not think about...

- Farmers
- Transport workers
- Laundries
- Artists and craftspeople
- Ski instructors

## Tourism keeps the world economy on the move

Tourism is number 1 in world trade. It is the largest export earner and employs millions of people around the world, directly or indirectly. Most of these jobs are in small or medium-sized, family-owned businesses. This means that the owner of a café overlooking the Djemaa el Fna Square in Marrakech or a tuk-tuk driver in one of Thailand's booming beach resorts can plan a more prosperous future for themselves and their families.

Tourism enriches individuals, families and entire communities—which would be so much poorer in spirit without the opportunities that tourism allows.

## We are all linked through tourism ...



## And tourism enriches in many other ways...

- International tourism is the world's largest export earner and vital to the balance of payments of many countries. For small, developing nations tourism is often the only way they can compete in the dynamically expanding services sector.

• Tourism jobs and enterprises are usually created in the most underdeveloped regions, helping to equalize economic opportunities throughout the country. This also provides an incentive for residents to remain in rural areas rather than follow the exodus to the already overcrowded cities of many developing nations.

- Taxes on hotel stays, restaurant meals and other tourism-related goods and services fill the coffers of local, regional and national governments.

## But enrichment is not just economic...

- The environment and local culture receive a boost when authorities restore monuments, open museums and establish natural parks to lure visitors.

- As tourism increases, so does a destination's need to improve infrastructure to handle the influx. New airports, roads, marinas, sewage and water treatment plants and dozens of other projects are the result, providing a substantial improvement in the residents' own lives from cleaner drinking water to speedier communications.

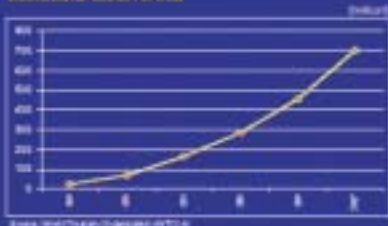


## It is a human story...

- Active heritage preservation is taking place all over the world thanks to tourism. A programme in Mexico teaches young Mayans how to make traditional carvings of dolls, which are sold to the region's many foreign tourists. These young people are earning a living but at the same time they are also rediscovering their ancestral art and learning about the religion of their forebears.
- Central Asia women in small villages and cities alike are once again weaving carpets with the geometric patterns that date back to their nomadic ancestors to be sold to the new wave of travellers venturing along the old Silk Road, while in Croatia a folk troupe is performing dances passed down by their great-grandparents for foreign visitors to the Balkans.
- A Malaysian fisherman who tried his luck on the job market in the capital has returned to his family's coastal home and traditional fishing methods to supply the diners at a newly-opened four-star resort nearby.
- Overworked parents who spend a week with their child splashing in the surf of a tropical beach, a family sharing an interest in ancient history on a visit to the ruins of Greek civilization or a long-separated brother and sister catching up on old times as they return to a favoured vacation spot from their childhood are all reinforcing the bonds of that very special relationship which is the basic unit of all society.

Tourism is the world's largest growth industry. Tripling in size and economic impact over the past 50 years it is forecast to triple again over the next 20 to 30 years.

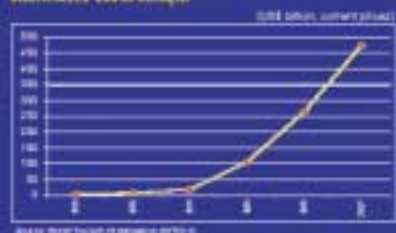
World Market Share  
International Tourist Arrivals



Through economic recessions and turbulent times, tourism has proven to be one of the most resilient industries.

The World Tourism Organization predicts that by the turn of the decade, international arrivals will top one billion with all those people spending billions and billions of dollars, yen and euros.

World Market Share  
International Tourist Expenditure



International Arrivals and Global Market Share



## And still others who may not even be aware that they, too, are part of the world's largest industry...

- Police and security services
- Aircraft builders
- Camera makers
- Architects and engineers
- Construction workers



## That leads to improved lives and increased understanding among all the people of the world.

- Guests and hosts mutually benefit from the constant exchanges flowing in both directions. An Asian student riding rough across the Andes Mountains on public buses, a retired Canadian couple trekking Java with stays at locally-run guest houses and a Middle Eastern businessman tearing his family to a javir through the capitals of Eastern Europe are all eagerly embracing new worlds.
- Even package tourists at the Mediterranean seashore inevitably absorb something of the surrounding culture, even if no effort is consciously made. Attending a town fiesta, having a meal in a local restaurant or bargaining for a souvenir puts the tourist in contact, albeit briefly, with another world. It is an enriching experience.

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