



*tourism enriches*

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Committed to Tourism, Travel and the Millennium Development Goals

Every year the United Nations designates special days to commemorate particular events or activities. September 27th is the day on which we celebrate the phenomenon that is Tourism.

Over the past half century, Tourism – travel for leisure and for business – has grown into a mainstream global activity.

Today, Tourism is one of the largest, fastest growing industries and the dominant service sector.

It brings pleasure and added value to the lives of hundreds of millions of people.

Tourism is now well recognized as one of the key ways to bring wealth and experience from the richest to the poorest countries, particularly as it increasingly intersects with information technology. –another catalytic sector. In this way it will help to achieve the Millennium Development Goals.

This is why we have adopted the theme of “Tourism Enriches” for World Tourism Day 2006. And why we have produced this e-booklet capturing its spirit in terms of economies and enterprises: trade and development: communities and lives: peace and understanding. An accompanying video spot underscores the fact that in the final analysis, tourism enriches our planet and its peoples.

From Lisbon, the capital of host country Portugal and in the 150 member states of the UNWTO we shall be celebrating the joys and the benefits of Tourism. We hope you will join us

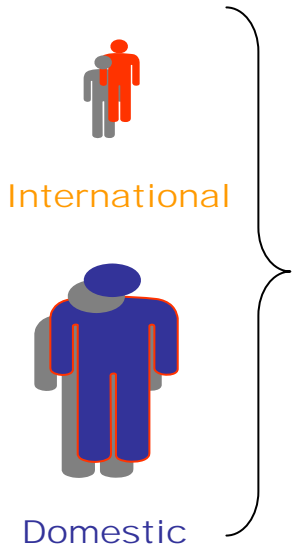


Francesco Frangiali  
Secretary General UNWTO

27 September 2006

# Economies

One of the world's largest industries and the largest service sector

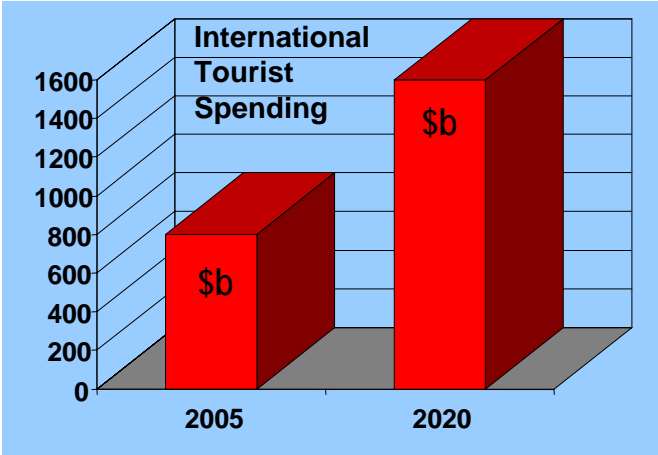


Tourism is bigger than cars, agriculture or electronics



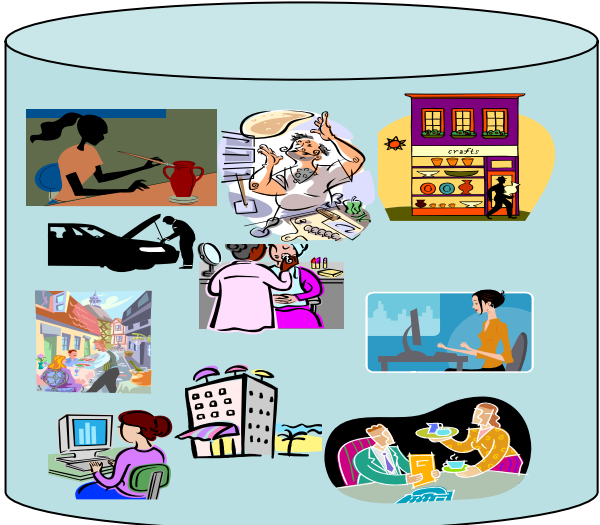
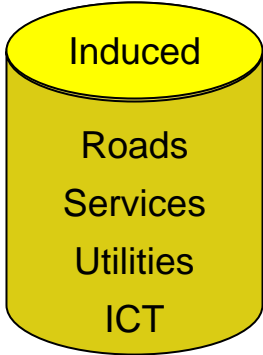
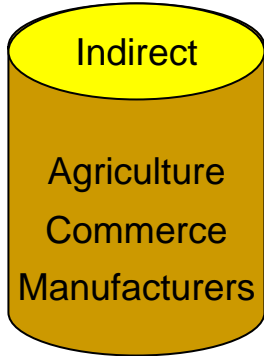
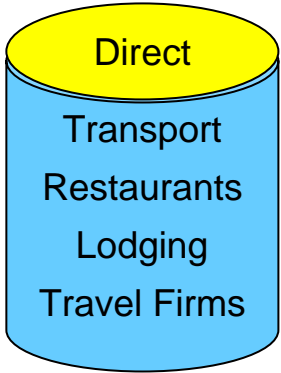
Trillions of dollars in GDP  
Hundreds of millions of jobs  
Massive exports & investment.  
Resilient to crisis & disaster

\$800 billion a year. More than doubling by 2020

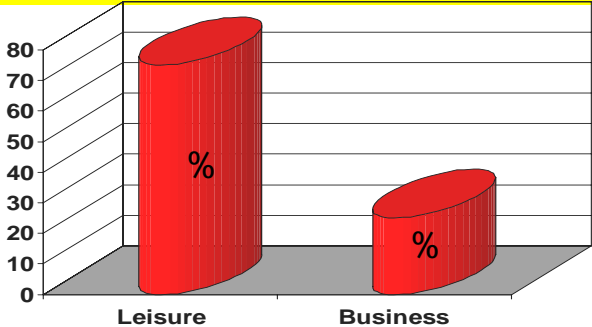


# Enterprises

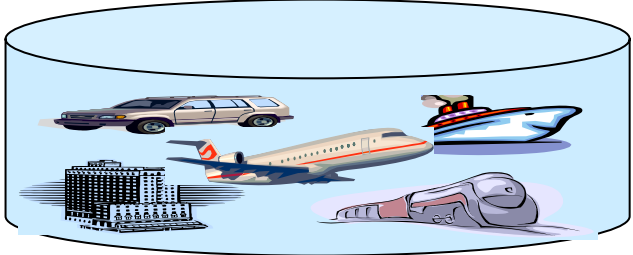
Creating millions of jobs in global and local businesses



A quarter of all "tourism" is business travel to support global commerce

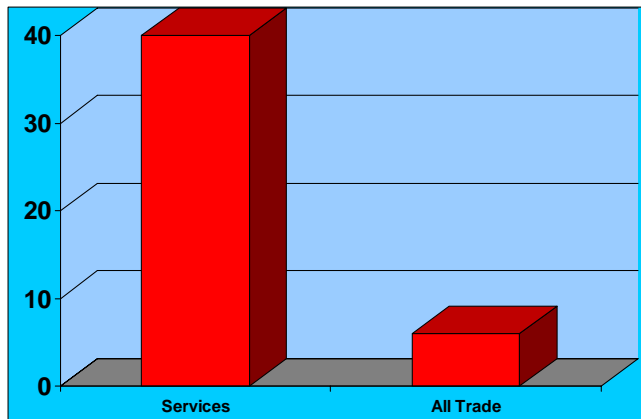


The vast majority of "tourism jobs" are in small & medium firms



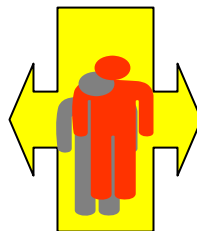
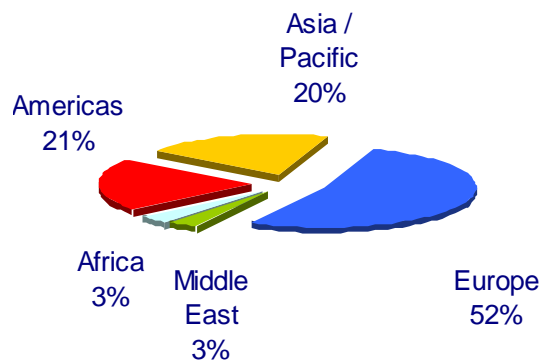
# Trade

40% of global services trade and 6% of total world trade



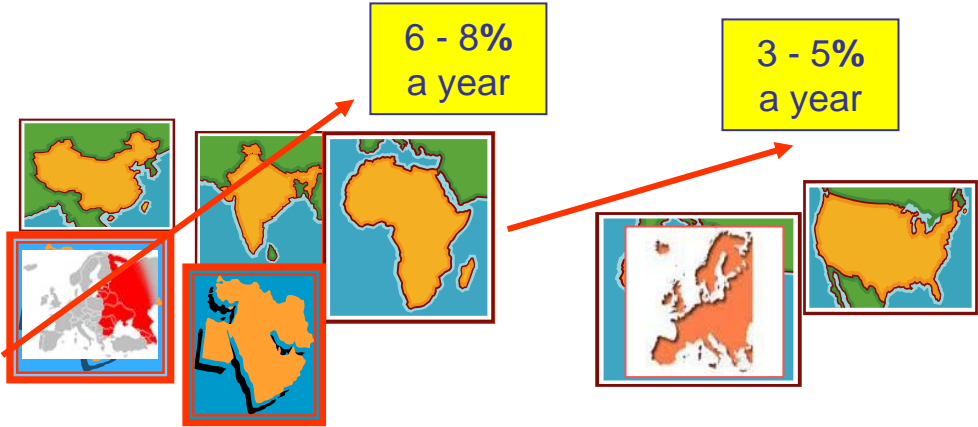
Key service sector  
Important export earner  
Magnet for Investment  
Comparative advantage for LDCs  
Catalytically linked to Info-tech

Spending more than \$2 billion every day in 2005, across the global economy:  
connecting markets and traders.



# Development

Growing fastest in emerging markets & supporting the Millennium Goals



Generating new income  
Improving social conditions  
Providing quality & training  
Promoting entrepreneurship  
Encouraging gender equality

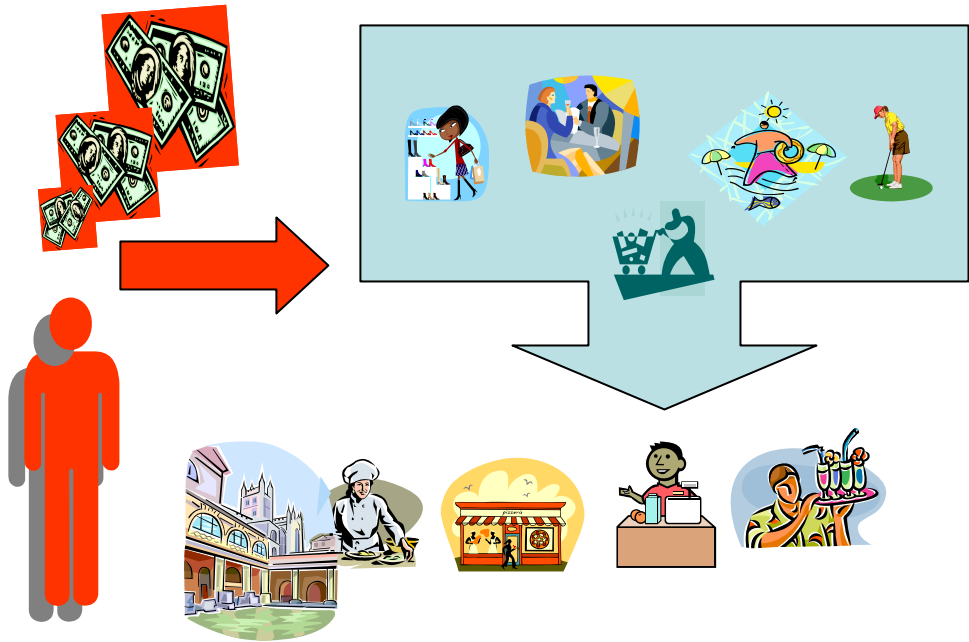
Transferring wealth, technology and skills

In the poorest 49 countries, over the past decade, tourism grew at 6 times the rate of Europe



# Communities

Injecting income directly into local economies



- Supporting local companies
- Improving utilities & services
- Expanding infrastructure
- Increasing living standards
- Helping urban & rural regeneration

- Reinforcing cultural identity
- Strengthening sustainability
- Encouraging traditions
- Preserving heritage



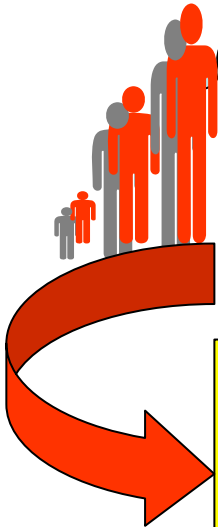


# Lives

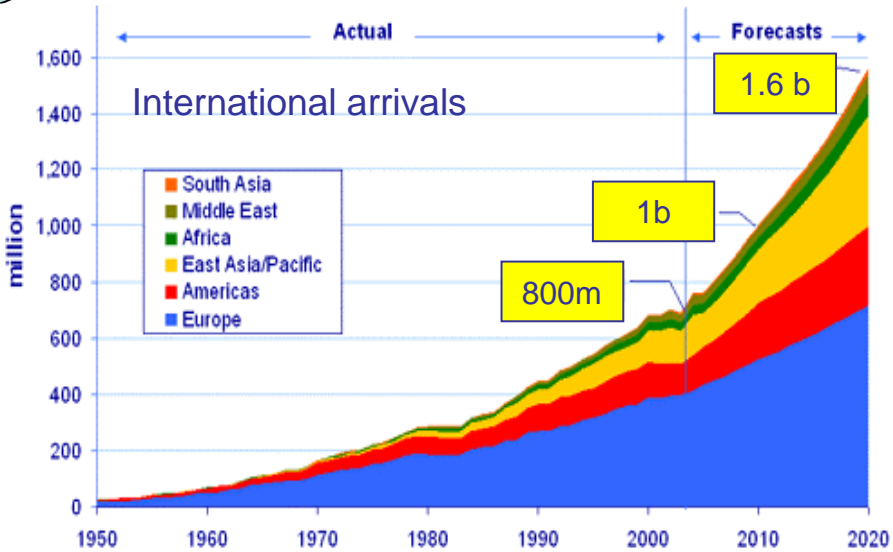
50 years of growing demand - improving lives of visitors & hosts



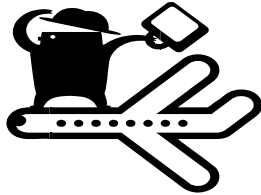
Sharing experiences  
Creating livelihoods  
Encouraging entrepreneurs  
Fighting poverty



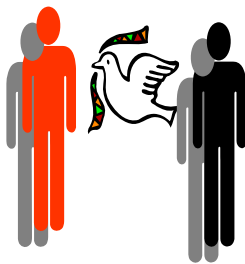
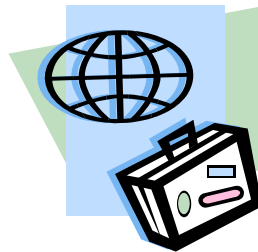
Longer lives  
Higher incomes  
Increased wealth  
Easier access  
More destinations  
Lower fares



# Peace



Communication Links  
Cultural Exchanges  
Family Re-unions  
New Investment  
Transborder Projects



Lead items in peace agreements  
Creating people to people contacts  
Teaching cross cultural values  
Respecting religious beliefs  
Promoting trans border engagement



**UNWTO Global Code of Ethics**  
Responsible & Sustainable Tourism  
Fair Behaviour for Visitors & Hosts  
Global Principles: Local Actions  
Public, Private & Civil Stakeholders

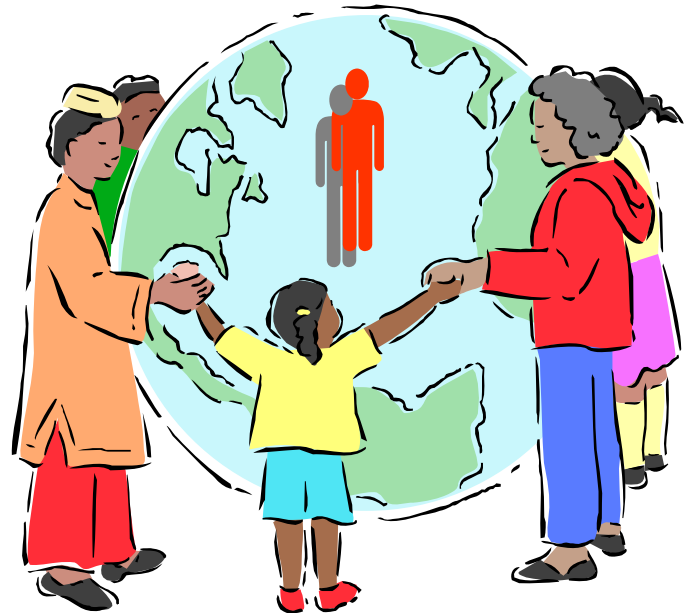
# Understanding

In the final analysis Tourism is all about **PEOPLE**

Millions of travelers  
Millions of hosts  
Millions of jobs



Making contacts  
Recognizing diversity  
Building trust  
Practicing tolerance  
Living sustainably





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WORLD TOURISM ORGANIZATION  
ORGANISATION MONDIALE DU TOURISME  
ORGANIZACIÓN MUNDIAL DEL TURISMO  
ВСЕМИРНАЯ ТУРИСТСКАЯ ОРГАНИЗАЦИЯ  
منظمة السياحة العالمية



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