

# World Tourism Organisations



## UNWTO

The **World Tourism Organisation** (UNWTO) is the United Nations agency responsible for the promotion of responsible, sustainable and universally accessible tourism.

As the leading international organisation in the field of tourism, UNWTO promotes tourism as a driver of economic growth, inclusive development and environmental sustainability and offers leadership and support to the sector in advancing knowledge and tourism policies.

UNWTO encourages the use of the Global Code of Ethics for Tourism, to maximize tourism's socio-economic contribution while minimizing its possible negative impacts, and is committed to promoting tourism as an instrument in achieving the United Nations Millennium Development Goals (MDGs), geared towards reducing poverty and fostering sustainable development.

UNWTO generates market knowledge, promotes competitive and sustainable tourism policies and instruments, fosters tourism education and training, and works to make it an effective tool for development through technical assistance projects in over 100 countries around the world.

UNWTO's membership includes 156 countries, 6 Associate Members and over 450 Affiliate Members representing the private sector, educational institutions, tourism associations and local tourism authorities.




## IATA

The **International Air Transport Association** (IATA) is the global trade association for the airline industry. 250 member airlines comprise 83% of total air traffic.

They support many areas of aviation activity and help formulate industry policy on critical aviation issues.

IATA was founded in Havana, Cuba, in April 1945. It is the prime vehicle for inter-airline cooperation in promoting safe, reliable, secure and economical air services – for the benefit of the world's consumers. The international scheduled air transport industry is more than 100 times larger than it was in 1945. Few industries can match the dynamism of that growth, which would have been much less spectacular without the standards, practices and procedures developed within IATA.

At its founding, IATA had 57 members from 31 nations, mostly in Europe and North America. The modern IATA is the successor to the International Air Traffic Association founded in the Hague in 1919 – the year of the world's first international scheduled services.


-  **1** Read this text about a special tourism organisation that is conducting a project on sustainable tourism in Indonesia and answer the questions.

How to respond to climate change is an issue of great importance for the global tourism sector. How can the tourism industry, highly dependent on a healthy environment, increase its resilience towards climate change and at the same time play its part in reducing its energy footprint?


STREAM ('Sustainable Tourism through Energy Efficiency with Adaptation and Mitigation Measures') develops and implements holistic, innovative approaches to low carbon tourism development in Pangandaran, a popular tourist destination on the southern coast of Java, Indonesia, chosen due to its vulnerability from the impact of climate change. Building on the achievements of a previous UNWTO biodiversity conservation project in Pangandaran, STREAM marks a continuation in tourism development in the region based on active local participation.

Tourism activities in Pangandaran, such as swimming, surfing and diving, all rely on the well-being of the natural surroundings. Minimizing the environmental impacts on the area therefore marks a crucial long-term investment for the many local tourism stakeholders. By demonstrating the opportunities offered by a sustainable approach to tourism, the project goal is for STREAM to function as a lighthouse example on reaction to climate change to be replicated in other destinations all over the world.

1. Why is it important for tourism to respond to climate change?
2. What does STREAM do?
3. Why was Pangandaran chosen?
4. How are tourism activities related to nature?
5. Why is minimizing the environmental impacts on the area very important?

-  **2** Work in pairs. Use the prompts to suggest and explain other do's and don'ts tourists need to observe to protect the coral reef.

1. Do not fish any juvenile fish.
2. Don't use spear guns to fish.
3. Do not take home or buy marine animal souvenirs.
4. Support coral conservation activities.

-  **3** Write an email to book a holiday for your family at a Pangandaran resort, asking to participate in a reef conservation programme and mangrove planting.

-  **4** Translate.

1. Potete fornirmi ulteriori dettagli sulla vostra organizzazione turistica?
2. Vi prego di inviarmi una brochure sul programma delle vostre attività di conservazione.
3. Sarebbe interessato a ricevere ulteriori informazioni su quanto la nostra organizzazione turistica fa per i turisti?
4. La vostra organizzazione propone pacchetti vacanza che sostengono l'ecoturismo?
5. Sono interessato a opportunità di viaggio che promuovano il turismo sostenibile.
6. Potete mandarmi una mail con altri dettagli su come iscriversi alla vostra organizzazione, in modo che la nostra agenzia si possa aggregare?

