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The Social Responsibility of the Tourism Sector

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- New Tourism
- Corporate Social Responsibility
- Driving Change and forging ahead

Importance of the Industry

3.8%	Industry GDP
10.4%	Economy GDP
73 million jobs	Industry Employment
215 million jobs	Economy Employment

Capital Investment: 802 billion US\$ 2004
1,401 billion US\$ 2014

Create awareness of the importance of Travel & Tourism

Symbolized real growth 4.5% in ten years.

Dedication to promote awareness

NEW TOURISM

New Consciousness of this importance

Governments recognizing Travel & Tourism as a top priority
Business balancing economies with people, culture and the environment

A shared pursuit of long-term growth and prosperity

CORPORATE SOCIAL LEADERSHIP

Not only is corporate social leadership important for the good of the industry as a whole, it is also becoming a competitive issue for individual companies. Those companies with a reputation for social leadership today will be the winners of tomorrow. Travel & Tourism's corporate social leaders will:

- Be favoured by a growing number of national government authorities and local communities who are prioritizing sustainable tourism that benefits destinations;**
- Build brand value and win market share with the growing number of environmentally and socially conscious tourists and other travellers;**
- Attract socially conscious investors, improving access to capital and building share value;**
- Enhance their ability to recruit, motivate and retain employees, both in destination communities and throughout the organization;**
- Be better positioned to assess and respond to risks and opportunities in the market.**

A voluntary approach is crucial. To take advantage of what business has to offer – entrepreneurship, innovation, and management capability – companies must be free to choose how they respond to community needs as the competitive market dictates. Attempting to regulate social responsibility would not only be impractical, given the diverse needs of

different communities, it would undermine the personal commitment and creativity that fuel it.

Companies that take the lead now will find themselves at a competitive advantage in five years. Incorporating environmental and social issues into the bottom line makes business sense and doing it now will serve shareholders in the long term.

WTTC encourages its Members and the key players of the industry to show corporate social leadership and integrate this social and environmental focus into its core values and operations to ensure the sustainable long term growth and development of the Travel & Tourism industry.

Business cases - should be part of yearly report.

DRIVING CHANGE

Having firmly positioned itself as the event for our industry the Global Travel & Tourism Summit convened in Doha, Qatar with record attendance.

The focus this year was on genuine dialogue between the public and private sector leaders of Travel & Tourism.

Under the theme of Driving Change, the Summit discussions focussed on priorities for change and how best to translate into action the vision set out in the Blueprint for New Tourism. The 4th Global Travel & Tourism Summit concluded with a consensus view on changes that will be required to achieve a robust recovery in 2004 and sustainable growth in the long-term.

A special spotlight was placed on the significant role of international organizations, such as the World Health Organization, and the global media in shaping public opinion and beliefs.