

TOURISM & COMMUNITY DEVELOPMENT

World Tourism Day • 27 September 2014



TOURISME ET
DÉVELOPPEMENT
COMMUNAUTAIRE

Journée mondiale du tourisme
27 septembre 2014



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ТУРИЗМ И
РАЗВИТИЕ
ОБЩИН

Всемирный день туризма
27 сентября 2014 года



Światowy Dzień Turystyki 2014



Od 1980r. Światowa Organizacja Turystyki (UNWTO) obchodzi corocznie 27 września Światowy Dzień Turystyki na pamiątkę przyjęcia statutu Organizacji, co nastąpiło 27 września 1970 roku.

Tegoroczne obchody odbędą się w Meksyku pod hasłem przewodnim

„Turystyka a rozwój społeczności”.

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Message by UN Secretary-General Ban Ki-moon

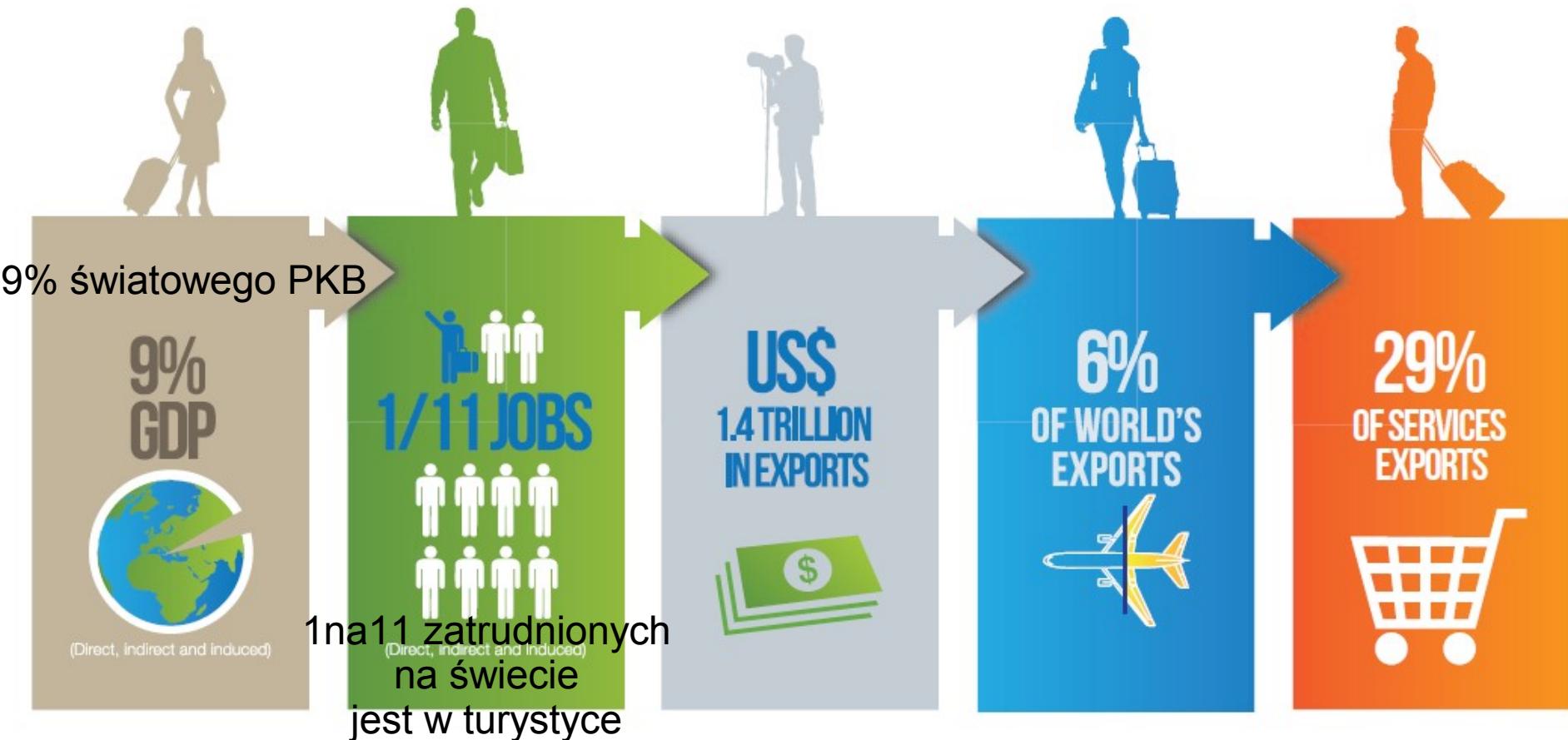
This year's observance of World Tourism Day focuses on the ability of tourism to fully empower people. Engaging local populations in tourism development builds stronger and more resilient communities.

Tourism helps people to develop a variety of skills. As a service sector with cross-cutting impact on agriculture, construction or handicrafts, tourism creates millions of jobs and business opportunities. Its capacity to lift people from poverty, promote gender empowerment and help protect the environment has made it a vital tool for achieving positive change in communities across the world.

On World Tourism Day, I encourage the international tourism community to commit to sustainable policies and ensure that host communities worldwide share in the benefits generated by tourism.



Wybrane informacje o znaczeniu turystyki w 2013r.



Zastanawiałaś/łeś się dlaczego turystyka ma znaczenie?

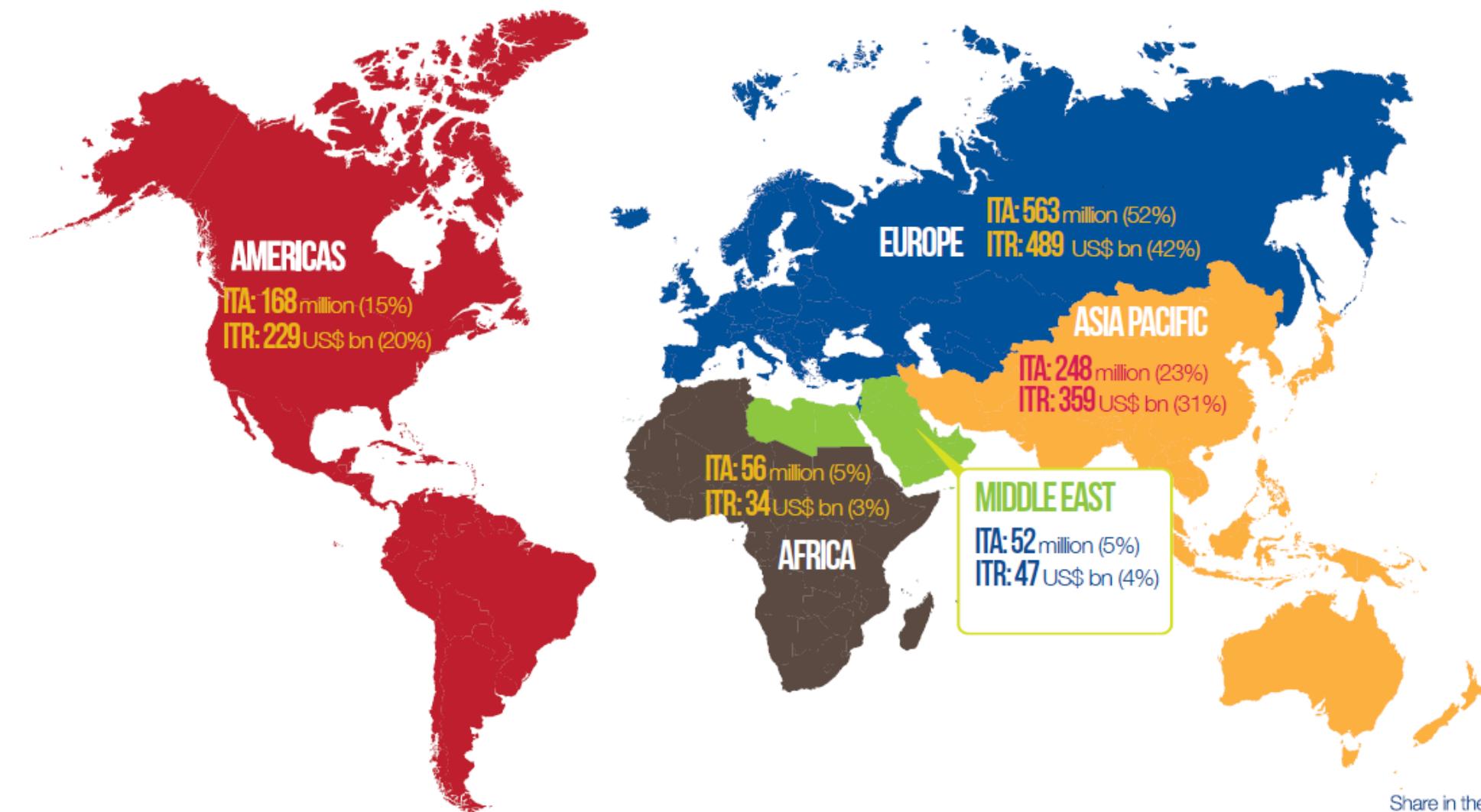
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INTERNATIONAL TOURISM 2013

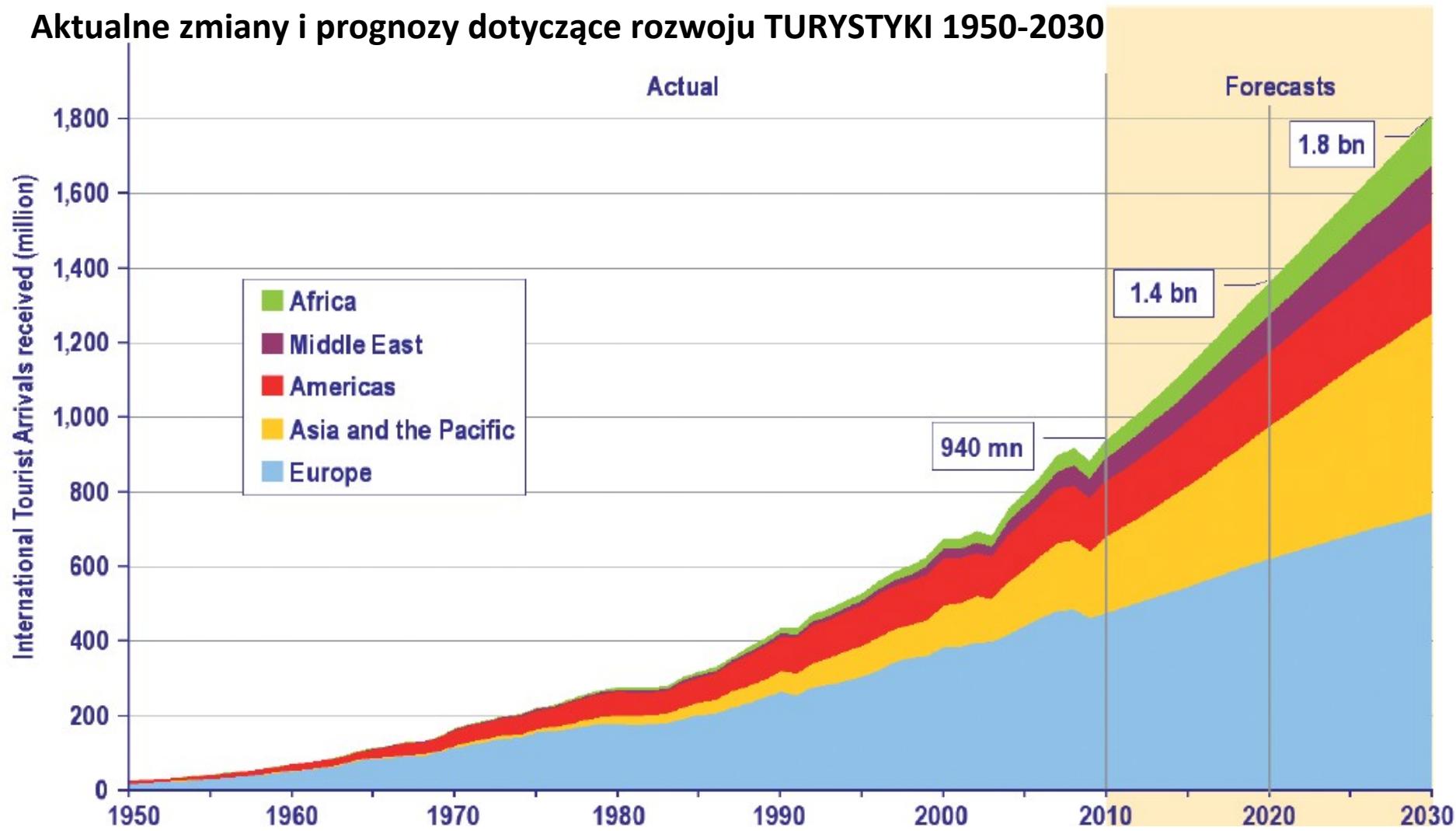
International tourist arrivals (ITA): 1087 million
International tourism receipts (ITR): US\$ 1159 billion





UNWTO Tourism Towards 2030: Actual trend and forecast 1950-2030

Aktualne zmiany i prognozy dotyczące rozwoju TURYSTYKI 1950-2030



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Wcześniejsze obchody i ich tematyka

World Tourism Day 2013



WTD 2013 - Maldives
Tourism and Water:
Protecting our Common Future

World Tourism Day Sept 27



WTD 2012 - Spain
Tourism and Sustainable Energy:
Powering Sustainable Development



WTD 2011 - Egypt
Linking Cultures



WTD 2010 - China
Tourism and Biodiversity

For more see: <http://wtd.unwto.org/content/previous-wtd-celebrations-wtd2014>

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TOURISM and THE MILLENNIUM





In 2011, 980 million tourists crossed international borders and worldwide international tourism receipts of 2010 amounted to US\$ 927 billion. **Tourism represents 30% of the world's exports of services** (US\$ 1 trillion a year) and 45% of the total services exports in developing countries.

Tourism generates wealth and can play a **significant** role in the achievement of the MDGs, in particular:

MDG 1 - eradication of poverty,

MDG 3 - gender equality,

MDG 7- environmental sustainability



Did you know?

- Tourism is the first or second source of export earnings in 20 of the 48 LDCs.
- In some developing countries, notably small island states, tourism can account for over 25% of GDP.
- From 2015, emerging economies will, for the first time, receive more international tourist arrivals than advanced economies.
- By 2030, 58% of international arrivals will be to emerging economy destinations of Asia, Latin America, Central and Eastern Europe, the Middle East and Africa.

Tourism and Poverty Reduction

According to the World Bank, **an estimated 1.4 billion people were living in extreme poverty in 2005**. While progress has been made in tackling this alarming statistic, old and new challenges threaten to undermine poverty reduction efforts.

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Read the stories of Brian from Australia, Alonso from Costa Rica, Cristina from Peru and may others, who thanks to tourism can think about better future.



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World Tourism Day 2014: Tourism Stories



World Tourism Day 2014: Tourism Stories

<http://vimeo.com/106790790>

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DON'T MISS



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Kopernik na końcu świata

