

Highlights of Tourism

- World's largest industry!
- World Tourism Organization:
 - A Specialized Agency of the United Nations.
 - The leading international organization in the field.
 - Plays a role in the:
 - development of sustainable tourism.
 - development of universally accessible tourism.
 - continuation of economic development.
 - development of a global code of ethics for tourism.

Tourism

Chapter 2

Highlights of Tourism

- The WTO and the World Travel & Tourism Council declare the travel and tourism industry to have the following characteristics:
 - 24 hours a day, 7 days a week, 52 weeks a year economic driver.
 - Accounts for 10.2% of the GDP = Gross Domestic Product.
 - Employs 214 million people (7.8% of the global workforce).
 - \$73.2 billion in spending in the U.S.
 - Leading producer of tax revenues.
 - 4.6% annual forecasted growth until 2015.