



WTM - WORLD RESPONSIBLE TOURISM DAY - AIMS

WTM has four realistic objectives for this day of action.

WTM WRTD, with support from the UNWTO wants the industry to work together to:

- Help drive change by educating more responsible behaviour with the travel and tourism industry and travelling public
- Explore the issues of how countries and destinations are made more sustainable including case studies of best practices
- Educate the marketplace and debate key environmental related issues to push the agenda and be a catalyst for change
- harness the influence of World Travel Market as an international business forum to encourage the industry to drive the responsible tourism agenda forward

WHAT IS "RESPONSIBLE TOURISM" ?

In 2002, 280 representatives from all sectors of tourism from 20 countries attended the Cape Town Conference on Responsible Tourism in Destinations preceding the World Summit on Sustainable Development in Johannesburg.

They agreed in a declaration that responsible tourism:

- minimises negative economic, environmental and social impacts
- generates greater economic benefits for local people and enhances the well being of host communities; improves working conditions and access to the industry
- involves local people in decisions that affect their lives and life chances
- makes positive contributions to the conservation of natural and cultural heritage embracing diversity
- provides more enjoyable experiences for tourists through more meaningful connections with local people, and a greater understanding of local cultural, social and environmental issues
- provides access for physically challenged people
- is culturally sensitive, encourages respect between tourists and hosts, and builds local pride and confidence

Wednesday 14 November 2007 - WTM World Responsible Tourism Day

- **Launch WTM World Responsible Tourism Day**
Polar Explorer Pen Hadow opens WTM WRTD - the world's first and most ambitious global day of responsible tourism action.
- **Virgin Holidays Responsible Tourism Awards**
- **WTM World Responsible Tourism Day Panel Discussion**
Carbon Neutral: Saviour or Scam?
- **WTM World Responsible Tourism Day Panel Discussion**
Why a shortage of drinking water is such an industry issue
- **WTM World Responsible Tourism Day Panel Discussion**
Poverty Reduction - Mainstream concern or token gestures?
- **WTM World Responsible Tourism Day Panel Discussion**
Responsible Tourism - Making a real difference in destinations around the world.
- **WTM World Responsible Tourism Day Networking**

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