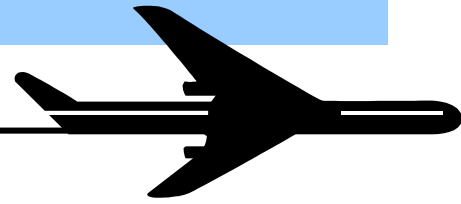


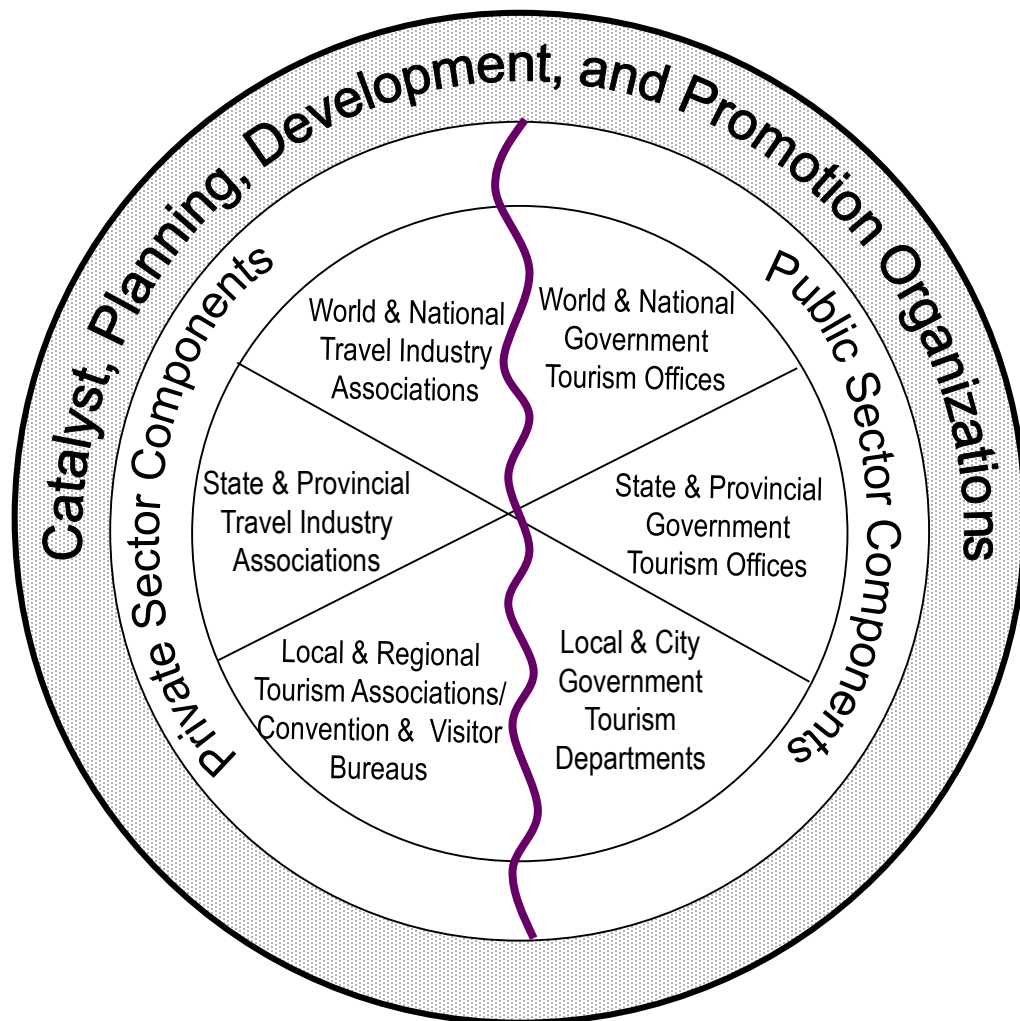
Learning Objectives

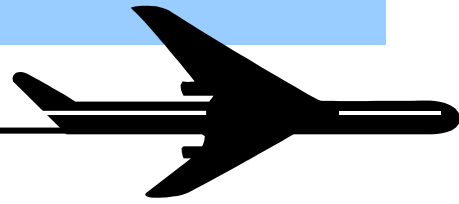
- Understand the magnitude of world tourism in terms of the vast numbers of organizations that serve the needs of their diverse memberships.
- Recognize the variety of types and functions of tourism organizations.
- Know why states support official offices of tourism.
- Learn how national, regional, and trade organizations are structured and operated.





Tourism Organizations



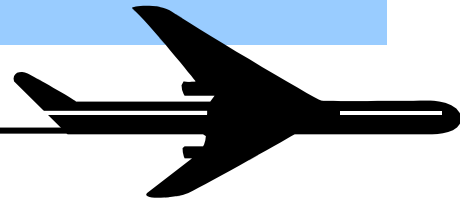


Tourism Organizations

Tourism organizations can be viewed in the following ways:

1. Geographically
2. By ownership
3. By function
4. By industry
5. By motive





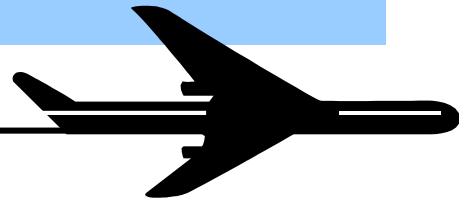
International Tourism Organizations

World Travel and Tourism Council

Some goals of WTTC are:

1. Work with governments to make tourism a strategic economic development and employment priority.
2. Move toward open and competitive markets.
3. Pursue sustainable development.
4. Eliminate barriers to growth in the industry.



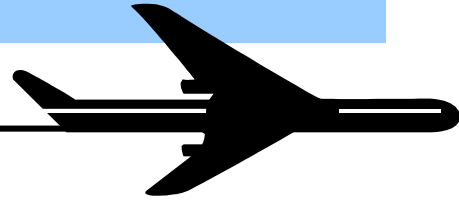


International Tourism Organizations

World Tourism Organization (WTO)

- Most widely recognized organization in tourism
- Serves as a global forum
- Transfers tourism know-how
- Produces statistics and market research
- Develops tourism human resources
- Works to facilitate travel
- Promotes sustainability
- Creates special projects



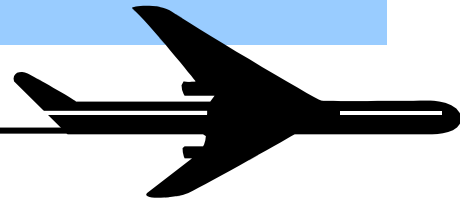


Developmental Organizations

Examples:

- World Bank
- United Nations Development Program
- Asian Development Bank
- FONATUR (Mexico)
- EMBRATUR (Brazil)





Regional International Organizations

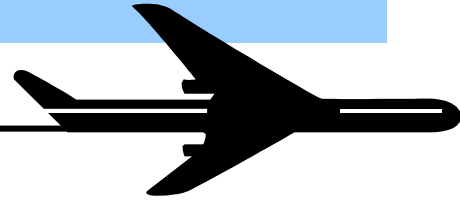
- **Organization for Economic Cooperation and Development**

- ★ *Mostly European membership, but the United States, Canada, Japan and Australia are also members.*

- **Pacific Asia Travel Association (PATA)**

- ★ *Represents nations in Asia and the Pacific.*

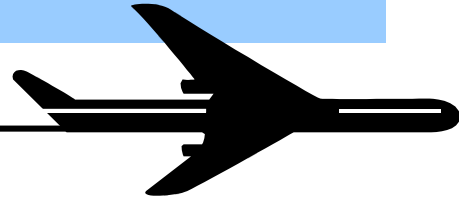




National Organizations

- **Office of Travel and Tourism Industries (OTTI)**
 - ★ *International Trade Administration, U.S. Department of Commerce*
 - ★ *Research and Policy*
- **Travel Industry Association of America (TIA)**
 - ★ *leading private tourism organization in U.S.*
 - ★ *Represents the whole U.S. travel industry*
 - ★ *Promotes and facilitates increased travel to and within the U.S.*
- **Canadian Tourism Commission**
 - ★ *Public-private partnership*
 - ★ *Plans, directs, manages, and implements programs to generate and promote tourism in Canada.*

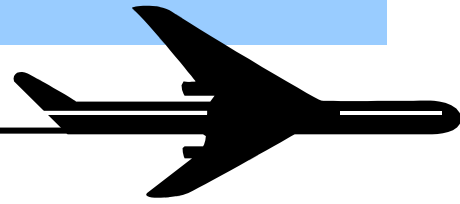




State Organizations

- All 50 states have travel promotion offices.
- Spend \$549.5 million on tourism development.
- View tourism as a tool for economic development.





Other Tourism Organizations

- **Convention and Visitor Bureaus (CVBs)**

- * *Not-for-profit umbrella organizations that represent a city or urban area in the solicitation and servicing of all types of travelers to that city or area, whether they visit for business, pleasure, or both.*

- **International Association of Convention and Visitor Bureaus (IACVB)**

- * *Most city CVBs belong to this organization.*

