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DEVELOPMENT OF TOURISM

INTERNATIONAL TOURIST YEAR

Report of the International Union of Official Travel Organisations

Note by the Secretary-General. Members of the Economic and Social Council will find herewith a report on the observance of International Tourist Year prepared pursuant to General Assembly resolution 2148 (XXI). The Secretary-General is grateful to the International Union of Official Travel Organisations (IUOTO) for the preparation of this report as well as for its active participation in the International Tourist Year, which originated from a proposal made by IUOTO itself.

REPORT OF THE INTERNATIONAL UNION OF OFFICIAL TRAVEL ORGANISATIONS
ON THE OBSERVANCE OF INTERNATIONAL TOURIST YEAR

INTRODUCTION

1. The present report has been prepared in pursuance of the operative part of resolution 2148 (XXI) adopted by the United Nations General Assembly proclaiming 1967 as International Tourist Year (ITY) and requesting the United Nations Secretary-General "to prepare, in co-operation with the International Union of Official Travel Organisations (IUOTO), and to submit to the Economic and Social Council, if possible in 1968, a report embodying:

"(a) A description of the programmes and activities undertaken by Governments and interested organizations during the International Tourist Year, with specific mention of exceptional temporary measures taken by individual Governments;

"(b) An assessment of the results achieved in realizing the aims and objectives set for the International Tourist Year, particularly in encouraging tourism to developing countries."

2. In July 1968, the United Nations Secretariat circulated a questionnaire, drawn up in consultation with IUOTO, to the States Members of the United Nations to elicit information for use in connexion with the preparation of the report mentioned above. At the same time, IUOTO also circulated a very detailed questionnaire to its member countries. The present report is based on replies to both these questionnaires.

3. Replies to the United Nations and IUOTO questionnaires were received from the following countries: Afghanistan, Algeria, Australia, Austria, Barbados, Belgium, Bulgaria, Byelorussian Soviet Socialist Republic, Canada, Ceylon, Chile, China, Colombia, Congo (Brazzaville), Cyprus, Czechoslovakia, Denmark, Finland, France, Gabon, Ghana, Greece, Guyana, India, Iraq, Ireland, Israel, Italy, Japan, Jordan, Kenya, Lebanon, Libya, Liechtenstein, Luxembourg, Maldive Islands, Malta, Mauritius, Mexico, New Zealand, Norway, Netherlands, Pakistan, Peru, Philippines, Poland, Portugal, Romania, San Marino, Singapore, Switzerland, Syria, United Republic of Tanzania, Thailand, Togo, Tunisia, United Kingdom, Union of Soviet Socialist Republics, Yugoslavia and Zambia.

4. In addition to the above countries, the following countries sent replies to the IUOTO questionnaire: Argentina, Bolivia, Cambodia, Cameroon, Congo (Kinshasa), Cuba, Dahomey, Ecuador, Ethiopia, Gibraltar, Fiji, Hong Kong, Hungary, Iran, Korea, Kuwait, Malaysia, Mali, Nepal, Republic of Viet-Nam, Senegal, Southern Yemen, Spain, Sudan, Turkey, United Arab Republic, United States of America, the Vatican and Venezuela.

Background

5. In October 1965, the nineteenth IUOTO General Assembly (Mexico City) unanimously decided to request the United Nations to proclaim 1967 as International Tourist Year. The aim was to define the significant role played by tourism in the social, economic, cultural and educational spheres and promote consciousness of this role amongst the Governments and the general public.

6. In March 1966, at its fortieth session, the Economic and Social Council acknowledged the usefulness of proclaiming a tourist year which it believed would promote understanding amongst peoples all over the world and further international co-operation. It recommended to the twenty-first session of the General Assembly to designate 1967 as International Tourist Year.

7. The executive and technical organs of IUOTO met in the spring of 1966 to work out suggestions and recommendations for the celebration of ITY. These were embodied in the report on ITY preparations that IUOTO submitted to the forty-first session of the Economic and Social Council in July 1966. The Council expressed its satisfaction with this report and forwarded it to the twenty-first session of the General Assembly which, in accordance with the Council's recommendation, proclaimed 1967 as International Tourist Year. It invited the States Members of the United Nations or members of the specialized agencies or of the International Atomic Energy Agency, and the international intergovernmental and non-governmental organizations concerned "to take into account, as appropriate, in their plans and programmes for the International Tourist Year, the proposals contained in the report of IUOTO".

8. The proposals and suggestions contained in the report of IUOTO on the celebration of ITY provided the basis for the various measures taken by individual countries and interested organizations from the official and private sectors. These proposals were grouped under four main fields of activity in which it was considered that action would be especially fruitful: information and education; promotion; facilitation; and development.

I. INFORMATION AND EDUCATION

9. Information and educational activities were intended to stimulate and encourage greater awareness and recognition of the values of tourism amongst the population and in official circles. Action in this field was mainly initiated by the national tourist organizations in close co-operation with other governmental departments (particularly the information, broadcasting, educational, public welfare, labour and community development departments). In most countries, the non-profit educational, cultural and tourist-oriented institutions played an active part in this field which was particularly in keeping with their aims and objectives.

10. In a very large number of countries, the heads of State and other eminent personalities from different walks of life made speeches and delivered messages emphasizing the values of tourism. Extensive publicity was given to these speeches and messages which embodied the recognition of tourism at the highest level in each country.

11. Among the high dignitaries stressing the importance and potentialities of tourism, mention may be made of Prince Albert of Belgium, Prime Minister Pearson of Canada, Prime Minister Indira Gandhi of India, Prime Minister Sato of Japan, President Ayub Khan of Pakistan, President Marcos of the Philippines, President Nyerere of the United Republic of Tanzania and President Johnson of the United States of America.

12. Many Governments (Bulgaria, Cambodia, China, Cyprus, Hungary, Iran, Iraq, Japan, Lebanon, Malaysia, Mali, Morocco, Syria, Romania, Tunisia, Turkey and the United Arab Republic) took the initiative in setting up special national committees responsible for working out plans and programmes for the celebration of ITY. These committees brought together representatives from the official and private sectors, whose support was thus secured.

13. The principal mass media - press, radio, television - were fully utilized in all countries (Cambodia, Canada, France, India, Italy, Mexico, Pakistan, Spain, Thailand, USSR, United Arab Republic, United States of America etc.) to spread the message of ITY. These talks and articles included: "The role of tourism in creating international understanding and international unity", "Tourism as an economic factor benefiting the common man", "The importance of tourism to a developing country", "The cultural impetus given by tourism", "Tourism and the concept of hospitality".

14. The Press made a particularly significant contribution in broadcasting the values of tourism. Special supplements on tourism were produced and interviews with eminent personalities were reported in detail. The national tourist organizations prepared extensive background material which was developed by the mass media. Special radio and television broadcasts highlighted tourism in sound and image. Whilst publicizing the tourist attractions of individual countries, press articles and radio and television broadcasts set aside much space and time for underlining the significant contributions of tourism in various sectors of national life and activity. The Belgian radio and television network organized a series of broadcasts entitled, "Visa for the world", on the tourist attractions of different countries.

15. Particularly intense activity was deployed in educating schoolchildren and university students as well as the general public on the importance of tourism through the organization of essay-writing contests (India, Italy, United Arab Republic, Yugoslavia), photographic competitions (Canada, Mexico, Thailand), poster contests etc. There was very fruitful co-operation between the official and the private sectors and the non-profit bodies in this sphere. The themes for the essay-writing contests usually concerned the role of tourism in promoting cultural and social contacts and creating greater understanding between peoples.

16. Public lectures on tourism were also organized in some countries (Cambodia, Cameroon, Ireland, Mexico, Venezuela etc.), usually at the initiative of the official authorities. These lectures were delivered at public meetings of various kinds of societies, associations, clubs and institutions.

17. Film shows and exhibitions on tourist subjects were organized mainly by the national tourist organizations. These film shows and exhibitions emphasized the role of tourism in social, economic and cultural development. Some itinerant exhibitions were also organized. In Japan, educational slides on ITY themes were projected in cinemas and theatres.

18. Special attention was paid in most countries to creating greater awareness among young people of the importance and values of tourism. A fresh impetus was given to efforts already under way to introduce courses on tourism in the syllabuses of schools and universities (Algeria, Cameroon, Japan, Mexico, Spain, United Arab Republic). Such tourist courses try to identify the place of tourism in national and international life and are not to be confused with the touristic content of lessons on geography, art, history etc. Governments and educational institutions strengthened their efforts to organize educational trips for students and young people.

19. It is very important that government officials in the customs, immigration, police and other departments who come in contact with foreign tourists be conscious of the importance of tourism to their countries and of the need to create a favourable impression on visitors through courtesy and politeness. To this end, many Governments organized special courses on tourism for the staff of the government departments coming in contact with tourists (Argentina, Ethiopia, India, Mexico, United Arab Republic etc.).

20. Campaigns for the healthy use of leisure time were undertaken mainly in the industrialized countries where this problem is quite acute. Attempts were made to show how tourism and travel can satisfactorily meet the social and cultural needs of developed societies. In Italy, social clubs and workers' organizations carried out special campaigns to educate their members on the better use of their holidays.

21. Coupled with the question of the optimal use of leisure time is the problem of how to benefit most from holidays. Educational and information campaigns were carried out by many Governments urging people to make the best use of their holidays. Several European countries, including Belgium, France and the Netherlands, intensified their campaigns for the staggering of holidays in order to reduce the inconveniences of overcrowding during the peak seasons and increase the rational utilization and profitability of tourist industries.

22. To enable tourism to fulfil its promise of fostering amity and understanding amongst nations, it is essential to orient tourists on the customs, cultures and modes of living of other countries so that no friction or conflict arises in their contacts. The International Tourist Year helped to focus attention on this problem and many Governments issued special literature and organized orientation campaigns through the mass media (Bulgaria, Cambodia, Italy, Japan, Mexico, Spain, USSR, Yugoslavia etc.). India promoted domestic tourism with campaigns emphasizing the role of tourism in national integration.

23. Under the concept of better hospitality, countries increased their efforts to give foreign visitors suitable opportunities for meeting, living with and getting to know persons of similar interests. Person to person hospitality schemes were instituted in a number of countries (Ceylon, India, Israel, Japan, Nepal, Romania, Thailand). In others (Algeria, the Congo (Kinshasa), Pakistan), welcoming parties were organized to receive tourists at entry points. In Ireland, courses were organized for housewives keeping guests and for owners of registered guest-houses. Cameroon organized a welcome campaign entitled "Tourism serves those who serve others".

24. To encourage courtesy amongst those who come in contact with tourists, schemes like the "Thank you token" scheme (Ceylon, France, Japan, Malaysia) were instituted or strengthened to enable tourists to show their appreciation to persons who rendered them satisfactory service. In Japan, a goodwill guide drive was launched in which 10,000 citizens and students wearing a special badge inscribed with an ITY emblem helped foreign tourists. Belgium published a special booklet called "The ten principles of hospitality" ("Les dix commandements du bon accueil"). The Canadian federal and provincial authorities co-operated with the Canadian Tourist Association in organizing courses and lectures to improve the cordiality and savoir faire of the service staff coming in contact with tourists: customs and immigration officials at ports of entry, hotel personnel, gasoline station attendants, information office employees etc. Another project "Red Carpet, Canada", consisted of seminars for the benefit of personnel in the accommodation industries. In the Byelorussian SSR, the objectives of ITY were included in the curriculum of institutes concerned with training tourism personnel.

25. Particularly significant was the strong and active support given to ITY aims and objectives by the leading religious and spiritual authorities of the world and the interest they manifested in reinforcing the spiritual content of tourism. Thus, the Vatican, in co-operation with IUOTO, organized the first World Congress on the Spiritual Values of Tourism in Rome. The Pastoral Tourist Centre was established and a letter sent to all Catholic bishops to stress the spiritual aspects of tourism in their sermons. Instruction on the Pastoral of Tourism was included in the curricula of Catholic universities and religious institutions.

26. The Vatican also emphasized the spiritual role of tourism in the Congress for clergy and laity held in Nicaragua and at the fourth Central American Tourism Seminar in Costa Rica.

27. The Oecumenical Council of Churches held a meeting on the theme "Leisure and tourism". This meeting prepared the groundwork for an international conference on the same subject to be held in 1969.

28. The Hindu spiritual head, Jagadguru Sri Shankaracharya of Sharada Peetham gave his blessing for the success of ITY and asserted that tourism was an efficient instrument for promoting the spiritual and cultural progress of mankind.

29. The President of the World Fellowship of Buddhists, Princess Poon Pismai Diskul issued a declaration supporting the objectives of ITY and tourism, which helped to promote knowledge and understanding.

30. IUOTO approached the principal universities of the world urging them to organize special courses on the educational and cultural values of tourism. These approaches met with a notable degree of success. International essay-writing competitions on the values of tourism were also organized.

II. PROMOTION

31. The promotional measures proposed in the context of the International Tourist Year were designed to enlarge the travel market in its broadest sense, meaning the number of people who want to travel. It was proposed to acquaint this travel

market, both inside a country and abroad, with the various kinds of tourist attractions and travel possibilities. It was also suggested that steps be taken to encourage travel operators to enlarge and develop their co-operation for general tourism promotion activities.

32. Most countries took active steps in carrying out the promotional measures suggested. In particular, nearly all the national tourist organizations used the ITY slogan "Tourism, Passport to Peace" and the ITY emblem on their stationery, promotional literature and publicity campaigns. Car stickers (Bulgaria, Ghana), window stickers and match boxes (Poland) using the emblem and the slogan were produced in many countries and widely utilized. Streamers (India, Japan, Spain) were put across the streets and both the slogan and the emblem adorned many a meeting and conference. Airlines, travel agents, tour operators and other sectors of the travel trade co-operated by printing the emblem and slogan on their time-tables, tour programmes and other publicity literature. The emblem and slogan were used by oil companies at service stations and on road maps, and by souvenir manufacturers on various articles produced by them. Private tourist organizations also co-operated by distributing the promotional material produced by national tourist organizations.

33. ITY commemorative medals were manufactured by France and Italy. Afghanistan, the Congo (Kinshasa), the Philippines and Algeria also manufactured and distributed such commemorate medals to foreign tourists, travel operators, taxi and coach drivers etc.

34. ITY badges were distributed by Hong Kong, Spain and Tunisia. Iran and Pakistan issued special commemorative postcards. Special ITY flags were manufactured in India.

35. Apart from the use of the emblem and the slogan on the usual promotional literature of national tourist organizations, many of them produced special brochures, booklets, posters, film etc., emphasizing the different aspects of tourism or highlighting the importance of ITY. Thus, Belgium produced a booklet on the values and significance of youth travel. Mexico published a book on the promotion of human communications through tourism.

36. National tourism days or weeks were organized in Belgium, Chile, Cyprus, Ethiopia, India, Japan, Korea, Libya, Mali, Pakistan, Portugal, Singapore, Syria, Thailand, Tunisia and the United States of America. On these occasions, eminent personalities addressed conferences and meetings on tourism and ITY themes, special press articles were produced and radio and television broadcasts arranged on ITY themes, exhibitions and film shows organized etc. Singapore sent three goodwill lady ambassadors around the world stressing the importance of ITY themes. Cameroon and Korea organized a "Miss ITY" contest. The Japanese tourist authorities sent a goodwill tourist mission abroad consisting of the winners of their "Miss Tourism" contest.

37. A considerable number of countries printed commemorative stamps to mark the significance of ITY. They include: Afghanistan, Algeria, Belgium, Bolivia, Bulgaria, Ceylon, Chile, China, Congo (Kinshasa), Cyprus, Czechoslovakia, Ethiopia, Fiji, France, Gabon, Ghana, Gibraltar, Greece, Hong Kong, Hungary, India, Iraq, Ireland, Israel, Italy, Japan, Korea, Kuwait, Lebanon, Maldive Islands, Mali,

Mexico, Morocco, Nepal, Netherlands, Pakistan, Philippines, Romania, Southern Yemen, Spain, Sudan, Syria, Thailand, Tunisia, United Arab Republic and USSR. Australia and Ceylon used a franking mark on all envelopes in post offices.

38. A very large number of cultural, artistic and social events were organized in association with ITY themes. The regular festivals and exhibitions in countries like Belgium, India, Pakistan, Ceylon and Mexico were associated with themes of ITY. The 1967 Holiday Show of Brussels and the 1967 Salon du Tourisme of Paris were placed under the sign of ITY. Romania and Hungary organized special meetings on the cultural and economic values of tourism. Hungary also organized an international stamp exhibition on ITY themes. Thailand organized an international tourist exhibition and a seminar to promote tourist consciousness in the provinces. Austria organized a big tourist conference at which both the official and private sectors participated to discuss the importance of tourism to Austria.

39. The United Arab Republic organized special arts festivals and other competitions on ITY themes. A Grand Tourist Festival was held in Argentina. Ghana organized the First Ghana International Trade Fair in commemoration of ITY. Korea organized big parades on ITY themes. Pakistan abolished entry fees to museums and archaeological sites in 1967.

40. The USSR organized art, folklore and dance festivals for ITY as well as exhibitions on the theme, "The promotion of peace and understanding among men". Venezuela organized special celebrations linked with ITY themes. Cyprus allowed visitors free entry to ancient monuments and museums for a month and guide lecturers furnished their services free of charge.

41. Belgium, in co-operation with airlines and IUOTO, distributed special ITY rose-shrubs which were planted in the capital cities of many countries around the world in the presence of eminent national personalities.

42. ITY provided a strong fillip to tourism co-operation at both the regional and technical levels. A large number of tourism agreements were signed, especially by Belgium, Bulgaria, Fiji, Hungary, Italy, Jordan, Lebanon, New Zealand, Poland, Romania, Turkey, USSR, United Arab Republic and the United States of America. Whilst some of these agreements were aimed at promoting joint publicity activities, others were aimed at technical collaboration and exchange of information in the field of tourism. Co-operation among the countries of eastern Asia was notably strengthened in 1967. The IUOTO South Asian Travel Commission examined the possibilities of instituting joint promotional activities by the countries in the region. The Italian Ministry of Tourism suggested that travel agencies and carriers in Italy should give special consideration to the possibility of organizing more trips and cruises to developing countries and of giving such trips adequate publicity.

43. The question of promoting travel through price reductions and concessions was given much thought and attention during ITY. International air fares were reduced and promotional fares introduced on certain routes according to agreement reached in the International Air Transport Association. Many countries, like Afghanistan, Cambodia, Ghana, India and Pakistan introduced lower domestic air and rail transport fares in order to encourage domestic tourism. Attempts were made by the Government to keep down hotel prices in France, Israel, Italy, Morocco, Spain and Yugoslavia. In India, special price reductions were granted to tourists by government-owned handicrafts emporia.

44. At the international level, IUOTO used its world-wide network, composed of the national tourist organizations and the leading representatives of the private tourist sector, to suggest, encourage, stimulate and co-ordinate the activities of regional and international organizations concerned directly or indirectly with tourism. It convened a meeting in Geneva of the twenty-three principal international non-governmental organizations - International Touring Alliance (ITA), American Society of Travel Agents (ASTA), Association of British Travel Agents (ABTA), International Hotel Association (IHA), International Air Transport Association (IATA), Association interparlementaire du tourisme (AIDT), Bureau international du tourisme social (BITS), International Chamber of Commerce (ICC), International Chamber of Shipping, Confederation of Tourist Organizations of Latin America (COTAL), OAS Inter-American Travel Congress, International Federation of Travel Agencies (FIAV), Inter-American Federation of Touring and Automobile Clubs (IAFTAC), Fédération internationale des transports aériens privés (FITAP), Fédération internationale de centres touristiques, International Ho-Re-Ca, Groupement des unions professionnelles d'agences de voyages des pays du Marché Commun, Office inter-Etats du tourisme africain (OIETA), Universal Organisation of Travel Agents Associations (UOTAA), World Touring and Automobile Association (OTA), Pacific Area Travel Association (PATA), Arab International Tourist Union, International Union of Railways (IUR), World Association of Travel Agencies (WATA) - to galvanize their support for ITY.

45. IUOTO published a series of special information bulletins containing details of the steps taken by Governments and various organizations to celebrate ITY. These bulletins were widely distributed and helped to stimulate concrete action.

46. IUOTO's regional and technical commissions oriented their efforts towards ensuring the adoption of successful measures. Its efforts climaxed in its twentieth General Assembly, which was held in Tokyo in October 1967. This Assembly passed resolutions calling for the activities undertaken on the occasion of ITY to be made permanent.

47. An important highlight of this Assembly was an international forum, "Tourism and information", which was chaired by Lord Thomson of Fleet. Representatives of the national tourist offices and the principal information media discussed their mutual problems and the ways in which the Press and information activities of national tourist organizations can be expanded and enlarged.

48. IUOTO established the model of the ITY emblem which was distributed to all concerned. It also produced and distributed ITY medals and badges.

49. The twentieth IUOTO General Assembly also judged entries to the international tourist poster, photographic and essay competitions organized by IUOTO on ITY themes. The various entries were exhibited in special exhibitions.

50. Furthermore, IUOTO lent its support and patronage to a number of other international initiatives taken on the occasion of ITY. These included the International Congress on "Men of letters and tourism", in Split (Yugoslavia), the International Exhibition of Hunting and Fishing in Novi Sad (Yugoslavia), the International Underwater Fishing Competition in Mali Losinj (Yugoslavia) and the seminar on "Tourism and publicity", in Montreux (Switzerland).

51. International organizations of travel operators (hoteliers, travel agents, carriers etc.) in associate membership in IUOTO contributed actively to the celebration of ITY. The American Society of Travel Agents called on its members to undertake special projects in 1967. The International Federation of Travel Agencies (FIAT), the Universal Organisation of Travel Agents Associations (UOTAA), the World Federation of Travel Agencies, the Confederation of Tourist Organizations of Latin America (COTAL), the European Economic Community Group of National Unions of Travel Agencies, all extensively used the ITY emblem and slogan on their stationery and printed literature, devoted a large space to ITY themes in their publications and called on their members to take positive steps to celebrate ITY. Their annual congresses in 1967 highlighted ITY themes.

52. The Information and Publicity Centre of European Railways (CIPCE) organized a press rally by rail for European capitals. One hundred and fifty journalists from eleven European countries participated in this rally, which terminated in a press conference in Geneva on transport and tourism.

53. The International Road Transport Union (IRU) emphasized the ITY themes at its 1967 congress and in its publications.

54. The Arab International Tourist Union took the initiative in organizing radio and television broadcasts on ITY in the Arab countries. It also organized an ITY poster competition in Arab countries and undertook regional promotional activities.

55. Besides using the ITY emblem and slogan in its publications, the International Chamber of Commerce organized a seminar on "Tourism, a factor of economic expansion", on the occasion of its 1967 Congress in Montreal.

56. The Inter-Parliamentary Union invited the parliaments of all countries to contribute to the success of ITY and to give full support to the actions undertaken by Governments for the realization of the ITY plans and programmes.

57. The United Nations undertook the following action: The Office of Public Information (OPI) of the United Nations directed the United Nations information centres to make available all information material on the ITY to mass information media and other interested parties. The attention of interested non-governmental organizations was drawn to the General Assembly resolution proclaiming the Year. The Secretary-General of the United Nations issued a message on the Year which, together with other United Nations press releases, was provided to the representatives of information media at United Nations Headquarters and disseminated by United Nations information centres. A pamphlet entitled "United Nations - International Tourist Year 1967" was published in English and in French by the OPI and distributed through the regular OPI channels. The observance of the Year was also a subject of many programmes on the United Nations Radio. Lastly, the United Nations Postal Administration issued a Tourist Year postage stamp and poster.

III. FACILITATION

58. The International Tourist Year recorded considerable progress in the sphere of facilitation. A number of Governments all over the world took a series of measures to liberalize or abolish existing travel formalities.

59. In order to overcome the hesitation of national administrations in departing from existing practices and applying the various sets of travel facilitation recommendations and standards formulated at the international level, the ITY was conceived as a "trial period" during which national administrations could temporarily introduce the various facilitation recommendations, standards and practices in cases where frontier formalities had not yet attained the desired level of liberalization.
60. It was gratifying to note that the number of permanent measures far exceeded the temporary measures even though the latter may have been more spectacular in some cases.
61. Special national facilitation committees were created in many countries to recommend and formulate facilitation measures. Countries which created such committees and have retained them on a permanent basis include: Ceylon, Chile, Lebanon, Morocco, New Zealand, Philippines, Poland, Portugal and Tunisia. Countries which created such committees on a temporary basis were Bulgaria, Cyprus, Hungary, Japan, Mali, Syria, the United Arab Republic and the United States of America (the latter in the form of the Presidential Task Force on Travel).
62. A number of Governments took a fresh look at their passport laws and regulations. Among the permanent measures taken, mention needs to be made of the acceleration of passport issuance procedures in Bulgaria, Cyprus, Czechoslovakia, Ecuador, Fiji, Israel, Peru, Poland, Romania and the USSR. The period of validity of passports issued was increased to five years by Czechoslovakia, Jordan, Lebanon, Poland, Portugal and Romania. Legislation to this effect was prepared in the United States of America. The territorial validity of passports issued was extended by Cyprus, Jordan, Poland, Portugal, Romania and the USSR.
63. Cyprus, Ecuador and Jordan abolished the practice of withdrawing passports of their nationals after completion of visits abroad. Israel and Romania reduced the passport issuance fees.
64. Greece abolished the passport requirement and replaced it by the identity document for the nationals of some member countries of the Council of Europe. The USSR took similar steps in respect of the nationals of some eastern European countries. Peru introduced a "visitor's card 1967" replacing the passport and visa on a trial basis. Syria accepted an identity card in the place of a passport from nationals of Arab countries.
65. Agreements for the issuance and recognition of collective passports were made by Czechoslovakia, Hungary, Israel, Jordan, Morocco and Poland.
66. Ecuador and Nepal reduced the passport issuance fees for the duration of ITY. China (Taiwan) accelerated the passport issuance procedures on a temporary basis and concluded agreements for the issuance and recognition of collective passports.
67. A number of specific steps were taken on the occasion of ITY to simplify and reduce visa formalities. Yugoslavia, Bulgaria and Pakistan took the spectacular step of unilaterally abolishing entry visa requirements. Romania abolished visas for tourists coming to the country through the Romanian national tourist organization. Yugoslavia, Bulgaria and Romania extended this measure in 1968.

68. Morocco and Fiji also unilaterally abolished, on a permanent basis, the entry visa for nationals of a large number of countries.

69. The unilateral abolition of visas by Yugoslavia and Bulgaria was accompanied by the conclusion of a number of bilateral agreements providing for the reciprocal abolition of visas on a permanent basis. Thus, Bulgaria concluded visa abolition agreements with Denmark and Austria and Yugoslavia concluded agreements with Hungary, Jordan, the Netherlands and San Marino. Belgium and Yugoslavia abolished visas on a reciprocal basis for a trial period in 1967.

70. A number of bilateral agreements for the permanent abolition of entry visas were signed by Ceylon, Cyprus, Czechoslovakia, Ecuador, Ireland, Israel, Japan, Jordan, Peru, Poland, Portugal, Romania and the Union of Soviet Socialist Republics. In the United States of America legislation was introduced for the elimination of visas between the United States of America and other countries. Italy signed agreements with fifty-three countries for reciprocal abolition of visas.

71. The issuance procedures for entry visas were eased and accelerated on a permanent basis by Ceylon, Cyprus, Czechoslovakia, Ecuador, Hungary, Israel, Lebanon, Libya, Poland, Syria, the Union of Soviet Socialist Republics, the United Republic of Tanzania and Zambia. Belgium, China and India introduced temporary measures for easing the issuance of visas.

72. Visa issuance fees were abolished unilaterally for the duration of ITY by Ceylon, India and Syria. Mexico permanently abolished the fee for the issuance of the "tarjeta de turista".

73. Steps were taken for the issuance, on a permanent basis, of visas at entry points by Cyprus, Ecuador, Hungary, Jordan, Lebanon, Libya, Poland and Zambia. Nepal and Tunisia introduced this facility temporarily.

74. The United States of America and Cameroon decided to allow foreign tourists to enter the country without visa for a period of ten days. Singapore and India allowed visa-free entry up to seven days, the latter country only on a temporary basis.

75. Extension of the validity of visas to one year was introduced on a permanent basis by Cyprus and Israel. The United States of America extended this validity to four years and started issuing lifetime visas to the nationals of certain countries.

76. Extension of the authorized period of stay in the visa was introduced permanently by Cyprus, Ecuador, Jordan, Lebanon, Poland, Syria, the Union of Soviet Socialist Republics and the United States of America.

77. Exit visas were abolished permanently by Cyprus, Jordan, Lebanon, Portugal and Thailand. Mali abolished them for the duration of ITY.

78. Agreements for the issuance and recognition of collective entry visas were concluded on a permanent basis by Cyprus, Czechoslovakia, Ecuador, Lebanon, Poland, Romania and Syria. China recognized collective entry visas only for the duration of ITY.

79. Customs formalities were considerably relaxed and simplified during ITY. Australia, Ceylon, Czechoslovakia, Ecuador, France, Israel, Jordan, Lebanon, Luxembourg, Poland, Portugal, Romania and Syria adopted permanent measures to extend the coverage of the term "personal effects" as defined by the 1954 Convention concerning Customs Facilities for Touring as amended by the recommendations of the 1963 United Nations Conference on International Travel and Tourism.

80. The written declaration of accompanied baggage was abolished permanently by Ceylon, Cyprus, Jordan, Lebanon, Morocco, the Netherlands, New Zealand, the Philippines and Thailand. It was suspended during ITY by Australia, Ecuador, Mali, Nepal and Syria.

81. Baggage inspection on departure was permanently done away with by Cyprus, Czechoslovakia, Ecuador, Jordan, Lebanon, New Zealand and Poland.

82. Sampling or selective methods for baggage inspection on arrival were introduced on a permanent basis by Cyprus, Czechoslovakia, Ecuador, Hungary, Israel, Jordan, Lebanon, the Netherlands, New Zealand, Poland, Syria, and the Union of Soviet Socialist Republics. Thailand and Tunisia introduced these methods temporarily during ITY.

83. Limits on the value of travel souvenirs that can be taken out of the country by tourists were removed on a permanent basis by Ceylon, Cyprus, Ecuador, Jordan, Lebanon and Romania.

84. Ecuador, Hungary, Poland and Syria permanently raised the total value of travel souvenirs which returning residents can bring back with them duty free to \$US100 and above.

85. Poland and Syria, the latter on a temporary basis, increased the total value of travel souvenirs authorized to be imported in transit to \$US100 and above.

86. Algeria, Belgium, Canada and Romania generally simplified customs inspection. The United States of America introduced one-spot inspection on an experimental basis. It has since been adopted definitively. India relaxed the customs regulations for a trial period in 1967.

87. Written declaration forms for foreign currency brought by foreign tourists were abolished by Cyprus, Israel, Jordan and Romania. Ceylon simplified such forms whereas Mali suspended them during ITY. France abolished all currency controls in 1967, but was forced by economic circumstances to reintroduce them in 1968.

88. Cyprus, Fiji, Hungary, Israel, Jordan, Morocco, Poland and Romania authorized, on a permanent basis, the reconversion into foreign currency of sums of money in national currency left with tourists at the end of their stay. Tunisia introduced this facility only for the duration of ITY.

89. Police registration formalities requiring the personal appearance of visitors before the police were abolished by Ceylon, Cyprus, Jordan, Morocco, Nepal, Pakistan (for stays of up to thirty days), Poland, Romania and Thailand. Mali and Syria suspended such formalities for the duration of ITY.

90. Czechoslovakia, Ecuador, Fiji and Mali considerably reduced the documents to be completed by tourists on arrival and departure. Algeria simplified its E/D Card. Argentina, Bolivia, Cameroon, Cuba, Ethiopia, Malaysia and Senegal relaxed their travel formalities at entry points during 1967.

91. Taxes levied on tourists in the form of embarkation, hotel and resort taxes were suspended or reduced during ITY by Bulgaria, Ecuador, Nepal and Syria. Ceylon reduced taxes for the importation of private motor vehicles.

92. An important step was taken by the Scandinavian countries and the United Kingdom in incorporating the airport embarkation tax in the price of the air ticket and thus relieving travellers of considerable inconvenience.

93. In recognition of the increasing importance being acquired by motor tourism, a large number of countries took steps to abolish or reduce entry formalities for private motor vehicles. Accession to and application of the provisions of the 1954 Customs Convention on the Temporary Importation of Private Road Vehicles was taken a step further in Australia, Bulgaria, Ecuador, Israel, Jordan, Mali, Morocco, the Netherlands, Romania, Tunisia, the Union of Soviet Socialist Republics and the United States of America. Chile and Cyprus abolished the triptyque and carnet de passage en douane. Canada removed customs requirements for permits for travellers' vehicles.

94. Bulgaria, Ecuador, Nepal, the Netherlands, Peru, Poland and the United States of America formally recognized national driving permits even if they did not conform to the model included in annex 9 of the 1949 Convention on Road Traffic.

95. Cyprus, Israel, Jordan, Poland and Romania acceded to the 1956 Customs Convention on the Temporary Importation for Private Use of Aircraft and Pleasure Boats. Ecuador and the Netherlands applied the provisions of this Convention on a temporary basis during ITY.

96. Collective road transport was greatly facilitated in some countries. Thus, Bulgaria, Czechoslovakia, Poland and Romania abolished restrictions on the duty-free allowances for petrol for motor coaches for international transportation services. Bulgaria, Czechoslovakia, Ecuador, Lebanon, Poland and Romania extended the freedom of transit for motor coaches used for the transport of tourists. Ireland abolished the triptyque for the temporary importation of motor coaches. Czechoslovakia, Ecuador, Morocco, Poland and Romania concluded agreements for issuance of authorizations for motor coach services used for the transport of tourists on international routes. Syria extended a number of facilities for the entry and transit of motor coaches and buses. This has special significance in view of the development of the Asian Highway.

97. The duty-free importation of tourist publicity documents and material was promoted through accession to international instruments. Thus, Australia, Bulgaria, Czechoslovakia, Iran, Mali, Poland, Romania, Syria and Tunisia acceded to or started applying the provisions of the Additional Protocol to the 1954 Convention on Customs Facilities for Touring, including amendments made by the 1963 United Nations Conference on International Travel and Tourism. The Canadian Government drafted legislation whereby tourist publicity documents and material imported into Canada for display purposes would be allowed duty-free entry for a period of six months.

98. Bulgaria, Cyprus, Czechoslovakia, Mali, Romania, Syria and Tunisia, and Ecuador and Nepal on a temporary basis, acceded to or started applying the provisions concerning tourism in the Customs Co-operation Council Conventions on: (a) temporary importation of professional equipment; (b) importation of goods for display at exhibitions, fairs, meetings or similar events; and (c) ATA carnet for the temporary admission of goods.

99. Special facilities were extended in some countries (Bulgaria, Ecuador, Poland), to travellers engaged in educational, scientific, cultural or sporting activities. Hungary abolished the entry visa for this category of travellers. Israel gave them special fare reductions inside the country.

100. Algeria abolished the requirements whereby foreign tourists were required to spend a minimum sum of foreign currency daily. Pakistan removed restrictions on movements of travellers inside the country. Ceylon increased customs and immigration staff at ports of entry.

101. Generally speaking, arrangements were intensified by various countries to give wider publicity to their formalities, as well as the facilitation measures introduced, by means of communications, notices, printed matter etc. The carriers and travel operators co-operated closely with the official authorities in distributing this material to tourists.

102. In the sphere of facilitation, IUOTO, besides stimulating the efforts of member national tourist organizations through the regular flow of information, took appropriate steps to avoid the introduction of any regressive steps. It succeeded notably in convincing the Government of Japan not to introduce a projected passport tax on its nationals going abroad.

IV. DEVELOPMENT

103. In the sphere of development, the International Tourist Year was designed to secure for tourism a high place on the scale of national development priorities and, consequently, the formulation and implementation of a strong national tourist policy. Governments were urged to reconsider and strengthen their tourist policies with a view to better stimulating the private sector and co-ordinating the over-all range of tourism development in the interests of national social and economic advancement.

104. The spirit of the ITY guided a number of Governments in their efforts to formulate new or strengthen existing tourism development plans and programmes fully integrated in the general national development plans. Nearly all the countries which answered the questionnaire have reported the preparation of new general tourism development plans or programmes for the creation of new resorts, hotel expansion, regional area development, expansion of tourist attractions etc. It is noteworthy that in 1967 tourism was declared an export or priority industry, benefiting from the attendant privileges, in Bulgaria, Ceylon, Colombia, Cyprus, Fiji, India, Israel, Jordan, Lebanon, Morocco, Nepal, the Netherlands, New Zealand, Portugal and Tunisia. Thailand drew up a five-year tourist development plan (1967-71); Poland adopted a four-year tourist development plan (1967-70) providing for investments in tourism of the order of £10 million; Algeria adopted a seven-year tourism plan (1967-73); the Tunisian four-year tourism plan (1967-70) provided for a total investment of 8 million dinars; the United Arab Republic

allocated £35 million for tourism development in the framework of the new seven-year development plan; the Brazilian Government set up a tourism development fund of \$23 million; the Romanian Government allocated a sum of 3 billion lei for tourism development during the period 1967-1970. Tourism development plans fully integrated in over-all national development plans were finalized in 1967 in Colombia, Greece, Morocco, Portugal, Turkey and Uganda. Their implementation started in 1968. Chile, Iran and the Philippines also drew up tourist development programmes for implementation starting in 1968.

105. Governments all over the world expanded their interest and involvement in tourism. This is evidenced by their increased expenditure on tourism development and promotion and intensified efforts to strengthen and expand the national tourist organizations.

106. In 1967, the total annual budgets of national tourist organizations from seventy-one countries rose by 16.5 per cent, from \$US136,486,411 in 1966 to \$US159,106,895. The amounts spent by these organizations on publicity and promotion rose by 11.3 per cent, from \$US66,631,075 in 1966 to \$US74,193,016 in 1967. The responsibilities of many national tourist organizations were enlarged and their resources expanded during 1967. The Government of Australia set up a new national tourist body, the Australian Tourist Commission, with increased authority and a larger budget than its predecessor. In Ceylon, the Tourist Development Bill was prepared to widen and strengthen the powers of the Ceylon Tourist Board. In France the staff of the Commissariat Général au Tourisme was considerably enlarged. In Romania, the tourist organization was restructured and a new Romanian National Tourist Office established. The Government of Denmark increased its interest in tourism by establishing the Danish Tourist Board. The powers of the Malta Tourist Board were strengthened. In India, a ministry of tourism was established. A tourism advisory board was formed in Nepal. The responsibilities of the Ministry of Tourism in Israel were enlarged to include domestic tourism and travel for young people.

107. There were considerable increases in the financial resources made available to the national tourist organizations of Belgium, Bulgaria, Canada, China, Colombia, Cyprus, Czechoslovakia, Ecuador, Hungary, Israel, Jordan, Lebanon, Mexico, Morocco, Nepal, the Netherlands, New Zealand, Poland, Portugal, Syria and Tunisia. The President of the United States pleaded strongly for increasing the budget of the United States Travel Service and appointed an industry-government Special Task Force on Travel to recommend ways and means of strengthening the United States tourist organization.

108. The ITY provided a special fillip to Governments to enlarge their tourist attractions by developing the tourist resources of their country. At the same time, there was increasing awareness of the need to prevent the destruction of the attractions through over-development. In Australia, there was considerable progress in the creation of national parks and the growth of the National Trust of Australia, resulting in the creation of additional tourist attractions. A national park was established in Barbados. Bulgaria constructed and planned new seaside and mountain resorts. The Netherlands passed a new law for the preservation of monuments. Belgium, Senegal and other west African countries intensified their "Message à la Mer" campaign designed to arouse public consciousness against the danger of oil pollution of the seas. Mexico and the Central American countries planned the joint establishment and development of a

Maya Route which would open up the vast tourist treasures of the region. The Government of Barbados formulated plans for the improvement and expansion of the production of handicrafts and other travel souvenirs. A number of regional and area tourism development plans were initiated or intensified during 1967. Particular mention may be made of the plans for the development of the Savoy mountains and the Languedoc-Roussillon area in France, the Algarve area in Portugal, the Valais area of Switzerland, the Adriatic coast of Yugoslavia, southern Italy, the Black Sea coasts of Bulgaria and Romania, the Aegean coast of Turkey, the Greek islands, the East African coasts of Kenya and Tanzania, seaside and mountain resorts in India, Pakistan and Ceylon, and the Atlantic coast of Colombia.

109. The expansion of hotel accommodation and related facilities was considerably stepped up through increased governmental investments and aid to investors in the form of grants, credits and fiscal reliefs. Special measures of this nature were taken in Brazil, Ceylon, Chile, China, Colombia, Cyprus, France, India, Iran, Israel, Jordan, Kenya, Lebanon, Mexico, Morocco, Nepal, the Philippines, Spain, Syria, Togo, Tunisia, Turkey and the United Republic of Tanzania. The Israeli Government allocated £36 million for new hotel construction; the Tanzanian Government adopted a £3.5 million hotel development programme; the Indian Government set up a special Hotel Development Fund of 50 million rupees; the Iranian Government allocated \$60 million for hotel development; Cuba spent \$20 million on hotel development; hotel loans amounting to 308 million francs were granted by the French Government; Bulgaria spent more than 12 million leva on developing accommodation capacity; the Irish Government granted credits worth nearly \$7 million for the expansion of accommodation capacity; the Japanese Government hotel loans amounted to \$3.7 million; the Belgian Government hotel credits amounted to 60 million Belgian francs.

110. A number of beautification campaigns for buildings, towns and resorts were undertaken in various countries with the active co-operation of local authorities and non-profit organizations. In Belgium, the military authorities and oil companies co-operated very actively in such campaigns. France accelerated a nation-wide campaign for inducing people to grow more flowers to enliven and beautify towns and villages. In Israel, voluntary bodies of citizens were formed for this purpose. Other countries which carried out similar campaigns include Australia, Bulgaria, Ceylon, Chile, China, Cyprus, Czechoslovakia, Ecuador, Lebanon, the Netherlands, Poland, Romania, the Union of Soviet Socialist Republics, the United Arab Republic and the United States of America.

111. Transportation infrastructure was improved through the construction of new roads, the planning of new airports and expansion of existing ones, and the creation of access roads to places of scenic and tourist interest. Sightseeing transport facilities were expanded through the establishment of new routes and the enlargement of the fleet of sightseeing buses, taxis, motor coaches etc. Special steps to this end were taken by the Governments of Ceylon, Chile, China, Cyprus, India, Kenya, Pakistan, Togo and Zambia. Signposting was considerably improved in Japan. The Indian and Israeli Governments liberalized regulations concerning charter flights.

112. The ITY recorded significant developments in the provision of expanded and more adequate training facilities with a view to improving tourist services. Austria created a tourist training centre for nationals of developing countries in

Salzburg. The United Kingdom granted scholarships to nationals from developing countries in the travel trade. Belgium received foreign tourist and government officials on study courses. In Ecuador the groundwork was prepared for the creation of a Higher Latin American Hotel School. Tourist training centres and guide training courses were instituted by the national tourist organizations of Australia, Ceylon, Chile, China, Cyprus, Iran, Iraq, Israel, Jordan, Lebanon, the Netherlands, Poland, Portugal, Singapore, Spain, Romania etc. A very large number of countries sent their tourist personnel abroad for training.

113. At the international level, IUOTO ushered in the ITY with a seminar on vocational training in tourism (Como, October 1966), which reviewed the main problems of training in tourism and explored adequate solutions. IUOTO also founded in 1967 the International Centre for Advanced Tourism Studies (CIEST) in Turin, providing advanced tourist courses for the staff of tourist organizations. The Italian Government has furnished substantial assistance for this centre. IUOTO has, furthermore, initiated co-operation with the Government of Lebanon for the creation of a regional tourist training centre for the Middle East in Beirut. A tourist training centre for the Central American countries is being planned by the Mexican Government in co-operation with IUOTO. Czechoslovakia organized a special tourist training course for nationals from developing countries. IUOTO was closely associated with the organization of this course.

V. ASSESSMENT OF THE RESULTS

A. Immediate results

114. In assessing the immediate results of the International Tourist Year, it needs to be underlined that ITY was not designed to be a promotional year in the sense of producing an immediate increase in tourist traffic in 1967 but rather to highlight the social, economic, cultural and educational values of tourism and to win governmental and public recognition of tourism as a mature force in national and international life. Such an acknowledgment of tourism's elevated stature would in due course be expected to lead to its expansion and quantitative growth.

115. Even though the scope and extent of the measures taken in different countries varied according to their particular circumstances and their degree of economic and tourism development, all countries answering the questionnaire have qualified the ITY as having been an extremely useful initiative. It is true that some of the measures described in this report, particularly in the sphere of development, were part of longer term policies. The ITY, nevertheless, helped to put these long-term policies in better perspective and to accentuate practical achievements.

116. In the spheres of information and education, the consensus of answers is that ITY helped to make people more aware of the importance of tourism and to promote better appreciation of its potentialities. It helped to further tourist consciousness amongst Governments and the general public. In a society affected by the strains and stresses brought about by technological and scientific progress, and suffering from the upheavals of social and political crises, ITY helped to demonstrate the constructive and positive role of tourism as a humanitarian force, as a promoter of education, a factor of cultural advancement and personal fulfilment. It stressed the contribution of tourism to balanced economic development, trade and business expansion and social equilibrium. It showed how

international understanding can be furthered, co-operation fostered and peace attained through the mingling of peoples, which tourism promotes.

117. The success of ITY is evidenced by the extensive space devoted by the Press and the considerable time allocated by the Press and television to ITY themes. It is also demonstrated by the pronouncements of heads of State and other eminent personalities on the values of tourism. An appreciable impact was made on the youth of various countries through the organization of contests and school and university lectures on tourism. The organization of special events and the association of regular religious, cultural and artistic festivals and celebrations with ITY themes created a palpable appreciation and understanding of tourism amongst the widest strata of people.

118. The spiritual and religious leaders of the world acknowledged the strength and importance of tourism in moulding people's moral and spiritual outlook, and instituted meaningful programmes and activities.

119. ITY had a cogent influence in making people appreciate the need for warm welcome and hospitality for foreign tourists. This is particularly important in view of the fact that tourism is increasingly becoming "life-seeing" instead of being merely "sightseeing".

120. There is unanimous agreement among the various replies to continue and expand the educational and information activities started during ITY. Special importance will be attributed to activities for educating youth and government officials on tourism and encouraging greater hospitality.

121. In the sphere of promotion, the ITY proved to be a powerful force in projecting a favourable image of the tourism phenomenon, in developing the desire to travel among all classes of people, in encouraging co-operation both amongst countries and between the official and private sectors, and in stimulating fresh thinking on ways and means to bring tourism within the reach of ever larger sections of the population. It thus helped to enlarge and expand the travel market. The ITY also provoked fresh thought on and investigation into more effective methods of tourist publicity and promotion as is evidenced by the large number of meetings and conferences held on this subject.

122. Replies received from countries to the questionnaire are unanimous in underlining that the promotional measures adopted by them on the occasion of ITY helped to improve their country's image both at home and abroad. Domestic tourism benefited directly from the increased awareness of a country's tourist attractions and of the important role played by tourism in national activity.

123. National tourist organizations were encouraged to make more effective use of mass media and explored possibilities of doing so with the media representatives. These investigations helped to bring into focus the need to adapt to tourism the advanced marketing methods utilized in other sectors of commerce and industry.

124. The importance of pricing in the marketing of the tourist product received particular recognition during ITY. Governments of several countries made special efforts to hold down or even reduce tourist prices by offering fiscal and other reliefs in order to enable tour operators to offer attractive package tours. Attempts were also made by Governments, in co-operation with the private sector, to

improve the quality of tourist services in order not to belie the favourable image of a country as projected by the promotional activities.

125. A direct result of the successful experiences of various countries during ITY has been the strengthening of the concept of joint regional tourism promotion. The number of such joint promotional programmes and campaigns is constantly on the increase.

126. Countries answering the questionnaire have pointed to the value of the ITY emblem and the slogan "Tourism, Passport to Peace" in projecting the favourable image of tourism. Commemorative stamps and medals, press articles, radio and television broadcasts and special events and festivals all contributed strongly towards attaining the goals of ITY.

127. It is hardly possible to quantify the effects of promotional activities so soon after the event. In fact, the impact of promotional activities can be closely felt only if such activities are continued for some time. All replies are in agreement on this point and indicate that the countries concerned intend to maintain for some years the promotional measures taken on the occasion of ITY.

128. This determination to prolong the spirit and message of ITY has found concrete expression in the decision of the IUOTO African Travel Commission to proclaim 1969 as the International Year of African Tourism. A whole series of programmes and recommendations have been drawn up and circulated for increasing tourist consciousness amongst the African Governments and peoples. Similar initiatives on the national and subregional bases were taken in the proclamation of 1968 as Ecuador Tourist Year and 1969 as Tourist Year of the Association of South-East Asian Nations (ASEAN).

129. The results of the ITY in the sphere of facilitation were most outstanding and remarkable both as regards the large number of countries adopting facilitation measures and the wide coverage of such measures. The ITY provided a strong impetus to Governments to shed cumbersome procedures and formalities which belonged to another age.

130. Countries which had already reached a fairly advanced stage of facilitation found that there was still considerable new ground to break and were consequently led to set their sights higher in the matter of facilitation.

131. Meaningful steps were taken by a large number of both touristically advanced and less advanced countries along the whole spectrum of frontier formalities - reduction of passport formalities, abolition and suspension of visas, relaxation and acceleration of customs formalities, reduction of documents to be filled out, abolition of registration formalities, abolition or reduction of taxes, facilities for the importation of tourist publicity documents and materials, facilities for the temporary importation of private motor vehicles, facilitation of collective transportation etc. Many countries availed themselves of ITY to accede to and apply the provisions of international facilitation instruments and conventions, like the 1954 Convention on Customs Facilities for Touring with its Additional Protocol for the duty-free importation of tourist publicity material, the 1954 Convention on the Temporary Importation of Private Road Vehicles, the Customs Co-operation Council Conventions etc.

132. It is significant that the facilitation measures adopted on a permanent basis far outnumbered those adopted on a temporary or trial basis. Some of the spectacular temporary measures, like the unilateral abolition of entry visas for one year (in most cases extended to 1968), were most fruitful in leading directly to the conclusion of a series of bilateral agreements abolishing the formalities concerned on a permanent basis.

133. The spirit of ITY and the progress it generated on the facilitation front were a potent factor in counteracting efforts made in 1968 and in the United States of America and other countries to impose restrictions on travel. In this way, ITY helped to reaffirm and reinforce the basic human freedom to travel and keep unimpaired the concept of two-way travel.

134. In the sphere of development, the ITY induced Governments to re-examine their tourist policies and formulate them on a new basis in the light of the multi-dimensional nature of tourist activity. Tourism development could no longer be regarded merely as a sectoral activity but had to be considered on an over-all national basis with due regard to its many ramifications. This factor led Governments to work towards the integration of tourism in the general development plans of the country. In many of these plans tourism is assigned a place of priority among national activities.

135. ITY led Governments to expand the scope of their involvement and intervention in tourism. State intervention in tourism is not intended to be a substitute for private initiative but rather to stimulate the private sector and to create the most favourable conditions under which it might develop. Larger sums of money were allocated by Governments for financing tourism development and promotion. The powers, authority and resources of national tourist organizations were strengthened in many countries.

136. Many new plans for the expansion of hotel accommodation and resort facilities were drawn up and implemented. Private investments were stimulated by various incentives in the form of grants, credits and fiscal reliefs.

137. New measures were taken to develop tourist attractions and provide their proper utilization and management. Steps were taken to protect natural cultural resources.

138. It was recognized that investments in training qualified personnel were as important as, if not more important than, investments in development programmes. A number of national, regional and international tourist training projects were drawn up, some of which have already taken concrete shape. Fellowship schemes were considerably expanded. The ITY was certainly instrumental in encouraging much new constructive thinking on the question of tourist training.

B. Long-term results

139. History will no doubt record ITY as having been a most important milestone in the evolution of modern tourism. It represents the watershed where tourism ceased to be a marginal activity and acquired full maturity as an integral and significant part of national and international activity. After ITY, the problems of tourism

can no longer be considered in isolation but in the context of their close relationships with other principal sectors of activity. This is bound to have profound long-term repercussions.

140. The ITY helped to bring about a deeper realization in the official and private sectors of their complementary roles in tourism. It was a successful exercise in co-operation and helped to clarify the scope and extent of the activities of each sector.

141. By drawing attention to the significant role of tourism in national development and to the magnitude of the tasks which need to be performed to strengthen this role, especially in the developing countries, the ITY helped to focus attention on the need for providing increased technical aid to developing countries in the exploitation of their tourism potential, in accommodation and transport facilities, in planning and infrastructure, in the preparation and implementation of long-range plans of tourism development, in training of personnel, and in the stimulation of investments. Governments and international organizations can be expected to increase their efforts to give a more important place to tourism in technical assistance schemes.

142. ITY was a practical success as it enunciated and won recognition for the basic principles that should guide tourism's development in the future. The positive momentum generated by ITY on all fronts can be reasonably expected to accelerate and expand, improving the environment for the continued and expanding growth of tourism.