

**United Nations Conference  
on International Travel and Tourism**

*Rome, 21 August — 5 September 1963*

**Recommendations  
on  
International Travel and Tourism**



**UNITED NATIONS**

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## INTRODUCTION

1. The Economic and Social Council of the United Nations, by resolution 813 (XXXI) of 27 April 1961, requested the Secretary-General to call a conference on international travel and tourism as soon as possible and not later than the autumn of 1963. By resolution 870 (XXXIII) of 9 April 1962, the Council confirmed its decision to call the conference as an international technical conference to make recommendations on international travel and tourism. The Council, accepting an invitation extended by the Government of Italy, decided that the conference should be held in Rome in August and September 1963. It also requested the Secretary-General to invite all States Members of the United Nations or members of the specialized agencies to participate in the conference and to include among their representatives individual experts competent in the special subjects to be discussed at the conference, to invite the specialized agencies and interested inter-governmental organizations to participate without vote in the deliberations of the conference, and to invite the interested non-governmental organizations having consultative status with the Council to take part without vote in the conference.

2. The United Nations Conference on International Travel and Tourism took place from 21 August to 5 September 1963 at the Palazzo dei Congressi (EUR), Rome.

3. By invitation of the Secretary-General, the following eighty-seven States, five specialized agencies, seven inter-governmental organizations and fourteen non-governmental organizations were represented at the Conference :

### *States :*

Afghanistan, Algeria, Argentina, Australia, Austria, Belgium, Bolivia, Brazil, Bulgaria, Byelorussian Soviet Socialist Republic, Cambodia, Cameroon, Canada, Ceylon, Chad, Chile, China, Colombia, Congo (Leopoldville), Costa Rica, Cuba, Cyprus, Czechoslovakia, Denmark, Dominican Republic, El Salvador, Federal Republic of Germany, Finland, France, Greece, Guatemala, Holy See, Hungary, India, Indonesia, Iran, Iraq, Ireland, Israel, Italy, Japan, Jordan, Kuwait, Lebanon, Liberia, Libya, Luxembourg, Madagascar, Mali, Mexico, Morocco, Nepal, Netherlands, New Zealand, Niger, Nigeria, Norway, Pakistan, Paraguay, Peru, Philippines, Poland, Portugal, Republic of Korea, Romania, San Marino, Saudi Arabia, Senegal, Somalia, Republic of South Africa, Spain, Sudan, Sweden, Switzerland, Syria, Thailand, Trinidad and Tobago, Tunisia, Turkey, Uganda, Ukrainian Soviet Socialist Republic, Union of Soviet Socialist Republics, United Arab Republic, United Kingdom of Great Britain and Northern Ireland, United States of America, Venezuela, Yugoslavia.

*Specialized agencies :*

Food and Agriculture Organization of the United Nations (FAO), United Nations Educational, Scientific and Cultural Organization (UNESCO), International Civil Aviation Organization (ICAO), World Health Organization (WHO), Inter-Governmental Maritime Consultative Organization (IMCO).

*Inter-governmental organizations :*

Caribbean Organization, Customs Co-operation Council (CCC), European Economic Community (EEC), European Conference of Ministers of Transport (ECMT), League of Arab States, Organization of American States (OAS), Organization for Economic Co-operation and Development (OECD).

*Non-governmental organizations :*

International Aeronautical Federation (IAF), International Air Transport Association (IATA), International Chamber of Commerce (ICC), International Chamber of Shipping (ICS), International Criminal Police Organization (ICPO) (INTERPOL), International Federation of Journalists and Writers in the Field of Tourism (FIJET), International Federation of Senior Police Officers (IFSP), International Road Federation (IRF), International Road Transport Union (IRU), International Union of Official Travel Organizations (IUOTO), International Union of Railways (UIC), World Touring and Automobile Organization (OTA), representing the Inter-American Federation of Automobile Clubs, the International Automobile Federation and the International Touring Alliance (AIT).

4. The Conference elected Mr. A. Folchi (Italy) as President. It also elected the following Vice-Presidents :

- Mr. Taieb Boulharouf (Algeria) ;
- H. H. Sultan Hamengku Buwono (Indonesia) ;
- Mr. T. J. O'Driscoll (Ireland) ;
- Mr. B. A. Borisov (Union of Soviet Socialist Republics) ;
- Mr. V. Gilmore (United States of America).

5. Following the decision of the Economic and Social Council in paragraph 5 of its resolution 870 (XXXIII), a provisional agenda was drawn up on the basis of the draft recommended to the Secretary-General by the seven-member Group of Experts on International Travel and Tourism which he had set up and convened at Geneva from 29 January to 9 February 1962 in accordance with Council resolution 813 (XXXI). The Conference adopted it as its agenda, the text of which is reproduced in the annex hereto (see p. 39).

6. The Formalities Committee, which was set up by the Conference to submit proposals on the definition of "tourist" or "temporary visitor" and on the facilitation of governmental formalities regarding travel, elected the following officers :

*Chairman :* Dr. P. Bernecker (Austria) ;

*Vice-Chairmen :* Mr. R. Cuervo (Mexico) ;  
Mr. N. Sow (Senegal).

7. The Formalities Committee prepared proposals upon which the recommendations in Parts One and Two of this publication were based.

8. The Development Committee, which was set up by the Conference to submit proposals on other governmental measures and technical co-operation, elected the following officers :

*Chairman :* Mr. S. N. Chib (India) ;  
*Vice-Chairmen :* Mr. J. D. Bates (Australia) ;  
Mr. W. Reczek (Poland).

9. The Development Committee prepared proposals upon which the recommendations in Part Three of this publication were based.

10. The Conference studied the proposals of its two Committees and, after amending or supplementing them on certain points, approved, and decided to submit to the Economic and Social Council, the recommendations constituting Parts One and Two of this publication, together with the resolution and the considerations and recommendations constituting Part Three.

11. The Economic and Social Council on 16 December 1963 adopted resolution 995 (XXXVI), which is as follows :

*The Economic and Social Council,*

*Having taken cognizance of the report of the United Nations Conference on International Travel and Tourism,<sup>1</sup> held in August and September 1963, in accordance with Council resolution 870 (XXXIII), dated 9 April 1962,*

*Reaffirming the importance of the role played by tourism in national economics and international trade, as well as its social, educational and cultural impact, and its contribution to the promotion of international good will and understanding,*

*Considering that tourism can play an important role in furthering the aims of the United Nations Development Decade,*

*Noting that the development of tourism depends to a great extent on the action of Governments in the framework of their economic policy,*

*Being fully aware of the difficulties encountered in the development of tourism in the developing countries,*

*Taking note of the recommendation of the Conference concerning the important role that should be played by the International Union of Official Travel Organizations in assisting, through the United Nations, the Governments of States Members in matters relating to the development of tourism,*

<sup>1</sup> *Official Records of the Economic and Social Council, resumed thirty-sixth session, Annexes, agenda item 40, document E/3839.*

1. Expresses its satisfaction with the results achieved and the conclusions reached by the United Nations Conference on International Travel and Tourism;

2. Calls upon the Governments of States Members of the United Nations or members of the specialized agencies to consider and implement, as appropriate, the recommendations contained in the report of the Conference, and particularly draws the attention of Governments to the recommendations of the Conference concerning the forms of government action for the development of tourism;

3. Urges the Statistical Commission and the International Union of Official Travel Organizations to study the question of the definition of the term "visitor" for statistical purposes, as proposed by the Conference;

4. Calls upon the regional economic commissions, within their respective areas, to lend their assistance towards the development of tourism in the developing countries, and urges the International Union of Official Travel Organizations and all non-governmental organizations directly concerned with the development of tourism to promote, within their spheres of activity, the application of the recommendations of the Conference;

5. Draws the attention of the developing countries, as well as of the Secretary-General, the Executive Chairman of the Technical Assistance Board, the Managing Director of the Special Fund and the executive heads of the specialized agencies concerned to the recommendations of the Conference concerning technical assistance in the field of tourism;

6. Further draws the attention of Governments of the developing countries to the contribution which the International Union of Official Travel Organizations can make in the formulation of technical assistance projects in the field of tourism;

7. Requests the Secretary-General to furnish, as appropriate, assistance in the implementation of the recommendations of the Conference and:

(a) To transmit to the World Health Organization and the United Nations Educational, Scientific and Cultural Organization, respectively, the recommendation of the Conference concerning health formalities and that concerning travellers engaged in educational, scientific, cultural and sporting activities;

(b) To prepare for the Council in 1966, in co-operation with the specialized agencies concerned, the regional economic commissions and the International Union of Official Travel Organizations, and on the basis of information supplied by Governments in response to a questionnaire, a report covering the progress achieved in the acceptance and application of the recommendations of the Conference on:

(i) The facilitation of governmental formalities for international travel;

(ii) The development of tourism;

8. Invites the International Union of Official Travel Organizations to co-operate with the Secretary-General in the preparation of this report.

## Part One

### DEFINITION OF "VISITOR" AND "TOURIST" FOR THE PURPOSES OF INTERNATIONAL STATISTICS

In accordance with paragraph 5 of Economic and Social Council resolution 870 (XXXIII), the Conference suggests for consideration by the United Nations Statistical Commission and by the International Union of Official Travel Organizations (IUOTO) the following definition of the term "visitor":

"For statistical purposes, the term 'visitor' describes any person visiting a country other than that in which he has his usual place of residence, for any reason other than following an occupation remunerated from within the country visited.

"This definition covers:

"Tourists, i.e. temporary visitors staying at least 24 hours in the country visited and the purpose of whose journey can be classified under one of the following headings:

"(a) leisure (recreation, holiday, health, study, religion and sport);

"(b) business, family, mission, meeting.

"Excursionists, i.e. temporary visitors staying less than 24 hours in the country visited (including travellers on cruises).

"The statistics should not include travellers who, in the legal sense, do not enter the country (air travellers who do not leave an airport's transit area, and similar cases)."

## Part Two

### FACILITATION OF GOVERNMENTAL FORMALITIES FOR INTERNATIONAL TRAVEL

#### Note

(1) Should certain governments be unable to implement these recommendations forthwith, particularly those having economic implications, it is nevertheless recommended that they should endeavour to implement them as soon as circumstances so permit.

(2) Nothing in the present recommendations shall be construed as suggesting or allowing any restriction or reduction of facilities already granted which exceed those recommended hereunder. In this connexion, it has been noted that certain countries have a continuing obligation, under the Convention on International Civil Aviation (Chicago, 1944), to put into effect the international standards and recommended practices of annex 9 (Facilitation) to that Convention.

(3) In the recommendations hereunder concerning passports, visas and other formalities and checks, the definition of "temporary visitor" is the one adopted by the International Civil Aviation Organization (ICAO) in March 1963.

(4) In the recommendations hereunder concerning customs, the definition of "tourist" is that given in the Convention concerning Customs Facilities for Touring (New York, 1954).

#### A. PASSPORTS

##### (1) Abolition

Although some countries have abolished passports on a regional basis, a valid passport is still the most suitable international travel document, and therefore it is not feasible at present to recommend the abolition of passports on a world-wide basis. However, recognizing the desirability, from both an economic and a social standpoint, of progressively freer international travel, it is strongly recommended that all governments should continue to examine their passport laws and regulations and should reduce their requirements to the minimum that is compatible with their national interests and security. In particular, governments should study the unilateral, bilateral or multilateral measures already taken by some countries to ease travel formalities on a regional basis by accepting official documents of identification, such as national identity cards, in lieu of passports.

Nevertheless, no alternative document to the passport should be instituted unless the cost to the traveller is lower; nor should the holder of a valid passport be required to obtain another travel document as well.

It is also recommended that countries which succeed in reducing or abolishing passport formalities, or other formalities affecting the traveller, should make this known to other governments, so as to assist them in their facilitation programme.

##### (2) Issue

(a) *Individual passports.* — Procedures for the issue of passports should be improved and simplified to the greatest possible extent by means of the following measures:

- (i) Decentralization of the issue of passports;
- (ii) Elimination, wherever possible, of the requirement to produce a certificate of good conduct, documentary evidence of financial status, a security or any other guarantee for the repatriation of the person concerned, except where justified for special reasons.

(b) *Collective passports.* — Since collective passports may be helpful for groups, particularly young groups, travelling on short journeys within the same region, they should be accepted as valid travel documents either on a unilateral basis or by virtue of bilateral or multilateral agreements.

(c) *Children's passports.* — No country should require a separate passport for children under 16 years of age entering its territory accompanied by a parent or legal guardian, provided that particulars of the child are recorded in the passport of the accompanying adult.

##### (3) Validity

The period of validity of a passport should not normally be less than 5 years at the time of its initial issue.

During its period of validity a passport should be valid for an unlimited number of journeys.

A passport should be valid for all countries. However, if justified exceptions are made, the passport's territorial validity should be clearly indicated.

##### (4) Renewal

To expedite the renewal of a passport, such renewal should not necessitate the production of the documents required at the time of the first application.

The period of validity of a renewed passport should normally be the same as the initial period of validity.

##### (5) Withdrawal

During the period of its validity, a passport should remain in the possession of its holder and the obligation to surrender it upon return from a journey abroad should be abolished, where this practice exists. Furthermore, the passport should not be taken away by the authorities of the country visited.

##### (6) Cost

If any fee is charged for the issue or renewal of a passport, its amount should not exceed the cost of the operation.

(7) *Standardization*

(a) *Measures to prevent falsification.* — Appropriate measures should be taken to obviate risks of falsification, and the attention of governments is drawn to the advice and assistance which INTERPOL is able to furnish in this connexion.

(b) *Format.* — The format of the passport should not exceed 105 mm × 155 mm (4 1/8 inches × 6 1/8 inches). For convenience in use, it may be slightly smaller.

(c) *Number of pages.* — The passport should comprise at least 32 pages.

(d) *Paper.* — The paper used should be of a quality such as to render apparent erasures, overwritten words or figures, and alterations.

(e) The passport should take the form of a booklet so bound as to prevent the removal of its inner pages and their replacement by others.

(f) *Language.* — The passport should be printed in the language of the country of issue. If that language is neither English nor French, the text should be at least bilingual, the second language being English or French.

(g) *Family passport.* — Where a country deems it necessary to issue a family passport, the wife should be mentioned on the first page and the particulars concerning her, and also her photograph and signature, should appear on the second and third pages.

(h) *Observations and recommendations.* — Observations and recommendations should be given on one or more leaves adhesively attached to the inside of the cover and should comprise information or notices concerning the use of the passport and any other information and practical instructions deemed useful by the country issuing the travel document.

(i) *Perforation of pages.* — It has been found that the perforation of one or more pages, previously recommended, serves no useful purpose.

(j) *Cover.\** — The cover should bear: the name and, if appropriate, the emblem of the country of issue; the equivalent of the word "passport" in the national language of the country of issue.

(k) *First and second pages.* — The name of the country issuing the passport, personal particulars regarding the holder, and where applicable the heading concerning children covered by the passport, should appear on the first and second pages.

(l) *Writing.* — Where entries which are not printed are not in Latin characters, they should be accompanied by their transcription in Latin characters. The surname should be written in block capitals or be typed.

(m) *Nationality.* — The nationality of the holder should be clearly apparent from the passport.

(n) *Description.* — Since it is not considered necessary that the colour of the hair should be specified, the description may be limited to the following three headings: height; colour of eyes; special peculiarities.

\* The Conference reached no conclusion on the desirability of prescribing "windows" in the cover to accommodate the name of the holder and the number of the passport.

(o) *Third page.* — The third page should bear the holder's photograph and the photographs of any children accompanying the holder if the photographs of these children appear in the passport.

As a general rule, the third page should also include the signature of the holder.

(p) *Fourth page.* — The fourth page should: specify the territorial validity of the passport and the duration of its validity; specify the date and place of issue of the passport; bear the stamp of the issuing authority and, if so provided by the national regulations of the issuing country, the signature of that authority.

(q) *Fifth and sixth pages.* — The fifth page should be reserved for the renewal of the passport's validity; the sixth page should be reserved either for a further extension of the passport's validity or for special observations or requirements of the authorities issuing the passport.

B. VISAS

(1) *Entry visas*

(a) Governments should extend to the maximum number of countries the practice of abolishing, through bilateral agreements or by unilateral decision, the requirement of entry visas for temporary visitors.

(b) Where the visa cannot be abolished:

(i) The value of the visa should be enhanced by:

Extending to at least six months the period during which the visa may be presented on entry;

Permitting an unlimited number of entries during the period of validity of the visa;

Extending to three months the authorized period of stay.

(ii) Countries should consider authorizing the entry of travellers without a visa for a period up to 72 hours, or issuing at the frontier visas for such a period;

(iii) In addition, in exceptional circumstances, where a temporary visitor presents himself at a frontier post for the purpose of entering a country and for valid reasons is not in possession of the required entry visa, the country concerned should be prepared to regularize the traveller's position by appropriate means;

(iv) Except in extremely urgent and serious cases, the conditions governing the issue of visas should not be modified without sufficient notice and without wide advance publicity;

(v) Since it is desirable that visas should be issued with the least possible delay, they should normally and in general be issued to temporary visitors within fifteen days after receipt of their application. To this end, governments should simplify the documents and other formalities required for the issue of visas;

(vi) The authorities responsible for issuing visas should, in principle, be empowered to issue visas to persons who are not domiciled in their jurisdiction but who, for valid reasons, are temporarily there;



(vii) An applicant for a visa should not normally be required to appear in person to obtain his visa, if it is possible to determine by other means his identity, his nationality, and his status as a *bona fide* temporary visitor ;

(viii) Only the minimum number of documents should be required in support of applications for visas for stays of not more than three months' duration ;

(ix) Where possible, the authorities responsible for issuing visas should endeavour to ascertain the applicant's financial status without requiring guarantees or equivalent documents ;

(x) Countries should consider the issue of *collective visas* to facilitate group travel, especially from neighbouring countries.

#### (2) *Exit visas*

The Conference noted the documentation circulated at the suggestion of the Commission on Human Rights and dealing with "the right of anyone to leave any country, including his own, and to return to his country" (E/CN. 4/Sub. 2/220 ; E/CN. 4/846, pages 44 to 48).

It also noted the ICAO recommended practice with respect to the abolition of exit visas, and studied the proposal of the seven-member Group of Experts (GEITT/1/Rev. 2 annexed to document E/3590) for the abolition of exit visas for nationals, residents and temporary visitors.

It came to no conclusion regarding exit visas for nationals or residents, but strongly recommended that exit visas for temporary visitors should be abolished.

#### (3) *Validity*

A visa should be valid at all points of entry by any route normally open to passenger traffic and by all means of transport.

Extension of the validity of a visa and of the permission to stay in the country which it implies should be possible with a minimum of formalities and free of charge.

#### (4) *Cost*

Visas should be issued to temporary visitors without charge, on a reciprocal basis. If a fee is charged it should not exceed the cost of the operation.

If a fee is charged for a collective visa it should not exceed the amount charged for an individual visa.

#### (5) *Standardization*

All countries should examine the standards and practices recommended by ICAO as a basis for the international standardization of visas.

### C. OTHER CONTROLS AND FORMALITIES

#### (1) *Police registration*

While registration with the police may be justified in some circumstances, governments are recommended to consider abolishing that requirement within the period of stay initially authorized for the temporary visitor.

A later objective should be to exempt, possibly on a reciprocal basis, the temporary visitor from the requirement to produce documents, once he has completed the frontier formalities and has entered the country.

Where registration with the police is still required, the relevant formalities should be relaxed for temporary visitors. In particular, temporary visitors should not be required to present themselves in person to the police.

#### (2) *On arrival and on departure*

The health documentation required under the International Sanitary Regulations is in no way affected by the present recommendations. Particular note has been taken of the addition of the following paragraph to article 36 of the International Sanitary Regulations, which is to enter into force on 1 October 1963 :

" 3. Where a health administration has special problems constituting a grave danger to public health a person on an international voyage may, on arrival, be required to give a destination address in writing."

Countries are urged to abolish any other requirement for the production of documents by a temporary visitor on his arrival or departure.

Where documentation is required on arrival or departure it should be confined to the data contained at present in the ICAO Embarkation/Disembarkation Card. Steps should be taken to make it possible for travellers to complete this documentation before their arrival at the frontier post.

No charge or fee should be made for this or any other documentation which countries require on the arrival or departure of a temporary visitor.

#### (3) *Retention or impounding of passports*

Except in cases where the interests of justice or public policy are involved, the passport or other identity paper or the travel ticket of the temporary visitor should never be retained or impounded by the authorities of the country visited.

#### (4) *Relationship between formalities and the gathering of statistics*

Accurate and valid statistics are an important element in the preparation of plans for the development of reception facilities for travellers and tourists, but governments should endeavour to collect the necessary statistics without imposing formalities which would delay or irritate visitors.

#### (5) *Checks at frontier posts*

Checks at frontier posts should be carried out as expeditiously as possible.

It is recommended that, wherever possible, the practice of carrying out checks in the course of the journey should be generally adopted.

Frontier posts should be situated in the immediate vicinity of those of the neighbouring country, to facilitate crossing of the frontier.

#### (6) *Income-tax clearance*

The country visited should, as a general rule, exempt temporary visitors from the requirement to produce an income-tax clearance certificate

at the time of their departure. However, in the case of individuals who may become liable for such tax, the applicable laws of the country concerned should be applied.

#### D. STOP-OVER AND DIRECT TRANSIT PASSENGERS

(1) Passengers making a mere stop-over, i.e. who arrive on a ship or aircraft and who remain in a controlled transit area at the airport or berthing area, should be exempt from any form of visa requirement and from any police, customs, health (except where justified by epidemiological conditions) or other administrative formality.

(2) Travellers in direct transit, i.e.:

(a) Those arriving on an international through train who do not leave it;

(b) Those who make a connexion by the same or a different means of transport, provided they stay within a controlled transit area,

should be exempt from any form of visa requirement and, so far as possible, from any police, customs, health (except where justified by epidemiological conditions) or other administrative formality.

#### E. CUSTOMS

##### (1) *Frontier formalities for passengers and their luggage*

It is recommended:

(a) That the term "personal effects" as used in article 2 of the 1954 Convention concerning Customs Facilities for Touring should henceforth be deemed to cover, among other articles, the following, provided they can be considered as being in use:

- personal jewellery;
- two still cameras and twenty-four plates or ten rolls of film per camera;
- one miniature cinematograph camera and ten reels of film;
- one pair of binoculars;
- one portable musical instrument;
- one portable gramophone and ten records;
- one portable sound-recording apparatus;
- one portable wireless receiving set;
- one portable typewriter;
- one perambulator;
- one tent and other camping equipment;
- sports equipment (for example, one fishing outfit, two sporting firearms with one hundred cartridges per firearm, one non-powered cycle, one canoe or kayak less than 5.5 metres long, two pairs of skis, two tennis rackets);

(b) That the quantity of spirits admitted free of import duties and import taxes under article 3 of the 1954 Convention mentioned above should be one-half of a litre;

(c) That, as regards article 4 (a) of that Convention, the total value of souvenirs authorized to be imported in transit by a tourist should be 100 United States dollars;

(d) That, as regards article 4 (b) of that Convention, tourists should be authorized to export souvenirs without limit as to value, subject to the provisions of article 9 of the Convention and provided that where the total value of the souvenirs exceeds 100 United States dollars the tourists concerned may be subject, with respect to the excess, to the prescribed currency control procedures;

(e) That exemptions from import duties and import taxes should be allowed on as liberal a scale as possible in respect of articles and consumable goods which returning residents have purchased for non-commercial purposes on their visits abroad and which they bring back with them;

(f) That governments should publicise as widely as possible the customs procedures and concessions applicable to inbound passengers;

(g) That written declarations in respect of accompanied luggage should be dispensed with so far as possible;

(h) That the customs examination of the luggage of inbound passengers should normally be performed on a sampling or selective basis;

(i) That, with a view to facilitating tourist traffic, governments of neighbouring countries should explore the possibility of entering into bilateral arrangements for the establishment of contiguous or joint customs posts;

(j) That governments should make arrangements at road frontier posts to expedite the clearance of passenger traffic and should, in particular, explore the possibility of separating passenger traffic from goods traffic.

##### (2) *Spare parts for the repair of means of transport*

The attention of governments is drawn to the desirability, in the interest of tourism, of not collecting customs duties on spare parts and components temporarily imported for repair or maintenance operations in all means of international transport, and of simplifying formalities for the temporary importation of such spare parts and components.

#### *Remarks*

Departing in this respect from the experts' recommendations as embodied in the report GEITT/1/Rev. 2 annexed to document E/3590 of the Economic and Social Council, the Conference was unable to recommend:

(a) That article 5 of the 1954 Convention concerning Customs Facilities for Touring should be deleted;

(b) That customs inspection of registered or unaccompanied luggage should be carried out, so far as possible, at the point of destination or at the nearest customs post;

(c) That baggage declaration, inspection and other customs formalities for outbound passengers should be abolished.

## F. CURRENCY AND EXCHANGE PROCEDURES

It is recommended :

(1) That each country should, where its foreign exchange position so permits, grant reasonable foreign exchange facilities for travel abroad. If, in exceptional circumstances (for example, in the case of developing countries), restrictions are necessary, countries should endeavour to enter into special arrangements within the framework of their international obligations. Where facilities can be granted only to a limited extent, countries should recognize the special needs of those travelling for educational, scientific or cultural purposes ;

(2) That, in countries where exchange control is deemed necessary :

(a) The formalities arising from such control at the time of departure should be reduced to a minimum in respect of travellers who are nationals of the country concerned or are resident in its territory ;

(b) The foreign currency importation declaration to be made upon arrival should be simplified as much as possible ;

(c) Upon arrival, travellers who have made a written declaration of foreign currency in their possession in excess of the amount authorized should be permitted to retain the excess provided they account for it on departure.

(d) When foreign currency has been lawfully exchanged into the national currency, any balance not utilized should be reconvertible into foreign currencies upon departure ;

(e) Legal exchange of foreign currencies by a government agency or by an authorized private agency should be provided for at points of entry into countries at times corresponding to the needs of travellers ;

(f) The possibility of allowing the use of credit-cards during international travel, as now widely permitted in some countries, should be considered by all countries as a means of stimulating purchases and promoting the export of goods.

## G. TAXES, CHARGES, FEES AND RELATED REQUIREMENTS

The proliferation of taxes, fees and charges levied on tourists on arrival or departure runs counter to the development of international tourism. It is therefore recommended that such taxes, fees and charges should be abolished and that pending their abolition their number should be reduced and they should be fully publicized.

## H. FORMALITIES FOR MOTOR VEHICLES, AIRCRAFT AND PLEASURE BOATS

It is recommended :

(1) That all countries should, in respect of private road motor vehicles, recognize any driving permit valid in the country of issue. Where this is not feasible, international driving permits conforming to the model specified in annex 10 to the 1949 Convention on Road Traffic should be recognized ;

(2) That domestic vehicle-registration certificates should be recognized, as provided by the 1949 Convention on Road Traffic ;

(3) That, with regard to third-party-risk insurance, governments and insurance companies should endeavour to introduce the green-card system in force in Europe or, if this is not practicable, to arrange for insurance policies to be made out at the principal frontier posts by which road vehicles enter the country, and that countries should examine the possibility of concluding bilateral or multilateral agreements concerning third-party-risk insurance with a view to simplifying and accelerating frontier controls.

(4) That, in respect of :

(a) private road motor vehicles, including trailers (within the meaning of the Customs Convention on the Temporary Importation of Private Road Vehicles, 1954),

(b) aircraft (within the meaning of the Customs Convention on the Temporary Importation for Private Use of Aircraft and Pleasure Boats, 1956), and

(c) pleasure boats (within the meaning of the 1956 Convention),

the requirements relating to security for the payment of import duties and import taxes, to temporary importation papers, and to formalities should be reduced to the greatest possible extent and, if feasible, should be abolished.

(5) That article 2 of the 1954 Customs Convention on the Temporary Importation of Private Road Vehicles should not be deemed to preclude import prohibitions based on considerations of public health or hygiene, or on veterinary or phytopathological considerations.

## I. TOURIST PUBLICITY DOCUMENTS AND MATERIAL

It is recommended :

(1) That, as regards the tourist publicity documents and material mentioned in article 3 of the Additional Protocol to the 1954 Convention concerning Customs Facilities for Touring, relating to the importation of tourist publicity documents and material, customs authorities should, on request, and within the limits laid down by the laws and regulations of the country of temporary importation, either grant a longer initial period than the period of twelve months mentioned in article 4 of the said Protocol or extend the initial period without requiring re-exportation and renewed importation ;

(2) That prohibitions to import tourist publicity documents and material which are based on veterinary or phytopathological considerations should not be deemed contrary to the provisions of article 7, paragraph 2, of the Protocol.

(3) That, subject to fulfilment of the conditions set out in the Protocol, illustrated calendars should be treated in the same way as the documents referred to in article 2 (a) of the said Protocol.

## J. ACCESSION TO EXISTING INTERNATIONAL INSTRUMENTS

It is recommended :

(1) That countries should become parties to the instruments concerning customs facilities (New York, 1954), namely: the Convention concerning Customs Facilities for Touring; the Additional Protocol to the Convention concerning Customs Facilities for Touring, relating to the Importation of Tourist Publicity Documents and Material; and the Customs Convention on the Temporary Importation of Private Road Vehicles;

(2) That countries should give close consideration to the possibility of becoming parties to the Conventions on :

- (a) the temporary importation of professional equipment;
- (b) facilities for the importation of goods for display or use at exhibitions, fairs, meetings or similar events; and
- (c) the ATA carnet for the temporary admission of goods,

drawn up at Brussels under the auspices of the Customs Co-operation Council.

## K. HEALTH FORMALITIES (INSPECTION, QUARANTINE AND SANITATION)

The WHO International Sanitary Regulations prescribe the strictest measures permissible to a country to prevent the spread of quarantinable diseases through international travel. In the detailed application of these Regulations, health administrations should, especially in view of the expansion of tourism, endeavour to reduce to the minimum the resultant interference with international travel.

## L. TRAVELLERS ENGAGED IN EDUCATIONAL, SCIENTIFIC, CULTURAL OR SPORTING ACTIVITIES

It is recommended that persons engaged in educational, scientific, cultural or sporting activities should be regarded as a special category of travellers, and that governments should give special attention to facilitating travel by such persons, as stated in resolution 5.22 of the General Conference of UNESCO at its tenth session.

## GENERAL RECOMMENDATION ON PROCEDURE FOR REPORTING PROGRESS IN THE IMPLEMENTATION OF THE FOREGOING RECOMMENDATIONS

The Conference suggests that a reporting procedure on the progress of acceptance and implementation of these recommendations should be worked out by the United Nations.

## Part Three

## DEVELOPMENT OF TOURISM

### I. GENERAL RESOLUTION

#### A

#### *Importance of tourism*

*The United Nations Conference on International Travel and Tourism*

1. *Convinced* that tourism is a basic and most desirable human activity deserving the praise and encouragement of all peoples and all governments,

2. *Confident* that tourism could be a vital element in the framework of the United Nations Development Decade provided the necessary measures to stimulate and co-ordinate the various activities are taken,

3. *Recognizes* the fundamental role played by tourism in national economies through the resultant economic benefits to the participating countries, whose foreign exchange earnings are increased and whose international trade is stimulated,

4. *Deeply conscious* of the fact that tourism is an important factor contributing to the strengthening of the economies of all countries, and particularly of the developing countries, through the diversification of economic activities, the creation of fresh sources of employment, and by providing a powerful impetus to the establishment of indigenous industries,

5. *Fully aware* of the social, educational and cultural impact of tourism and of its significant contribution to the promotion of international good will and understanding and to the preservation of peace between the peoples,

6. *Notes with satisfaction* the progress accomplished in recent years by tourism all over the world, both in the developed and in the developing countries.

#### B

#### *Organization of tourism*

*The Conference,*

7. *Considers* that it is incumbent on governments to stimulate and co-ordinate national tourist activities,

8. *Convinced* that this task can in the main be carried out through the medium of national tourist organizations,

9. *Recommends* that national tourist organizations should be granted the authority and resources necessary to enable them to take effective action, as desired by governments, for the development and promotion of national and international tourism.

*Technical co-operation**The Conference,*

10. *Considering especially* the case of developing countries which, in their efforts to establish and modernize travel plant and services and develop their tourist resources, need funds and technical knowledge,

11. *Emphasizing* the valuable part played by the United Nations, its regional economic commissions and, in particular, by IUOTO and the other organizations competent in this field, and also by bilateral agreements on co-operation, in providing or making possible the provision of guidance and technical assistance to the developing countries,

12. *Realizing* that technical co-operation and assistance, the sharing of skills, knowledge and experience, and the expansion of sources of financing on an international basis are necessary for the development of tourism in all countries,

13. *Recognizing* the essential importance of the development of accommodation facilities for the expansion of tourism,

14. *Recommends :*

(a) that the United Nations Technical Assistance Board and the other administrations concerned should give high priority to requests for technical assistance with respect to tourism and to projects relating to tourism in regional technical assistance programmes ;

(b) that the governments of developing countries should give high priority to projects concerning the development of tourism in their respective countries ;

(c) that the governments of developing countries should consider the possibility of seeking the assistance of the United Nations Special Fund for regional and sub-regional surveys of existing and potential tourist resources and for the preparation by experts of tourist traffic estimates and forecasts, with a view to the establishment of short-term and long-term plans for the development of tourist facilities and plant ;

15. *Expresses the desire* that bilateral economic, financial and technical co-operation in the field of tourism should continue and increase, and in particular that the developing countries may find in the developed countries, against full and appropriate security, special sources of long-term low-interest loans ;

16. *Recommends* that the grant and loan agencies and the agencies concerned with international co-operation should give sympathetic consideration to the possibility of making grants and loans for financially sound tourism projects, and in particular for the construction and improvement of hotels and other means of accommodation ;

17. *Recommends* that governments should consider the possibility of including tourism projects, and particularly those relating to accommodation, in the list of projects eligible for loans from their industrial or other

corporations, and that, where required, they should establish special financial corporations for tourism ;

18. *Recommends* that governments should give sympathetic consideration to the possibility of granting special facilities and incentives for accommodation projects.

*Other useful measures**The Conference,*

19. *Recommends* that, in view of the important and specialized task which travel agencies perform, the exercise of proper control over their establishment and operations either by legislation or by self-regulation should be studied ;

20. *Recommends* that, in the matter of currency allowances for travel, the most liberal measures should be adopted, and *suggests*, as a desirable standard, that in the case of countries which are unable to consent to complete liberalization in this field, the allowance should, on application by the persons concerned, be at least 500 United States dollars per person ;

21. *Considers* that the existence of special taxes on foreign tourists constitutes an unjustified discriminatory measure, and that taxes imposed on nationals going abroad constitute a restrictive practice which should be abolished as soon as possible ;

22. *Regrets* the existence of such taxes because they hamper the development of tourism, it being recognized that the higher the volume of international tourism, the greater the ensuing benefits ;

23. *Emphasizes* the very substantial value, from the point of view of tourism, of the natural, historical and cultural heritage of countries ;

24. *Urges* the adoption of adequate measures to ensure the preservation and protection of that heritage ;

25. *Recognizes* the paramount importance of public and private transport as an element in the growth of tourism ;

26. *Notes* that air and sea transport companies have lowered fares by instituting tourist and economy classes ;

27. *Considers* the lowering of international fares for all modes of transport, where economic circumstances so permit, to be essential to the continued development of tourism ;

28. *Urges* the introduction, for all modes of transport, of lower fares, valid throughout the year, to the extent compatible with the requirements of sound economic operation ;

29. *Considers* that, for the success of any tourist development programme, it is essential that the people of the country concerned should appreciate the importance of tourism, i.e. they should be "tourist-minded" ;

30. *Exhorts* governments, through their national tourist organizations, to endeavour to obtain wide support for tourism on the part of the general public as well as in government circles ;

31. *Bearing in mind* that there is no specialized agency for tourism in the United Nations family ;

32. *Feeling* that, with a view to preventing any duplication of effort, it is not necessary, in order to benefit by accumulated experience, to set up within the United Nations any separate organization or special service to deal with tourism ;

33. *Recommends* that the United Nations should consider IUOTO as its main instrument for the promotion of tourism, should call upon IUOTO, when it seems appropriate to do so, to implement the results of the present Conference, and should accordingly support the activities of IUOTO ;

34. *Recommends* in particular that the regional economic commissions of the United Nations and IUOTO should work in close co-operation with the object of furthering the development of tourism and preventing any overlapping of administrative activities ;

35. *Recommends* that the regional economic commissions of the United Nations should be equipped for effective action and more substantial help to governments in the field of tourism, and for closer co-operation with IUOTO and other specialized bodies.

## E

### *Freedom of movement and absence of discrimination*

#### *The Conference*

36. *Affirms* the ideal, expressed in the Universal Declaration of Human Rights, that everyone has the right to freedom of movement, including freedom of transit, and takes note of the report by the Commission on Human Rights, Sub-Commission on Prevention of Discrimination and Protection of Minorities, on the right of everyone to leave any country, including his own, and to return to his country ;

37. *Recommends* governments to prevent, in the field of tourism, any campaign of denigration or discrimination based on religious, racial or political grounds ;

38. *Recommends* that travel for educational, scientific, cultural or sporting purposes should be specially encouraged and facilitated.

## F

### *General*

#### *The Conference*

39. *Invites* all inter-governmental and non-governmental bodies directly or indirectly interested in tourism to work for the attainment of the objectives laid down by the Conference ;

40. *Expresses the view* that, to allow a reasonable period for the application of the results of this Conference, a further world conference need not, in normal circumstances, be held for at least five years.

## II. CONSIDERATIONS AND RECOMMENDATIONS

### A. TOURISM AS A FACTOR OF ECONOMIC DEVELOPMENT

1. The Conference emphasized the profound importance of tourism as an economic factor and noted the growing complexity of the problems of international travel. It commended the reports submitted by the United Nations Secretariat and the specialized agencies and organizations, and particularly took note of the document entitled " Tourism as a factor of economic development — Role and importance of international tourism " (E/CONF. 47/15), in which the significance of the tourist movement in the international and national economy was clearly analysed. The attention of governments is especially drawn to this document.

2. The Conference noted that tourism was important not only as a source of foreign exchange, but also as a factor in the location of industry and in the development of areas poor in natural resources. The influence of tourism as a tertiary industry, creating prosperity through the development of communications, transportation, accommodation and other consumer services, was also emphasized.

3. The Conference laid particular stress on the social and cultural value of tourism. While it was considered that freedom to travel could provide valuable social benefits, it was appreciated that its achievement would entail economic costs ; the Conference nevertheless recommended that governments should continue working towards such achievement.

4. The Conference stressed the importance of domestic tourism both for its social value and for its economic impact. The latter derives from the beneficial effect which adequate recreation has on productivity and from a more equitable regional distribution of economic activity and national wealth. In some cases the development of tourism may be the only means of promoting the economic advancement of less-developed areas lacking in other resources.

5. Tourism, accounting for about 8,000 million dollars a year, is the largest single item in world trade. Four of the most prosperous countries in the world have for some years had an adverse balance-of-payments with respect to travel. This could well prove to be a permanent characteristic of international tourism, for the more prosperous a country is, the more likely are its nationals to wish to travel abroad. Travel spending by their residents has nevertheless provided considerable support for a high level of world trade. It is not always possible to correct inequalities in the balance-of-payments by mere readjustments in the flow of goods. The free flow of tourists has resulted in foreign-exchange earnings which have helped to pay for machinery and foodstuffs. Thus the movement of persons has helped to solve a problem with which the movement of goods could not adequately cope.

6. The Conference therefore recommends that governments should not consider tourism from its balance-of-payments aspect alone, but should take into account the contribution which tourism makes to international trade by developing the national economy and enhancing social values. In any attempt to improve an adverse balance-of-payments, restrictions on tourism should not be singled out as "the" effective corrective measure. Indeed, the balance-of-payments with respect to travel is a concept which should be seen in proper perspective; it is helpful to governments and national tourist organizations in preparing their plans for the promotion of both tourist traffic from other countries and domestic tourism; but it should be remembered that receipts from visitors and expenditure by residents travelling abroad are, strictly speaking, no more comparable than, for example, a country's exports of tea and its imports of motor cars.

7. The Conference appreciated that the developing countries faced problems which differed from those of developed countries. They were in the initial stage of tourist development, and in many cases domestic tourism did not exist to any significant extent. The Conference considered that such countries acted rightly in giving priority to tourism as a means of earning foreign exchange, but that they should at the same time take into account the value of tourism as a means of developing new industries and services, especially building and transport in areas particularly suited to that type of development. The growth of service industries would not only provide prosperity and employment in those areas, but would also afford a basis for the growth of other consumer trades. The Conference noted that tourism as an industry employed a great deal of labour, and it recommends the countries in question to ensure that the visitor is provided with local products, such as food, drinks and souvenirs. That factor was of importance in planned economies, particularly in the case of less-developed countries, where priority in investment tends to be given to capital goods industries. That tendency should be critically reviewed. Even where goods need to be imported for use by tourists, a country would earn considerable foreign exchange from their resale to tourists, through services and profits on sales.

8. The Conference felt that the developing countries had often found it necessary to provide a dual standard of facilities and services for foreign and domestic tourists respectively, because many foreign tourists were used to a higher standard of living and had different habits and preferences. Yet experience had shown that that led to the improvement of local standards. In such countries the development of the international tourist trade gradually led to the building up of the local tourist industry, and thus ultimately proved beneficial to the local population. As a temporary measure, such countries might find it necessary to allocate a high proportion of their services to foreign tourists. In that situation, the willingness of the local population to welcome visitors was an important factor.

9. The Conference noted the difficulty encountered by many developing countries in obtaining capital with which to provide the basic tourist services. The tourist industry requires heavy fixed capital investment in transport, accommodation and other amenities. The Conference recommends that a study should be made of the sources and availability of capital, and

that in that study consideration should be given to the adequacy of the existing international agencies which would assist in the development of tourist equipment. The study might be conducted under the direction of IUOTO and under United Nations auspices. In the meantime, wherever possible, the terms of reference of international organizations should extend to include the field of tourism. In the more developed countries, the economic importance of domestic industries catering for recreation and leisure, the vital significance of tourism as a factor contributing to the high level of world trade, and the large share of those countries in the international passenger transport industry, afforded great opportunities and presented new problems. The Conference considered that governments should give greater attention to the significance of tourism in economic-development plans and trade agreements. In view of the importance of tourism, the Conference recommends that governments should encourage further studies with a view to assessing the precise magnitude of the tourist industry, both domestic and international; the effect of tourism on the national and local economy; and how the growth of the tourist movement could be fostered by government action. The Conference recommends that such studies should be exchanged among governments, as they would of themselves constitute valuable technical aid. It also considered that some of the studies might be carried out on a regional basis, with a number of governments co-operating.

10. The Conference recommends that governments should consider educational and training schemes, not only in order to provide staff to service the tourist industry, but also to encourage the populations of tourist towns and areas to take an interest in the reception and welcome afforded the tourist. In that connexion, the Conference acknowledged the benefits that countries would derive from a wider distribution of national and international conferences and conventions, both governmental and other, as such meetings not only earn foreign exchange for the host country but also make the local population more conscious of the importance of tourism.

11. The Conference recognized that while tourism was essentially concerned with the movement of travellers, it also represented a market for goods and services of many kinds. The diffusion of the benefits of tourism is a strong factor in its favour. While many separate trades benefit economically from servicing the visitor, the country itself, its people, its traditions, its heritage and its national attractions have been the essential raw material for the tourist trade. The Conference considered that governments might benefit by devoting more attention to the preservation and development of those basic national characteristics and natural and man-made features which visitors would come to enjoy.

12. After considering all the factors mentioned above, the Conference unanimously confirmed the basic importance of tourism in the national and the world economy. The Conference recommends that governments should further analyse the problems that beset the development of tourism in their own countries, and that international organizations should give tourism greater support.

## B. ORGANIZATION AND PROMOTION

### *Forms of organization*

13. The Conference was unanimously of the opinion that national tourist organizations having governmental or semi-governmental support were an essential foundation for building up a prosperous tourist industry. Various forms of national tourist organization were considered. In some countries the organization was in effect a government department directly responsible to a Minister; in others it was a section of a government department. In many countries the tourist organization was a separate government agency, and the Conference noted that the degree of direct government control over such agencies varied a great deal from one country to another. In still other countries the organization, though wholly or mainly financed by the government, could properly be described as non-governmental. Some non-governmental tourist organizations also received financial contributions from various sectors of the travel industry.

14. The Conference was of the opinion that it was necessary, especially in developing countries, that the government should leave the organization responsible for tourism — whether a governmental or semi-governmental organization or a government agency — complete autonomy in the exercise of its functions. The Conference considered it desirable that, in the case of national tourist organizations which did not include representatives of the principal administrative and private (producer and consumer) activities related to tourism, those activities should be represented by an advisory body with, if possible, spokesmen for organized labour in its membership. The Conference also agreed that governments should make adequate funds available to enable the national tourist organizations to carry out their work effectively.

15. In view of the fact that tourism was an important social, economic and cultural factor, and recognizing that, in the interests of their peoples, governments should assume their responsibilities in the field of tourism, the Conference considered that such responsibilities should be delegated so far as possible to national tourist organizations. Broadly speaking, national tourist organizations should enjoy recognized advisory and consultative competence in all sectors of tourist activity — facilitation, travel equipment, investment, promotional activities, amenities and services. In delimiting such competence, the institutional, economic and social situation of each developed or developing country should be taken into account.

16. The Conference was of the opinion that the activities of national tourist organizations should not be restricted to promotional questions alone, but should also cover the establishment, improvement and development of tourist equipment through direct or co-ordinated or consultative action, as might be appropriate in each specific case. In developing countries, private enterprise was often unwilling or unable to invest in hotels and other enterprises connected with tourism because it lacked resources. In such cases the State should lend assistance.

17. The Conference believed that, in order to be able to carry out their proper functions, national tourist organizations should be endowed by the government with the necessary authority and resources.

18. The Conference expressed the opinion that where no national tourist organization existed, the government, cognizant of its social responsibilities, should take the initiative in setting up such an organization, which would aim at the development of both domestic and international tourism. That should be done in consultation with the private sector of the industry, and where that sector was not sufficiently developed the government should take action to stimulate its development.

19. Lastly, the Conference recommends that national tourist organizations should be awarded wider competence, increased responsibility and larger resources, so that they can promote the development of domestic tourism and thus assist in the development of international tourism. It recognizes that in certain cases international tourism can encourage the rise and development of domestic tourism.

### *Promotion*

#### *Establishment and improvement of tourist attractions and resources*

20. The Conference endorsed the relevant comments of the Group of Experts, who had pointed out that tourism was expanding swiftly as world economy improved and more and more travellers sought new places to visit. It was very important, therefore, that, to the extent permitted by its economic resources, a country should see a steady growth in the number of new tourist resorts developed. Existing possibilities of attracting tourists — mountaineering, winter sports, fishing, hunting, beaches, spas, national parks, game sanctuaries, national monuments, sites and shrines, folk traditions and customs, pilgrimages, festivals and sporting events — should likewise be developed and protected. Stress was laid on the importance of ensuring protection, not only for monuments, archaeological remains and buildings of historical, cultural or architectural importance, but also for the customs, traditions, language, art and folklore of indigenous peoples. A warning note was sounded, however, in that the attention of developing countries was drawn to the fact that they would need to build up and fully develop existing tourist attractions before they spent large sums on new and perhaps untried projects. The concentration of available financial resources on a few proven attractions was thought preferable to spreading those resources thinly over a wide variety of possible tourist attractions.

21. The Conference drew attention to the importance of developing as tourist attractions such engineering works as dams and hydro-electric plants, which in many cases had very beautiful natural settings.

22. The Conference also agreed that a developing country which proposed to set up a national tourist organization should consider obtaining a preliminary survey in order to assess clearly what positive tourist attractions the country already had, what potential tourist attractions existed,



and how they could most effectively be developed within the limits of the funds available. The survey should go on to identify the country's best potential tourist markets and the types of promotion and publicity most likely to succeed. It was felt that the United Nations might be prevailed upon to undertake such a survey on a regional basis, but the services of experts might also be secured by enlisting the aid of private firms.

23. The Conference agreed that education concerning the value and importance of tourist sites would prevent thoughtless depredations by domestic tourists.

24. The Conference noted that many countries had found it necessary to ban the export of antiquities and art treasures, not only in order to preserve their national heritage, but also as a means of preserving them as tourist attractions.

25. The attention of the Conference was drawn to the importance as tourist attractions of a country's characteristic arts — music, the theatre, ballet, folk dancing, painting and sculpture — and to the value of a wide circulation of calendars of events of such a nature.

26. The attention of the Conference was also drawn to the need to insist upon high standards of sanitation and hygiene, and the desirability of adopting minimum standards in that respect, if possible on a world-wide basis.

27. The Conference stressed the need for adequate signposting — multi-lingual where necessary — in tourist areas. It should not only serve descriptive purposes, but also indicate areas of possible physical danger, especially on beaches. It was thought desirable that such signs should be uniform and distinctive in colour and design.

28. The Conference noted the suggestion that, in establishing new tourist areas, developing countries in particular might consider the possibility of joining with other neighbouring countries on a regional basis; that would spread the cost more thinly and widen the market appeal.

#### *Staggering of holidays and extension of tourist seasons*

29. The Conference agreed that it was economically and socially desirable that the utilization of tourist facilities should be spread through the year as evenly as possible. Appreciation was expressed of the valuable statement of the problem contained in the document entitled "Governmental measures — Organization and development" (E/CONF.47/16). In that document the major problems which stood in the way of a better spread of holiday travel were shown to be climatic, technical and psychological. Tourism tends to be concentrated in the periods when climatic conditions are most favourable. In some countries those periods may be brief. Technical problems centred around the rigidity of school holidays and, in certain cases, the unwillingness of manufacturing industries to close down at any time outside the general holiday period. The reluctance of many people, for a variety of reasons, to contemplate a change in their customary holiday period also constituted a difficult psychological obstacle to the staggering of holidays.

30. The Conference had before it many useful statements regarding the research carried out on this problem by a number of countries. It noted that a special commission was engaged in a comprehensive study of the question. Broadly, the Conference favoured measures based largely on well-directed publicity campaigns and action to persuade schools and industry of the advantages of a system making for more comfortable holiday travel, less-congested resorts, and lower and more stable all-year-round scales of fares and prices. The Conference agreed that co-ordinated plans should be formulated first at the national and then at the regional and international levels. The Conference therefore agreed that it might be helpful to refer the matter to the International Labour Organisation for consideration.

#### *Publicity*

31. The Conference noted the many forms of advertising and publicity in which national tourist organizations were engaged.

32. One of the most important activities of any national tourist office is promotion of the country as a destination for tourists. Among other activities, promotion includes advertising, publicity of all kinds, public relations, the provision of information and the distribution of printed sales material. The major share of the total budgets of many — perhaps all — tourist offices is allocated to advertising and other sales-promoting activities.

33. The Conference recognized that the expenditure of public funds on advertising, publicity and sales promotion was a wise investment in the national interest and one for which adequate budgetary provision should be made.

34. It was noted that media publicity was fundamentally the technique of providing editors with information which they could use for writing magazine articles. It was felt that, despite the cost involved (skilled personnel, hospitality) and the fact that the articles might not be entirely favourable, the articles were nevertheless valuable because of their credibility and the fact that they appeared in other than advertising space. Sales-promoting material such as the brochures, maps, posters, guide books and other media used by the tourist office to interest, guide and inspire tourists are usually distributed free of charge either through branches of a particular country's national tourist office in other countries or through carriers, travel agents, etc.

35. Carriers, hotels and other sectors of the travel industry usually spend anything from three to five per cent of their sales revenue on advertising, publicity and promotional activities. The Conference suggested that national tourist offices should have an adequate budget for that purpose. A working target, or rule of thumb, for that part of a national tourist office's budget might be three to five per cent, but in any case not less than one per cent, of expenditure by foreign tourists. Not many countries have achieved that desirable target figure, but many are approaching it and others are aiming at it.

36. It was recognized that such activities and expenditure were planned for the primary purpose of instilling in the tourist a desire to travel to a particular country. Carriers, hotels, travel agents, etc., were all engaged in advertising and sales promotion, but the primary responsibility of a national tourist organization was to present the right image of its own country and to "sell" it to the travel market.

37. Since the consumer who buys travel seldom has an opportunity to inspect his purchase beforehand, it was agreed that all tourist publicity, whether by carriers, hotels, etc., or by national tourist organizations, should be not only accurate, but also of good quality as to design, printing and colour. It should be factual, informative and concise. Misleading publicity couched in superlative terms, creating a false impression of the attractions of a country and glossing over known shortcomings of tourist equipment, could be most damaging — not only to the country immediately concerned but also to world tourism in general.

38. With growing competition for tourists among countries and regions, it was agreed that co-operative regional promotion was becoming increasingly important. It was recognized that in the European, Pacific, West Asian and American regions outstanding work had been performed in that field, and that other areas could emulate their example by allocating adequate funds and staff to such a joint effort. Furthermore, in many cases two or three countries could jointly make a stronger regional appeal to the travel market than all of them could make on an individual basis.

39. The Conference agreed that participation in exhibitions, familiarization trips for travel agents and travel writers, and seminars for travel agents, could be most effective as supplementary forms of publicity.

#### *Expansion of group travel*

40. The Conference agreed that carriers, operators of accommodation facilities, and tour organizers should be encouraged to give full support to the expansion of group travel. The attention of the Conference was drawn to a tendency on the part of hotel operators and others to regard group travellers as in some way inferior to independent travellers. The Conference agreed that that tendency must be rectified. Group travel serves a twofold purpose: it enables those who do not enjoy travelling alone to join like-minded people and in so doing to gain the benefit of lower fares and prices.

#### *Role of travel agencies*

41. The Conference noted that in many cases the responsibilities of the travel agent, both towards his principals — carriers, hotel operators, etc. — and towards the general travelling public were not fully recognized within the community. Those responsibilities were of great importance, and travel agents should therefore be regarded as having professional status. It was the view of some delegates that that could best be brought about by introducing appropriate legislation. The view was also expressed that legislation should be internationally uniform; other representatives felt that each country should decide on the measures it should take in the light of its own particular problem. A further view expressed was that travel agents

should be "self-regulating" in the sense, for example, of establishing their own code of ethics, should set up special training schools, and should take such other measures as were likely to enhance their status and provide the travelling public with service and protection. It was suggested that it would be a great advantage if the major national and international associations of travel agents were to co-operate in drawing up an international code of ethics. It was also felt that an effort should be made to prepare a draft statute governing agency regulations.

42. The point was also strongly made that the rights of principals as well as of agents should be protected if legislation were introduced. In particular, the right of principals to appoint the agents of their choice must be preserved. It was mentioned that in some countries satisfactory bonding arrangements had been made by agreement between principals and travel agents, thus providing some assurance that travel agents were financially sound and efficient and affording principals and the public added protection.

#### *Hospitality programmes*

43. The Conference endorsed the view of the Group of Experts that national tourist organizations should organize and support programmes giving travellers the benefit of meeting the people of the country visited, either individually or in groups, as a matter of courtesy and not on a commercial basis. It was pointed out that a number of countries, particularly in the traditional tourist areas, had successful home-host schemes in operation.

#### *Two-way concept of international travel*

44. The Conference felt that two-way travel, which provided an opportunity to contribute to international goodwill and helped to promote a healthy economic exchange of goods and services, should be adopted as a matter of policy by all countries. The point was also made that people going to another country helped to publicise their own national attributes and thereby encouraged return visits. If that influence was to be fully successful, people must have a good knowledge of their own country before going abroad.

45. The Conference noted the suggestion that freedom of travel from country to country should be the inalienable right of all. It recognized, however, that such a rule could not apply universally at the present stage. Nevertheless, its implementation should be the aim of all countries, and the Conference recommends that governments should, wherever possible, avoid any kind of activity hostile to tourism and based on arguments of a religious, racial or political nature. The Conference asked that its opinion on that point be communicated to the United Nations Commission on Human Rights.

46. The development of a flourishing domestic travel industry creates the basis for the reception of visitors from abroad. The Conference therefore welcomes any action taken by governments and national tourist organizations to encourage domestic travel, on condition that the development of domestic travel is not fostered by measures which tend to reduce foreign travel by a country's own residents. A policy of restricting travel abroad by

a country's own nationals would in many cases weaken the country's own carrier industries.

#### *Public appreciation of the benefits of tourism*

47. The Conference agreed that every effort should be made to awaken public consciousness in every country of the social, cultural and economic advantages which the country could derive from international tourism, whether inbound or outbound. The Conference considered that a major factor in ensuring enjoyment for the visitor was an atmosphere of welcome on his arrival in a country. Recognizing the part that school education could play in creating a desire to visit other lands, it was recommended that every government and national tourist organization should work for the inclusion in the curricula of its country's schools of subjects designed to foster in the young a determination to visit at least one of the neighbouring countries. It was suggested that that proposal should be given early consideration by IUOTO.

#### *Fair treatment of tourists*

48. The attention of the Conference was drawn to a noticeable tendency in recent years, especially in countries with a rapidly-growing tourist traffic, to take unfair advantage of tourists in a number of ways. The Conference agreed that that tendency must be discouraged, and that every country should take steps to protect visitors against exploitation. The Conference felt that, while an endeavour to abolish tipping would be impracticable, steps should be taken by individual countries to control tipping in the interests of the visitor and of the smooth development of the tourist industry. It was also pointed out that there was a reverse side to the question of fair treatment, namely, that tourists should recognize their obligation to respect the accepted way of life, the customs and the laws of the countries they visited.

### C. CULTURAL FACTORS

49. The Conference laid great emphasis on the social and cultural value of tourism; international contacts resulting from tourism had always been among the most important ways of spreading ideas about other cultures. The Conference took note of the document on this subject submitted by UNESCO (E/CONF.47/8), and agreed that special attention should be given to the study of cultural factors in tourism. The importance of those factors is twofold, and both aspects should be considered by governments when fostering international travel by every possible means. First, account should be taken both of the role of travel and tourism as a means of promoting international understanding and peaceful co-operation, and of the vocational interests of tourists, who should be afforded opportunities to visit appropriate industrial, agricultural and other enterprises and to meet persons pursuing vocations similar to theirs. Secondly, cultural factors in tourism have important economic implications in that they attract visitors to a country. Of particular significance are a country's historical monuments and environmental heritage. Factors of that kind should therefore be

viewed in the light of their economic as well as their social and cultural implications, and projects for the conservation of that heritage should receive technical and financial aid that would foster national economic development, especially under the programmes sponsored by member organizations of the United Nations family.

### D. FACILITIES AND SERVICES

50. When studying the main problems raised by the development of facilities and services for tourists, the Conference considered, in particular, problems relating to means of accommodation and to transport. With regard to tourist equipment, the Conference recognized the importance of such planning or programming of the tourist industry as sought to secure the coordination of the different services. This planning or programming should especially ensure that the development of transport capacity matched that of hotel accommodation capacity. It could also include a zoning system with zones for hotels and other means of accommodation, a "quietness" zone, a "sports and amusement" zone, etc.

#### *Means of accommodation*

51. The Conference acknowledged the essential importance of means of accommodation, both traditional (hotels, motels) and supplementary (camps, youth hostels, cabins, etc.), as incentives to international tourism. While recognizing that in some countries government support for the hotel and catering industry was not necessary, it considered that in other countries governments should be recommended to adopt special measures (financial, fiscal, customs, by-laws) in favour of that industry, as described in this publication.

52. Recognition of the industry's importance should result in the inclusion of credits in tourist development plans, and in some cases in awarding priority to those credits in such plans.

53. To promote the building of new hotels or other means of accommodation and catering establishments in appropriate places, the Conference advocates the grant of long-term low-interest loans by the State or by finance corporations set up for the specific purpose. Like facilities should be offered for the enlargement or improvement of existing establishments. In some cases, where it appears that establishments recognized as necessary may find it difficult to make a profit, financial incentives might be offered to private enterprise; alternatively, it is recommended that the construction of such establishments should be carried out by the State or through State corporations, or, if need be, by mixed corporations. Consideration could also be given to the grant by the State or by other public bodies of interest rebates or repayment pledges enabling the rate of interest payable on loans contracted from private finance corporations to be reduced.

54. The Conference recommends that public authorities should, where circumstances so warrant, make available public land, either free of charge

and with ownership fully transferred or on lease at a nominal rent for a long period, with a view to promoting the establishment of new means of accommodation.

55. The Conference considered that countries desirous of encouraging the development of the hotel industry may seek foreign investments. To attract such investments certain measures providing facilities and guarantees may be taken by the governments concerned.

56. The Conference recommends that, when the building of means of accommodation necessitates the import of materials and equipment from abroad, governments should grant complete or partial exemption from customs duties where such imports are intended for establishments recognized as being beneficial to tourism. The Conference requested IUOTO to draft a model text.

57. With a view to improving the economic return, where inadequate, from existing means of accommodation, and to encouraging investments in the tourist industry, the Conference recommends that governments should grant tax exemptions or reductions to undertakings setting up new hotels and other means of accommodation, and for the modernization of existing establishments.

58. Aware of the importance of promoting tourism among young people, the Conference recommends the adoption of special measures to enable installations for the accommodation of young tourists to be built and equipped; in particular, it draws the attention of governments to the possibility of using school premises during holiday periods.

59. Observing the growing importance of tourism in the lower income groups and the consequent demand for accommodation for such tourists, the Conference stressed the need for governments to give special assistance for the development of supplementary means of accommodation and of subsidiary equipment, such as low-cost, and in particular self-service, restaurants; similarly, the Conference deemed it desirable that the manufacture of low-cost goods used in mass tourism should be encouraged.

60. Considering that special attention should be given to relations between the public authorities and the operators of tourist accommodation facilities, the Conference advocates the adoption of a hotel-trade charter codifying the regulations applicable to the hotel industry and, in particular, giving official tourist organizations powers enabling them to perform the activities devolving on the State in that field. The Conference took into consideration the draft proposed by IUOTO as a pattern, which might be useful as a model for the various sets of national regulations (E/CONF.47/16, annex 6).

61. The Conference observed that many States classify tourist hotels or are considering doing so. Acting upon the recommendation put forward by IUOTO and the International Chamber of Commerce, the Conference advocates the standardization of methods of classification and in particular

the sub-division of hotels into five categories (each identified by a conventional sign (stars)) in conformity with sets of standards appropriate to different climatic conditions. The question of classifying supplementary means of accommodation such as tourist bungalows and camps should also be considered. In the application of this system, a transitional period of several years should be allowed for the adaptation of existing hotels wishing to adopt the new standards corresponding to their present classification. The Conference requested IUOTO to draft these sets of standards after consultation with the professional bodies concerned.

62. The Conference recognized that, if hotels were assessed for tax in accordance with their classification (in countries where such a classification exists), unfavourable consequences might follow; it therefore recommends governments to seek other bases for tax assessment, so as to allay the fears of the industry concerning the fiscal consequences which might ensue from an official classification of its establishment.

63. The Conference recognized the importance of management as a factor determining the level of comfort in hotels; it observed that in many regions the facilities available for the efficient occupational training of hotel staff are at present inadequate; it therefore recommends governments to organize suitable technical instruction.

64. The Conference recommends that the appropriate international and national authorities should make available, to such States or groups of States, as so desired, experts able to establish hotel-industry schools.

65. The Conference recommends that a handbook of standards of hygiene applicable to various forms of accommodation and to other equipment of importance to tourists should be prepared and published under the auspices of WHO and that operators of hotels and other types of accommodation should make adequate medical services available to their residents.

66. The Conference, observing the diversity of terms used to define means of accommodation, recommends that standardization should be undertaken so that the various terms used would have a clearly-defined meaning, and it requests IUOTO to perform that work in co-operation with such bodies as may be concerned.

#### *Transport*

67. The Conference recognized that means of transport are among the most important factors contributing to the constant development of tourism; it deems it essential that passenger tariffs in international traffic should wherever possible be reduced for all means of transport, so as to bring travel within the reach of additional sectors of the population.

68. With a view to promoting international tourism, the Conference deems it necessary that efforts should be made to introduce in all sectors of all transport services, where they do not already exist, new, lower tariffs similar to the "tourist" and "economy" tariffs already applied in air transport and to the cheap fares available in sea transport. It takes the view that action should also be taken to secure the introduction of other reduced-rate tariffs, such as "thrift fares", all the year round when the economic

situation so warrants. Furthermore, the establishment of special off-season tariffs might promote the staggering of holidays and contribute to the solution of the problem of seasonal excess capacity.

69. The Conference recommends that a study should be undertaken by the United Nations Regional Economic Commissions, in co-operation with specialized agencies and organizations concerned, with a view to determining the extent to which the lowering of tariffs might bring about an increase in the demand and make the operation profitable, especially in areas where no reduction is as yet applied.

70. The Conference recommends governments to give attention to the earliest possible provision of land, air and sea terminals, to meet the needs of increasing traffic, and of a standard acceptable to international travellers.

71. The Conference advocates the abolition, or the reduction to the greatest possible extent, of certain special charges, in particular the special taxes imposed on carriers, which add to the cost of transport for international tourists, and the grant to the transport trade of facilities like those accorded to export industries. The Conference also recommends that no taxes should be imposed on passengers.

72. The Conference recommends that air, land and sea tickets should be interchangeable, that the various means of transport should be co-ordinated as completely as possible, and that neighbouring countries should co-operate in the issue of regional tourist tickets.

73. The Conference urges that every possible endeavour should be made to limit time lost through formalities and in traffic between airports and the towns served by them.

74. The Conference recommends that the "Guide to Hygiene and Sanitation in Aviation" published by the World Health Organization should be implemented; it has been informed of the forthcoming publication by WHO of a similar guide relating to transport by sea. The equipment of ports and airports and the facilities provided on transport units should comply with those sanitary requirements.

75. The Conference draws the attention of governments to the importance of considering subsidies where necessary to promote transport services crossing certain straits.

76. The Conference recommends the continuing improvement of international roads and the construction of new roads traversing an entire region.

77. The Conference recommends that the conclusion of agreements between neighbouring countries in order to facilitate the circulation of tourist motor coaches, and the unification of laws and regulations governing tourist motor-coach traffic and working conditions.

78. The Conference recommends that roads in remote regions should be provided with supplementary equipment (petrol stations, repair shops, motels, ferries).

79. The Conference takes the view that the systematic organization of a breakdown service on roads leading to tourist areas and in those areas

themselves is desirable, and it invites governments or the appropriate non-governmental body to facilitate, by appropriate measures, the establishment and extension of such services, to be made available to foreign visitors either free of charge or against payment of a modest flat-rate fee.

80. The Conference recognized the usefulness of the services provided by tourist and motoring associations for their members, when the latter travel abroad, with the assistance of the corresponding associations in the country visited; it takes the view that, where appropriate, legal assistance, repatriation of vehicles which can no longer be driven, use of letters of credit for the payment of extraordinary and unforeseeable expenses, and other measures of mutual assistance should be facilitated or encouraged by the grant of the necessary administrative authorizations.

#### E. TECHNICAL CO-OPERATION AND ASSISTANCE, INCLUDING TRAINING

81. Technical co-operation and assistance include the sharing of skills, knowledge and experience, and the expansion of sources of financing on an international basis, for the development of tourism in all countries.

82. The Conference, after reviewing the main problems affecting the progress of tourism in the developing countries, noted that practically all of them required special technical advisory services and assistance to help them formulate sound and adequate tourist promotion and development policies and plans directed to full realization of the tourist potential.

83. The Conference also noted that programmes of technical co-operation and assistance and the exchange of information and experts could be of assistance to highly developed nations also.

84. The Conference agreed that international co-operation and assistance should be based on the principle of self-help and on the degree of interest displayed by the countries seeking assistance. A developing country should demonstrate its willingness to do everything reasonably within its power to assist its tourist industry and show that it recognizes the importance of that industry as a component of the country's economic and social structure.

85. The Conference recommends that a developing country should, as a first step, undertake a comprehensive survey — employing persons with extensive experience in the field of tourism and with a knowledge and appreciation of the differing needs of countries in varying stages of development — to assist in the preparation of a basic tourist programme. There was a continuing demand for studies of each country's particular needs. The Conference noted in that connexion the comprehensive survey prepared for the Pacific-area nations under the sponsorship of the Pacific Area Travel Association (PATA). It recommends that similar surveys should be made for other countries and areas, and urges the governments of developing countries, where necessary, to seek assistance for such surveys. The Conference noted the valuable role which the United Nations could play in financing regional or sub-regional surveys of that kind. Accurate estimates of potential tourist traffic were a prerequisite to the formulation of recommendations for

the development of tourist resources and markets. Also needed was expert advice on economic feasibility studies and adequate information on media and publicity methods.

86. The Conference noted that the major sources of financial and other assistance might be grouped under the following headings :

- (i) The United Nations Expanded Programme of Technical Assistance and the United Nations Special Fund ;
- (ii) Regional or international bodies which specialize in tourism such as IUOTO, or which deal with tourist problems, such as OECD and OAS ;
- (iii) Regional and sub-regional arrangements through bilateral and multilateral agreements.

87. It was brought to the notice of the Conference that professionally competent bodies like the American Society of Travel Agents (ASTA), the Federation of International Travel Agencies (FIATV) and the International Hotels Association (IHA) could offer training facilities in the field of tourism. Countries desirous of utilizing those facilities could do so by direct arrangement.

88. The Conference heard a statement on United Nations technical assistance programmes available to developing countries and on the possibilities of technical assistance in the development of tourism at both national and regional level. It noted that the regular programme funds and the funds contributed on a voluntary basis by most United Nations Member States (expanded programme) for technical assistance were allocated not only through the United Nations itself, but also, and indeed mainly, through the specialized agencies of the United Nations. In addition, the United Nations Special Fund was also available, chiefly for projects of a pre-investment nature, surveys of resources, vocation, advanced training, and research institutions and centres. The Conference emphasized that countries should take full advantage of the above facilities for developing tourism and the tourist industry. Furthermore, it recommends that United Nations specialized agencies should give special attention in their fields to projects which would help to develop tourism.

89. The Conference noted that while the limitations in any field were chiefly financial, there were also quasi-legal limitations. Projects could be considered only if designed to advance the economic and social development of a country and raise the standard of living of the people. They could only be considered upon the request of the receiving governments, in the form and with the priority requested by those governments. There was need for co-operation by contributing governments, not only in supplying funds, but also in helping to make available qualified experts and technicians and providing host facilities for fellowships and training programmes. The co-operation of the receiving nations was very important. The form in which the request was drafted was important, and it was highly desirable that the receiving governments should designate appropriate officials to co-operate with the experts and ensure that all those concerned with tourist development were brought together before the experts arrived.

90. The Conference noted that within the United Nations family Technical Assistance lacked the financial resources and facilities to meet all the needs of the developing countries. While the number of projects devoted to the development of tourism already undertaken by the United Nations was growing, the Conference felt that there should be more projects of a tourist nature. That aim could be achieved in two ways : by the expansion or diversification of the United Nations budget for technical assistance and by the decision of the governments concerned to give a higher priority to projects of a tourist nature. The Conference also noted the possibility of using blocked or non-convertible currencies to secure technical assistance in tourist fields from certain countries.

91. The Conference emphasized the need for co-ordination of requests for assistance so as to ensure that the development of technical co-operation followed orderly principles and that demands exceeding finance and expert personnel availabilities were avoided or amended.

92. The Conference was also advised that UNESCO had a programme for the development of institutions and for training which in some cases had a bearing on tourist development, e.g., museums, art galleries, restoration of monuments and historic sites, conservation of flora and fauna, etc.

93. The Conference noted the comments made by several delegates to the effect that the provision of technical experts was not enough ; there was a need for financial aid through international loans to ensure the implementation of programmes for the development of roads, hotels, restaurants and other facilities. It was suggested that the provision of long-term low-interest loans from sources such as the International Bank for Reconstruction and Development, and the International Finance Corporation might be a solution to shortages of investment capital.

94. The Conference re-emphasized the important role that the United Nations Technical Assistance Programme could play in the development of tourism at both country and regional levels, and urged that high priority should be given to requests for technical assistance for tourism. One effective means of promoting technical co-operation of an international and collective nature would entail the allocation of certain funds to IUOTO as though the latter were a specialized agency of the United Nations.

95. The Conference suggested that countries with highly developed tourist industries and institutions should assist developing countries in the preparation of tourist programmes and the provision of training facilities. It suggested that the developing countries should establish their tourist programmes in the light of the experience of other nations and that those programmes should be properly tailored to the needs of the countries concerned.

96. The Conference recommends that specialized schools should be established on a regional basis under the auspices of the United Nations for the training of personnel for hotels, tourist offices, travel agencies, and guide services, and that instruction should be given in a number of languages. It was recommended that the expert services of specialized organizations such as IUOTO should be utilized.

97. It was also felt that the staff employed by carriers and hotels which dealt with tourists should be afforded appropriate instruction to acquaint them with the tourist attractions and facilities of the countries concerned.

98. The Conference heard reports on the programmes covered by a number of bilateral and multilateral assistance agreements for on-the-spot training of staff, scholarships, projects, training courses and the provision of experts, and urged that a United Nations organization or a United Nations-approved body such as IUOTO should compile a report on co-operation among nations in the field of tourism, both nationally and regionally.

99. The Conference noted many examples of regional assistance and co-operation by such bodies as the United Nations Economic Commission for Asia and the Far East (ECAFE), OAS and IUOTO, and recommended the extension of programmes of a regional nature, both within and outside the United Nations framework, towards improved co-ordination of planning and the exchange of information.

100. The Conference reviewed in brief an IUOTO report on educational facilities for tourist industry personnel and noted that in highly developed countries there were degree courses at university level, as well as technical courses and secondary school programmes. It was thought that some unification of curricula would be desirable, and that uniform standards should be established. IUOTO stressed that it might be dangerous to establish training schools in all developing countries, with inexperienced teaching staff. On the other hand, some delegates expressed the opinion that, while there might be ample justification for that warning, the immediate needs were so pressing that early action was required; however, regional training courses would be adequate. Other speakers suggested that pupils who were not going on to academic or other technical training should be given a course in tourism before leaving school. The view was also expressed that there was an urgent need for scholarships for post-graduate study in the tourist industries.

101. The Conference recommends the establishment of standard definitions for hotel and other accommodation, as well as a definition of jobs in the industry to facilitate employment and mobility of labour. It was also suggested that further efforts should be made by all the countries concerned to upgrade the status and standard of jobs in the various branches of the industry. It was noted that unqualified persons were sometimes employed in the tourist industry in some countries and that the best people were not tempted to enter that field because tourist jobs were not everywhere considered socially acceptable.

102. The Conference noted the importance of documentary and training films in training schools and their usefulness in creating tourist awareness, particularly in those engaged in the industry. The Conference recommends that the more advanced countries should take steps to provide more documentary films and training schools to meet the ever-growing needs of the international tourist industry.

AGENDA OF THE CONFERENCE

1. Opening of the Conference
2. Adoption of the Rules of Procedure
3. Election of officers
4. Adoption of the agenda
5. Appointment of a Credentials Committee
6. Consideration of the suggested programme for the arrangement of business
7. Definition of "tourist" or "temporary visitor"
8. Facilitation of governmental formalities regarding travel:
  - (a) Passports
  - (b) Visas
  - (c) Other controls and formalities
  - (d) Customs
  - (e) Currency and exchange procedures
  - (f) Taxes, charges, fees and related requirements
  - (g) Formalities for motor vehicles
  - (h) Health formalities
  - (i) Travellers engaged in educational, scientific and cultural activities
9. Other governmental measures:
  - (a) Organization
  - (b) Development
    - (i) Facilities and services
    - (ii) Promotion
  - (c) Cultural factors
10. Technical co-operation:
  - (a) Tourism as a factor of economic development
  - (b) Advice and assistance
  - (c) Training
11. Approval by the Conference of its final report and recommendations