

JOINT MESSAGE FROM THE WTO SECRETARY GENERAL AND THE IOC PRESIDENT

FOR WORLD TOURISM DAY 2004

SPORT AND TOURISM: TWO LIVING FORCES FOR MUTUAL UNDERSTANDING, CULTURE AND THE DEVELOPMENT OF SOCIETY

On the occasion of the World Tourism Day, which is celebrated worldwide on 27 September, the World Tourism Organization (WTO) and the International Olympic Committee (IOC) wish to renew their commitment to reinforce partnerships and collaboration.

Sport and tourism share common goals: building bridges of understanding between different cultures, lifestyles and traditions; promoting peace and goodwill among nations; motivating and inspiring young people and providing entertainment and enjoyment to relieve the pressures of daily life to large sections of the population.

Tourism and sport are interrelated and complementary. Sport – as a professional, amateur or leisure activity – involves a considerable amount of traveling to play and compete in different destinations and countries. Major sporting events, such as the Olympic Games, football and rugby championships and auto racing have become powerful tourism attractions in themselves—making a very positive contribution to the tourism image of the host destination.

Both are powerful forces for development, stimulating investment in infrastructure projects such as airports, roads, stadiums, sporting complexes, hotels and restaurants—projects that can be enjoyed by the local population, as well as visitors who come to use them. And once the infrastructure is in place, these two mutually beneficial industries of tourism and sport become the motor

for sustainable economic growth, the creation of employment and generation of revenues.

But at the same time, they are activities that bring people together and help forge strong personal relationships. In this way they are making the world a smaller place—contributing to greater understanding among cultures, greater tolerance and, ultimately, to world peace.

It is in this framework that the WTO and the IOC have started their cooperation in 1999 to strengthen links between tourism and sport and supported numerous initiatives in this field at national and international levels.

The WTO and the IOC therefore invite all member and non-member States as well as all National Olympic Committees, International Federations and Organizing Committees for the Olympic Games to join us in promoting a strategic partnership between tourism and sport, to benefit mutual understanding, culture and the development of society.

Francesco Frangialli
Secretary General
World Tourism Organization

Dr. Jacques Rogge
President
International Olympic Committee