

TOURISM IN THE TWENTY-FIRST CENTURY



1. GLOBAL VISION

Tourism has become an essential activity of peoples and persons in this 21st century, encompassing economic, social, labour, cultural and educational spaces. It therefore involves tourism-generating and receiving countries around the world. These principles inscribe and highlight tourism in the context of the 2030 Agenda for Sustainable Development, whose global programme aspires transform our world in a positive way.

2. RESPONSIBLE TOURISM

Tourists can and should help in the improvement of the destinations they visit. The fundamental objective of these 10 Principles for Tourism in the 21st Century is to ensure that tourism trips contribute to the happiness of travellers and of those who receive them.

3. INNOVATION

Innovation in tourism should be compatible with all human aspects involved in tourism, and make it possible to decide and determine the most interesting aspects, during and after each trip. Tourism in the 21st century should harness the possibilities of innovation that currently exist, whether in terms of digital platforms or new creative processes in today's world.

4. SOLIDARITY AND SUSTAINABILITY

Tourism, through the World Tourism Organization, can contribute to the achievement of the Sustainable Development Goals deriving from the 2030 Agenda, in a context of cooperation among all sectors and entities, and with the special participation of the technical and specialized agencies of the United Nations. Tourism is a basic factor of solidarity among peoples and persons. It must be sustainable in terms of the promotion and organization of travel and, above all, with regard to the models and forms of receiving tourists in each destination. All this entails special attention to preserving the environment, combating economic inequality and promoting sustainable consumption.

5. DESTINATIONS

The World Tourism Organization should assist in ensuring that all countries can become original destinations and settings for the expansion of travel. 21st century tourists choose destinations rather than countries or cities. They organize their own trips in territorial spaces determined according to the possibilities offered by today's means of communication and transport. To this end four fundamental factors should be taken into account:

- **Connectivity**, which is indispensable for tourists to go places
- **Health care**, the possibilities of attending to tourists in case of illness or need
- **Security**, both personal and legal, which is a basic factor that is always a consideration when organizing trips and choosing destinations.
- **Digital communication**, having access to mobile telephony and to different spaces and social networks on the Internet.

6. INFRASTRUCTURE AND HOTELS

The policy of the World Tourism Organization should also be geared towards facilitating the development of tourism infrastructure networks in countries. Through the different mechanisms and possibilities of the financial world and

development funding, such infrastructure should allow persons to travel within the country or have access to broader spaces whenever tourists wish to do so.

Together with this infrastructure network, it is essential to also facilitate the possibility for tourists to have appropriate and economically accessible accommodation in real terms.

7. GASTRONOMY

Tourism is a determining factor for the improvement of the gastronomy offerings of countries; gastronomy can contribute to improve the aspects of solidarity and sustainability tourism provides in the 21st century. Gastronomy can be the deciding factor for a trip but, in any case, it is a complementary motivation regardless of the reason why a destination is chosen and a trip is organized.

Tourists should be able to move about, with connectivity and, of course, access to accommodation, but they also have to be able to eat during their stay in the chosen destination.

8. HOSPITALITY AND EMPATHY

Tourism trips should allow interaction between people from different countries, generating international rapprochement and personal understanding based on empathy and sympathy.

Therefore, it is essential for host countries to have a hospitable and welcoming attitude, which makes it possible to achieve the fundamental goal of tourism travel, which is happiness.

9. COORDINATION

In order for tourism offerings to be as effective as possible, coordination and joint efforts are necessary between the business sector, the private sector, civil society, and all relevant levels of the public sector, including the international level. The appropriate mechanisms should be established so that tourists receive the fullest attention at the destination, thus converting trips into a space and a time of happiness.

This requires ministerial and administrative coordination, involving all the public administrations concerned with making it possible for a country to become a tourism destination and ensuring that tourists receive maximum satisfaction from their trips, ranging from the entity responsible for tourism to those responsible for transport and infrastructure, accommodation, health care, legal certainty, public order and health.

All these ministries, departments and agencies should be coordinated through the corresponding commissions, under the direct supervision of an official forming part of the governance structure of each government. The result of such coordination should ensure that all measures also promote the recognition and social acceptance of tourism as a contribution to each country.

This coordination system should be extended to national organizations, to the United Nations system, as well as to other international organizations.

Coordination and collaboration between countries regarding exchange arrangements, successful models and experiences is essential.

10. PROFESSIONAL TRAINING

All the necessary institutions and mechanisms should be promoted to make it possible for the main actors of tourism in the 21st century to receive the appropriate training. It is essential for political and business leaders to establish professional training that provides access to the knowledge, experience and attitude necessary so that tourists in every country and in every destination can receive the professional and human attention allowing them to turn their journey through space and time into a space and a time of happiness.