

# World, Regional, and National organizations

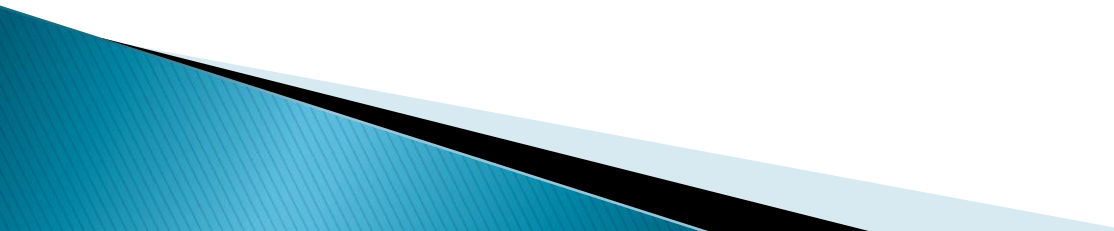
# International Organizations

## ▶ World Tourism Organization

- Leading organization in the field of tourism today.
- Global forum for tourism policy issues and a practical source of tourism know how
- Members are 139 countries and 350 affiliate members
- Headquarters in Madrid, Spain
- Entrusted by the United Nations Development Programme – first assembly was in 1975.
- Well known for statistics and market research
- Human resources development – set standards for tourism education
- There are regional representatives of WTO (Africa, Americas, East Asia etc.)
- WTO is financed by members, full members pay US \$30,000 and affiliate members pay US \$1,800 a year.

## ▶ World Travel and Tourism Council

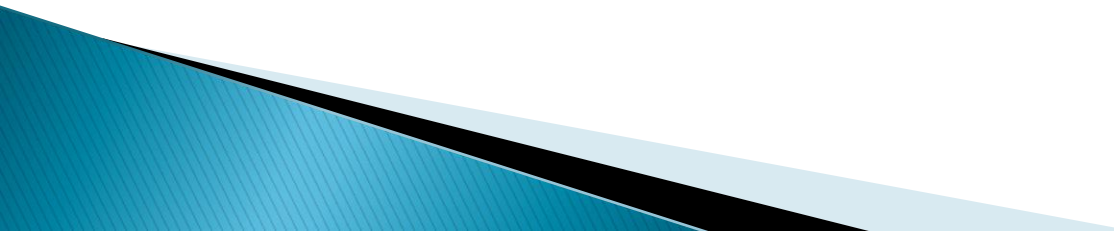
- A group of top 100 CEOs from all sectors of the industry. It is private sector oriented.
- Mission is to raise awareness of the full economic impact of tourism
- Is lead by a 15 member executive committee that meets twice a year and reports to an annual meeting of all members. Based in London.
- Work with governments to make tourism a strategic economic development and employment priority
  - Move towards open and competitive markets
  - Pursue sustainable development
  - Eliminate barriers to growth
  - Match infrastructure and customer demands
  - Developed an international satellite accounting system (TSA)

- ▶ **International Air Transport Association**
    - Global organization for all international air carriers located in Montreal
    - Function is to safely facilitate the movement of persons and goods from any point
    - Accomplished by a single ticket bought at a single price in one currency and valid everywhere for the same amount and quality of service.
    - Standardize waybills, baggage checks etc.
    - Also involved in industry support, the environment, consumer issues, legal support, corporate communication, safety, scheduling etc.
    - Conduct market research to help the industry to develop strategic marketing plans.
    - This organization serves the airlines, the public, governments, and third party suppliers and travel and cargo agents,
- 

## ▶ International Civil Aviation Organization

- Organization of governments joined to promote civil aviation on a worldwide scale.
- Was established in 1944 to address the issue of flight safety in civil aviation
- Objectives are:
  - Develop and adopt new amended standards, recommended practices
  - Strengthen the legal framework governing international civil aviation
  - Ensure the currency, coordination, and implementation of regional air navigation plans
  - Respond to major challenges to the safe and efficient development and operation of civil aviation
  - Assist in the mobilization of human, technical, and financial resources for civil aviation facilities and services

# Regional International Organizations

- ▶ Organization for Economic Cooperation and Development
    1. Aim to achieve the highest sustainable economic growth and employment and a raising standard of living in member countries
    2. Contribute to sound economic expansion in member countries
    3. Contribute to the expansion of world trade on a multilateral and nondiscriminatory basis
      - There is a tourism committee that serve as a forum of exchange for monitoring tourism policies and structural changes.
- 

## ▶ European Travel Commission

- A strategic alliance that provides for the collaboration between 31 European national tourism organizations
- Serves as a national tourism office for Europe, with goal to attract people to Europe

# National Organizations in North America

- ▶ Office of Travel and Tourism Industries
  - formed in 2002 with goal to assist travel and tourism businesses by advancing policies and programs that strengthen economic development and export opportunities.
  - Reports to the Deputy secretary of Service Industries, tourism, and Finance
  - Conduct the following:
    - Provide program to count visitors in the US
    - Lead the development of the satellite accounting system\
    - Forecast travel to the US
    - Develop and manage the website
    - Provide technical assistance to communities



# Other North American Agencies

- ▶ **Canadian Tourism Commission**
  - A partnership between tourism industry business and associations, and governments.
  - Responsible for promoting maintaining the orderly growth of tourism in Canada
- ▶ **Federal Aviation Administration**
  - Is a US government organization in the Department of Transportation
  - Formulates regulations and supervises or controls various aspects of airline and airport operations.
- ▶ **Department of Transportation**
  - Has federal authority to protect air travelers and to police industry practices (in-flight smoking rules, charters, denied boarding compensation, baggage liability, handicapped-traveler rules)


# Caribbean Tourism Organisation

- ▶ International development agency specializing in tourism for the Caribbean
  - ▶ Embrace both public and private sectors
  - ▶ 33 English, French, Spanish, and Dutch speaking Caribbean nations
  - ▶ Established in January 1989 from a merger of the Caribbean Tourism Association and the Caribbean Research and Development Centre
  - ▶ Barbados with marketing operations in New York, London, and Canada
- 

# CTO Member Countries

- ▶ Anguilla
- ▶ Antigua and Barbuda
- ▶ Aruba
- ▶ Bahamas
- ▶ Barbados
- ▶ Belize
- ▶ Bermuda
- ▶ Bonaire
- ▶ British Virgin Islands
- ▶ Cayman Islands
- ▶ Cuba
- ▶ Curacao
- ▶ Dominica
- ▶ Dominican Republic
- ▶ Grenada
- ▶ Guadeloupe/St. Martin/St. Barthelemy
- ▶ Guyana
- ▶ Haiti
- ▶ Jamaica
- ▶ Martinique
- ▶ Mexico
- ▶ Montserrat
- ▶ Puerto Rico
- ▶ St. Eustatius
- ▶ St. Kitts & Nevis
- ▶ St. Lucia
- ▶ St. Maaten
- ▶ St. Vincent & the Granadines
- ▶ Suriname
- ▶ Trinidad & Tobago
- ▶ Turks & Caicos
- ▶ United States Virgin Islands
- ▶ Venezuela

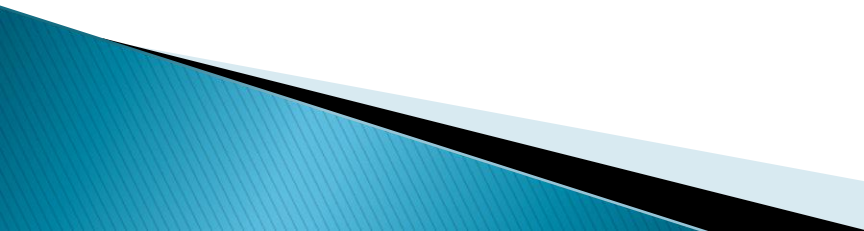
# CTO's Objectives

- ▶ Increase the value and volume of tourism flows to member countries
  - ▶ Creating in the marketplace a greater awareness and understanding of Caribbean tourism
  - ▶ Developing the highest level of skills and professionalism in the personnel serving the Caribbean in tourism and tourism related services
  - ▶ Undertaking relevant research and producing statistical data for the region
- 

# CTO's Programmes

- ▶ Research and Information Management
  - ▶ Marketing
  - ▶ Human Resources Development
  - ▶ Sustainable Tourism Development
  
  - ▶ [www.onecaribbean.org](http://www.onecaribbean.org)
- 

# Caribbean Hotel Association

- ▶ A non-profit organisation that represents the entire spectrum of the lodging in the Caribbean and other allied members like airlines, travel agencies, etc.
  - ▶ Formed in 1962 with offices in San Juan and Miami
  - ▶ Over 1000 hotels as members and 700 affiliated members
  - ▶ Produces the region's most comprehensive listing of accommodation establishments
- 

- ▶ **Caribbean Alliance for Sustainable Tourism**
    - A non-profit organization chartered in 1997, undertakes collaborative environmental activities within the hotel and tourism sector,
    - Promotes the effective management of natural resources and provides access to expertise in sustainable tourism practices;
    - assisting hotel and tourism operators in the Caribbean region achieve the goals of Agenda 21 for sustainable development.
  - ▶ **SICA: Sistema de Integracion Centro America**
- 

# National

- ▶ Belize Tourism Industry Association
  - ▶ Belize Hotel Association
  - ▶ Belize National Tour Operators Association
  - ▶ Belize Tour Guide Association
  - ▶ Belize Cruise Tourism Industry Association
  - ▶ Belize Ecotourism Association
  - ▶ Belize Tourism Board
- 