



Manila Declaration on World Tourism

A

The World Tourism Conference,

Held at Manila, Philippines, from 27 September to 10 October 1980, convened by the World Tourism Organization with the participation of 107 delegations of States and 91 delegations of observers, in order to clarify the real nature of tourism in all its aspects and the role tourism is bound to play in a dynamic and vastly changing world, as well as to consider the responsibility of States for the development and enhancement of tourism in present-day societies as more than a purely economic activity of nations and peoples,

Noting with satisfaction the addresses of His Excellency Ferdinand E. Marcos, President of the Republic of the Philippines, and Madame Imelda Romualdez Marcos, Governor of Metropolitan Manila and Minister of Human Settlements, as well as the messages of the Heads of State and of Government to the Conference, the statements of delegations and the report of the Secretary-General of the World Tourism Organization,

Considering that world tourism can develop in a climate of peace and security which can be achieved through the joint effort of all States in promoting the reduction of international tension and in developing international cooperation in a spirit of friendship, respect for human rights and understanding among all States,

Convinced that world tourism can be a vital force for world peace and can provide the moral and intellectual basis for international understanding and interdependence,

Convinced further that world tourism can contribute to the establishment of a new international economic order that will help to eliminate the widening economic gap between developed and developing countries and ensure the steady acceleration of economic and social development and progress, in particular of the developing countries,

Aware that world tourism can only flourish if based on equity, sovereign equality, non-interference in internal affairs and cooperation among all States, irrespective of their economic and social systems, and if its ultimate aim is the improvement of the quality of life and the creation of better living conditions for all peoples, worthy of human dignity,

Agrees, in this spirit, to declare the following:

1. Tourism is considered an activity essential to the life of nations because of its direct effects on the social, cultural, educational and economic sectors of national societies and their international relations. Its development is linked to the social and economic development of nations and can only be possible if man has access to creative rest and holidays and enjoys the freedom to travel, within the framework of free time and leisure whose profoundly human character it underlines. Its very existence and development depend entirely on the existence of a state of lasting peace, to which tourism itself is required to contribute.

2. On the threshold of the Twenty-first century and in view of the problems facing mankind, it seems timely and necessary to analyse the phenomenon of tourism, in relation fundamentally to the dimensions it has assumed since the granting to workers of the right to annual paid holidays moved tourism from a restricted elitist activity to a wider activity integrated into social and economic life.

3. As a result of peoples' aspirations to tourism, the initiatives taken by States regarding legislation and institutions, the permanent activities of voluntary bodies representing the various strata of the population and the technical contribution made by specialized professionals, modern tourism has come to play an important role within the range of human activities. States have recognized this fact and the great majority of them have entrusted the World Tourism Organization with the task of ensuring the harmonious and sustained development of tourism, in cooperation, in appropriate cases, with the Specialized Agencies of the United Nations and the other international organizations concerned.

4. The right to use of leisure, and in particular the right to access to holidays and to freedom of travel and tourism, a natural consequence of the right to work, is recognized as an aspect of the fulfilment of the human being by the Universal Declaration of Human Rights as well as by the legislation of many States. It entails for society the duty of providing for its citizens the best practical, effective and non-discriminatory access to this type of activity. Such an effort must be in harmony with the priorities, institutions and traditions of each individual country.

5. There are many constraints on the development of tourism. Nations and groups of nations should determine and study these constraints, and adopt measures aimed at attenuating their negative influence.

6. The share tourism represents in national economies and in international trade makes it a significant factor in world development. Its consistent major role in national

economic activity, in international transactions and in securing balance of payments equilibrium makes it one of the main activities of the world economy.

7. Within each country, domestic tourism contributes to an improved balance of the national economy through a redistribution of the national income. Domestic tourism also heightens the awareness of common interest and contributes to the development of activities favourable to the general economy of the country. Thus, the development of tourism from abroad should be accompanied by a similar effort to expand domestic tourism.

8. The economic returns of tourism, however real and significant they may be, do not and cannot constitute the only criterion for the decision by States to encourage this activity. The right to holidays, the opportunity for the citizen to get to know his own environment, a deeper awareness of his national identity and of the solidarity that links him to his compatriots and the sense of belonging to a culture and to a people are all major reasons for stimulating the individual's participation in domestic and international tourism, through access to holidays and travel.

9. The importance that millions of our contemporaries attach to tourism in the use of their free time and in their concept of the quality of life makes it a need that governments should take into account and support.

10. Social tourism is an objective which society must pursue in the interest of those citizens who are least privileged in the exercise of their right to rest.

11. Through its effects on the physical and mental health of individuals practising it, tourism is a factor that favours social stability, improves the working capacity of communities and promotes individual as well as collective well-being.

12. Through the wide range of services needed to satisfy its requirements, tourism creates new activities of considerable importance which are a source of new employment. In this respect, tourism constitutes a positive element for social development in all the countries where it is practised irrespective of their level of development.

13. With respect to international relations and the search for peace, based on justice and respect of individual and national aspirations, tourism stands out as a positive and ever-present factor in promoting mutual knowledge and understanding and as a basis for reaching a greater level of respect and confidence among all the peoples of the world.

14. Modern tourism results from the adoption of a social policy which led to the workers' gaining annual paid holidays and represents the recognition of a fundamental right of the human being to rest and leisure. It has become a factor contributing to social stability, mutual understanding among individuals and peoples and individual betterment. In addition to its well-known economic aspects, it has acquired a cultural and moral dimension which must be fostered and protected against the harmful distortions which can be brought about by economic factors. Public authorities and the travel trade should accordingly participate in development of tourism by formulating guidelines aimed at encouraging appropriate investments.

15. Youth tourism requires the most active attention since young people have less adequate income than others for travelling or taking holidays. A positive policy

should provide youth with the utmost encouragement and facilities. The same attention should be provided for the elderly and handicapped.

16. In the universal efforts to establish a new international economic order, tourism can, under appropriate conditions, play a positive role in furthering equilibrium, cooperation, mutual understanding and solidarity among all countries.

17. Nations should promote improved conditions of employment for workers engaged in tourism and confirm and protect their right to establish professional trade unions and collective bargaining.

18. Tourism resources available in the various countries consist at the same time of space, facilities and values. These are resources whose use cannot be left uncontrolled without running the risk of their deterioration, or even their destruction. The satisfaction of tourism requirements must not be prejudicial to the social and economic interests of the population in tourist areas, to the environment or, above all, to natural resources, which are the fundamental attraction of tourism, and historical and cultural sites. All tourism resources are part of the heritage of mankind. National communities and the entire international community must take the necessary steps to ensure their preservation. The conservation of historical, cultural and religious sites represents at all times, and notably in time of conflict, one of the fundamental responsibilities of States.

19. International cooperation in the field of tourism is an endeavour in which the characteristics of peoples and basic interests of individual States must be respected. In this field, the central and decisive role of the World Tourism Organization as a conceptualizing and harmonizing body is obvious.

20. Bilateral and multilateral technical and financial cooperation cannot be looked upon as an act of assistance since it constitutes the pooling of the means necessary for the utilization of resources for the benefit of all parties.

21. In the practice of tourism, spiritual elements must take precedence over technical and material elements. The spiritual elements are essentially as follows:

- a) the total fulfilment of the human being,
- b) a constantly increasing contribution to education,
- c) equality of destiny of nations,
- d) the liberation of man in a spirit of respect for his identity and dignity,
- e) the affirmation of the originality of cultures and respect for the moral heritage of peoples.

22. Preparation for tourism should be integrated with the training of the citizen for his civic responsibilities. In this respect, governments should mobilize the means of education and information at their disposal and should facilitate the work of individuals and bodies involved in this endeavour. Preparation for tourism, for holidays and for travel could usefully form part of the process of youth education and training. For these reasons, the integration of tourism into youth education constitutes a basic element favourable to the permanent strengthening of peace.

23. Any long-term analysis of mankind's social, cultural and economic development should take due account of national and international tourist and recreational activities. These activities now form an integral part of the life of modern national and international societies.

Bearing in mind the acknowledged values of tourism which are inseparable from it, the authorities will have to give more increased attention to the development of national and international tourist and recreational activity, based on an ever-wider participation of peoples in holidays and travel as well as the movement of persons for numerous other purposes, with a view to ensuring the orderly growth of tourism in a manner consistent with the other basic needs of society.

24. The States and other participants in the Conference, together with the World Tourism Organization, are strongly urged to take into account the guidelines, viewpoints and recommendations emanating from the Conference so that they can contribute, on the basis of their experience and in the context of their day-to-day activities, to the practical implementation of the objectives set with a view to broadening the process of development of world tourism and breathing new life into it.

25. The Conference urges the World Tourism Organization to take all necessary measures, through its own internal machinery and, where appropriate, in cooperation with other international, intergovernmental and non-governmental bodies, so as to permit the global implementation of the principles, concepts and guidelines contained in this final document.

B

The World Tourism Conference, convened by the World Tourism Organization at Manila, from 27 September to 10 October 1980, to consider issues affecting both the public and the private sector which require immediate attention, in the interest of the harmonious development of tourism;

Having heard the addresses by His Excellency Ferdinand E. Marcos, President of the Republic of the Philippines, and Madame Imelda Romualdez Marcos, Governor of Metropolitan Manila and Minister of Human Settlements, the messages from Heads of State and Government to the Conference, the statements of delegations, the report of the Secretary-General and the comments of delegations on the relevant Conference documents;

Has agreed that:

BETTER MANAGEMENT OF SUPPLY

Having considered document CMT/DB/13 on "Better Management of Supply", submitted by the Secretary-General, and documents CMT/CP/13 submitted by participants;

Finds that:

1. Tourism supply within a country is not a separate entity but is linked to all other sectors of national life.

2. National tourism supply strategies must take into account those of the local and regional communities.

3. Improving the quality of supply, which also demands respect for the consumer, is an objective which must be borne in mind at all times; this does not only mean that there must be luxury services but also that facilities must be more carefully planned, keeping in mind the nature of demand, so as to secure access to tourism, both domestic and international, for larger segments of the population while at the same time

maintaining if not improving the quality of those facilities.

4. The development of human resources through training and information is necessary for improving the quality of all tourist undertakings.

5. Public authorities and tourism organizations have a major responsibility with regard to the authenticity of the tourist image and tourist product and the provision and dissemination, through all communication media, of objective, accurate and comprehensive information on available facilities, particularly in the case of new destinations.

6. At a time when States are formulating new energy-saving policies, due emphasis must be placed on the benefits accruing from tourism so that tourism supply is treated on a comparable footing with the other sectors and in terms of national priorities.

7. Tourism planning policy should be formulated at the local, regional or national level within the context of national planning; such policies should be subject to periodic assessment from both the quantitative and the qualitative standpoint.

8. An accurate analysis of tourism trends and determination of supply requirements depend on the implementation of generally accepted standards for collection of statistics on domestic and international tourism.

9. The development of supply calls for a greater effort of understanding, cooperation and coordination between the public sector and the private and social sector and among different countries.

10. Tourism development at both the national and international level can make a positive contribution to the life of the nation provided the supply is well planned and of a high standard and protects and respects the cultural heritage, the values of tourism and the natural, social and human environment.

In view of the above:

Urges that consultation and exchanges of views and experience take place between developing and industrialized countries so as to bring about a favourable interdependence and reduce any excessive dependence on transnational corporations in the development of tourism;

Expresses its conviction that a greater standardization of the characteristics of tourism supply will make it possible to adapt the cost of building and maintaining facilities to actual requirements;

Emphasizes the importance of ensuring a better utilization of supply by means of the adoption by States and operators of measures designed to stagger holidays, protect the consumer and promote domestic tourism;

Urges governments to adopt and apply generally accepted standards and methodologies for the collection of international and domestic tourism statistics and invites the World Tourism Organization, as the central agency in this field, to step up its efforts towards standardization and comparability of tourism statistics, by extending its programmes of missions and activities, by reinforcing its capabilities in the application of internationally accepted statistical standards and methodologies and by other appropriate means;