



**21<sup>ST</sup> ANNUAL CONFERENCE OF THE INTERNATIONAL FORUM  
OF TRAVEL AND TOURISM ADVOCATES(IFTTA)  
Sao Paulo & Ilhabela , Brazil  
3-6 October 2009**

**MESSAGE ON BEHALF OF THE UNWTO SECRETARY-  
GENERAL A.I. AT THE OPENING CEREMONY  
SATURDAY 3 OCTOBER 2009  
PARQUE DO IBIRAPUERA  
SAO PAULO**

**Address by Patrice TEDJINI, Representative of the Secretary-General a.i.  
of the World Tourism Organization(UNWTO)**

Distinguished Representative of the University of Sao Paulo  
Distinguished Representative of the President of Sao Paulo  
Turismo  
Distinguished Representative of the Judges Association of Sao  
Paulo  
Distinguished Representative of the Court of Justice of Sao Paulo  
Distinguished Co-Presidents of the International Forum of Travel  
and Tourism Advocates,  
Honourable Presidents Emeritus of IFTTA,  
Distinguished Members of IFTTA,  
Ladies and Gentlemen,

It is a great honour for the World Tourism Organization (UNWTO) to be invited to address this opening ceremony of the Twenty-First Annual Conference of the International Forum of Travel and Tourism Advocates (IFTTA) held this year in Brazil -a founder Member of UNWTO and presently, Member of our Executive Council- which is taking place, firstly, in this prestigious and vibrant Metropolis of Sao Paulo, and secondly, in the Island of Ilhabela , an attractive place of natural, historic and tourist interest.

On this occasion , our Secretary-General ad interim, Mr. Taleb RIFAI, would like me to convey his personal best wishes for a most successful Conference .

For my part, I am very pleased to be here today with you, in the premises of this impressive Museum of Contemporary Art located in the Ibirapuera Park, Sao Paulo's green lung.

May I express my deep appreciation to the organizers of this important event for the warm welcome and hospitality extended to me. I would like to thank in particular Professor Maria Goretti SANCHES LIMA and Dr. Wyllelm Rinaldo RODRIGUES DOS SANTOS, the dynamic initiators of this yearly Conference of IFTTA.

Distinguished Representatives of the Brazilian Authorities,  
Distinguished Co-Presidents of IFTTA,  
Distinguished Members of IFTTA,  
Ladies and Gentlemen,

The choice of Brazil to celebrate your 21<sup>st</sup> Annual Conference could not have been more appropriate. It is a recognition of Brazil's tourism industry and its recent success and future potential.

With five million arrivals in 2008, Brazil, according to UNWTO's statistics -and in spite of the deteriorating world economy- ranks fourth among the countries of the Americas, up from only eighth place in 1995.

As for the relations between UNWTO and Brazil, they have always been very highly satisfactory and mutually beneficial. Since it joined the Organization in January 1975, Brazil has been a very active and visible player both in UNWTO and global tourism issues.

Brazil's representation in UNWTO is highly diversified with, besides the Federal Ministry of Tourism and EMBRATUR, thirteen Affiliate Members composed of tourism professionals, academics and regional bodies.

Brazil has also been the venue for important UNWTO events. In the context of the present Conference, let me just refer to the ***Third International Forum for Parliaments and Local Authorities as Tourism Policy Makers in the 21<sup>st</sup> Century*** hosted by the Brazilian Government in Rio de Janeiro, in May 2000.

Attended by 410 parliamentarians, local and central government members and tourism sector representatives from 78 countries, this Third Forum, organized less than one year after the adoption, in Santiago, Chile, of the Global Code of Ethics for Tourism, constitutes a significant step towards the promotion of a tourism legislative framework in favour of sustainable tourism development.

Distinguished Members of IFTTA,  
Ladies and Gentlemen,

Before reviewing in few minutes the current joint activities and future prospects of cooperation between IFTTA and UNWTO, let me briefly introduce –regarding the three main themes you have selected for your conference– a number of initiatives undertaken by UNWTO in relation with these topics . Such initiatives will be examined these days, for appropriate follow up, by our General Assembly which is taking place in Astana, the Capital City of Kazakhstan.

- On the issue of prevention and risk management, UNWTO works closely with the World Health Organization (WHO) and other international and national bodies to monitor the impacts of **the influenza A(H1N1) virus** and recommends governments and travellers to regularly consult the website of SOS Travel and other reliable sources for the latest updates and information issued by health and travel authorities as the situation evolves.
- With regard to the world economic crisis, but also linked with the work on the current influenza pandemic, the UNWTO Secretariat has created last year, in October, the **Tourism Resilience Committee (TRC)** which aims to measure the effects on tourism of the economic and sanitary crises, and to provide the right guidance for the sector to recover, taking into consideration the poverty alleviation and climate change challenges.
- To this end, the TRC has established a Roadmap for Recovery which includes a set of 15 recommendations based on three interlocking action areas: **Resilience-Stimulus-Green Economy**.
- Regarding the recent developments in travel and tourism law, mention should be made of the work conducted by UNWTO since 2007 through a working group of governmental experts, on the establishment of a legal instrument to deal with the facilitation of tourist travel. As a result of this exercise, a draft **Declaration on the Facilitation of Tourist Travel** is submitted for approval to our General Assembly. This Declaration - which is not a normative binding document- represents a considerable step by reaching consensus on three sensitive issues, namely, **travel advisories, visa issuance modalities and tourist travel by persons with disabilities and persons affected by the HIV virus**.

- Finally, related to the crucial topic of the environment, **climate change**, one of the pillars of the United Nations current agenda, it also be of concern to UNWTO. In this respect, the **Davos Process** initiated in 2007, has gained recognition, particularly during the celebration of the World Tourism Day 2008 on the theme: ***Tourism responding to the Challenge of Climate Change***. More recently, a further step has been taken by the UNWTO Secretariat in the framework of the **Climate – neutral UN** Initiative, a very complex topical issue

Distinguished Representatives of the Brazilian Authorities,  
Distinguished Members of IFTTA,  
Ladies and Gentlemen,

At the opening of the *Global Travel and Tourism Summit* held in May of this year at Florianópolis, in the Brazilian State of Santa Catarina, President of Brazil, H.E. Luiz Inácio Lula da Silva, declared “ ***Given tourism catalytic effect on other sectors of the economy, the Brazilian Government is determined to join hands with this sector to reinforce its role in job creation and in achieving social goals through responsible growth policies***”.

Let's work together with the same spirit.

Thank you for your attention