

# ACAPULCO DOCUMENT \*

## THE WORD TOURISM MEETING

*Convened* by the World Tourism Organization at Acapulco, Mexico, from 21 to 27 August 1982 and held with the participation of seventy-nine delegations of States and fifty-seven delegations of observers, with a view to progressively implementing the aims set by the Manila Declaration on World Tourism as a result of the World Tourism Conference (Manila, September — October, 1980).

*Taking cognizance* of resolution 106 (IV) of the Fourth General Assembly of the World Tourism Organization (WTO) and of decision 14 (XVIII) of the Executive Council of WTO on the World Tourism Meeting,

*Considering with satisfaction* that the United Nations General Assembly, by resolution 36/41, gave tourism a place in the International Development Strategy for the Third United Nations Decade,

*Having noted with satisfaction* the addresses of Dr. Rosa Luz Alegria in her capacity as Secretary for Tourism of Mexico and President of the Meeting and of the Secretary General of the World Tourist, Organization, Mr. Robert C. Lonati, on the occasion of the opening of the World Tourism Meeting by the President of the United Mexican States, Mr. José Lopez Portillo,

*Considering* that this Meeting is a significant step forward in implementing the concepts, principles and criteria of the Manila Declaration and that the Meeting of Acapulco reflected the spirit imbuing the said Declaration, thereby proving that the States, tourism professionals and all other bodies concerned have realized the importance of the changes to be made in the administrative and operational approaches to tourism,

*Convinced* that the present world situation and the growing number of armed conflicts with which the world abounds constitutes obstacles to the development of a tourism, and that the convocation of representatives of States and international observers concerned with recreational activities, and with travel and holiday days, in particular, may contribute to the consideration and adoption of measures which, by favouring tourism development, will enable peoples to gain first-hand knowledge of each other, thus bringing them closer together,

*Considering* that now more than ever the sharing of aspirations and intentions to improve the quality of life of the whole of mankind in all continents, regardless of religion, beliefs and social economic and political system is vital today in contributing to the safeguard of peace by dispelling intolerance, prejudice and misconceptions and creating a climate of understanding,

*Reaffirming* once again that “World Tourism can be a vital force for world peace and can provide the moral and intellectual basis for International understanding and interdependence among nations” and “can contribute to the establishment of new international economic order that will help to eliminate the economic gap between developed and developing countries” \*\*

*Convinced* that to this and it is necessary to preclude any risk of jeopardizing the safeguard of

\* Adopted by the World Tourism Meeting held at Acapulco (Mexico) from 21 to 27 August 1982.

\*\* Manila Declaration A.

peace, by securing a more equitable distribution of wealth and eliminating the maintenance of situations of anachronistic colonialism which by no means reflects honour on the nations which practice it, but rather detracts from their moral authority and constitutes an offence to the spirit of authenticity which must pervade tourism as a vehicle for peace, harmony and mutual respect among peoples and for knowledge of the world and its truth,

*Renewing* the appeal made by the World Tourism Conference of Manila to all States and governments on the preparation of societies for life in peace, in accordance with the Declaration on this subject of the thirty-third General Assembly of the United Nations,

*Recalling* that the development of tourism in all its forms, and particularly as a means of satisfying the right of access to holidays and travel resulting from leave with pay, can be carried out only in a climate of international peace and understanding which should be regarded by all as normal and lasting,

1. *Declares its satisfaction* at the results achieved by this International Meeting within the context of the responsibilities of States for furthering, more effectively than before, the implementation of tourism policies so as to ensure fulfilment of the right to holidays and travel and to facilitate travel for tourism or any other related purpose both within and outside national frontiers;
2. *Expressed its satisfaction* that many States, international organizations and tourism professionals took part in these important deliberations which constitute one of the first steps in implementing the Manila Declaration on World Tourism as well as a reminder for all governmental, non governmental, international and national bodies, so that the world of tourism may devote to the final Declaration of the World Tourism Conference of Manila all the attention it deserves;
3. *Observes* that certain countries with a high level of social and economic development or which enjoy privileged geographical positions because of their proximity to the main generating markets or sectors, have already achieved many of the aims set forth in the Manila Declaration, but deplores the fact that a very great number of countries are not yet in a position to enjoy such conditions;
4. *Observes* further that the development of tourism is closely linked to the social, economic and cultural context of each country;
5. *Is of the opinion* that, in the interest of equitable participation in travel and holidays on the part of everyone, the necessary international solidarity will have to prevail so as to arrive in the future at a balanced situation that is essential for satisfying the right of access to holidays of all layers of the population and the least favoured in particular,
6. *Considers* that, through its invitation to hold this Meeting at Acapulco. by making available impressive facilities to the participants and through the kind attention and tokens of traditional hospitality of its people. Mexico, the host country, contributed to the success of the Meeting;
7. *Requests* the president of the Meeting to convey to the head of the Mexican State and to all the Mexican authorities and bodies which contributed to the success of this event the deepest gratitude of all the participants;
8. *Emphasizes:*
  - that by clarifying the true significance of tourism, implicit in the new approach to it, without

rejecting former approaches stemming from obvious historical situations, fresh light is shed on the use of free time in-present-day society,

- that consequently any strategy for the progressive implementation of this new approach must be considered with the future in mind, taking as a basis for reflection and inspiration and as its point of departure established criteria, concepts and principles;

9. *Agrees* that the strategies for carrying out the priorities proposed should be based on the following concepts, there being no order of precedence:

(a) *The right to rest, leisure and leave with pay and the creation of the appropriate social conditions and legislative framework to facilitate access to holidays for all layers of the population*

- (1) The right to rest, a natural consequence of the right to work, must be affirmed as a fundamental right in terms of human happiness. It implicitly entails the right to the use of leisure time and, in particular, the broadest possible access to holidays.
- (2) If it is highly desirable that every State should recognize the right to holidays of all its citizens not as a luxury but as an absolute necessity, clearly the responsibility of States cannot be confined to the mere recognition of this right, but must extend to the creation of practical and appropriate conditions for the effective access to holidays of those with entitlement.
- (3) It follows that, without necessarily imposing international uniformity of social policies, the magnitude of tourism movements and activities is directly linked to and governed by the level of economic development of each country and the importance each attributes to social life.
- (4) The necessary access of increasingly broad layers of the population to holidays and travel is a new feature of present-day tourism, which must ultimately result in a set of administrative, legislative and financial measures designed to ensure the best possible social, cultural, educational, political and economic administration of travel.
- (5) Substantial efforts should be made to stagger holidays and new approaches to tourism investment directed towards simpler and more functional forms of accommodation should be studied to bring about economies of all kinds and thus more favourable rate structures, with a view to securing diversification of supply and placing it within reach of middle- and low-income groups.

(b) *Preparation for travel holidays and in-bound and out-bound tourism*

- (1) The human activity of travel and holidays determined by all travel motivations may help the individual, as its protagonist, to reach his full potential, contribute to his education and foster his awareness of the destiny he shares with all human beings.
- (2) The level and quality of tourism cannot depend solely on adequate preparation through public relations and education of the population as both guests and hosts, but also, and concurrently, on the effort made to create the best possible conditions for training and preparing tourism management, irrespective of whether it belong to the public or private sector.

- (3) Basic education constitutes the most effective instrument because it is the most widespread system of preparing the citizen. Measures should therefore be taken to provide the individual from childhood with a knowledge of tourism and its practices.
- (4) The process of educating and training the population in tourism from childhood to old age should benefit from the assistance of the mass media as a whole as the most efficacious tools for creating public awareness and preparedness for tourism, using the most advanced communication techniques.
- (5) The celebration of World Tourism Day is one of the most important factors for creating awareness of the manifold values of tourism.
- (6) Preparation for travel and holidays should be undertaken by means of joint and concerted efforts at every regional, national and international level and draw upon international solidarity and cooperation, with the framework also of the promotional activities of the World Tourism Organization.

*(c) The role of domestic, tourism in the development of present-day tourism*

- (1) In view of the fact that domestic travel accounts for the vast majority of total tourist flows worldwide and that the aim of domestic tourism development reflects the inevitable, States should increase their efforts to ensure that this development is constant and ever more harmonious.
- (2) Most non industrialized countries are continuing to progress in their social and economic development. This transformation entails many changes in the behaviour of populations in terms of their civic conscience, the balance of their family life, their cultural achievements and their aspirations to happiness. It considerably increases, inter alia, the demand for services in a hitherto somewhat neglected sector.
- (3) Domestic tourism enables the individual to take spiritual possession of his own country, just as it prepares him for a universal perspective.
- (4) States should improve their understanding of the role of domestic tourism and give more attention to its social, educational and cultural returns.
- (5) The logical explanation for the existence of domestic tourism is the social, cultural, educational and political advancement of present-day society to which the Manila Declaration attributed universal value.
- (6) Domestic tourism helps to achieve a better distribution of activities, employment and income throughout the national territory. It is closely interrelated and interdependent with other sectors of the social and economic life of each country. Its development should form an integral part of the overall development planning process.

*(d) Freedom of movement*

Overall strategies for carrying out the aforementioned priorities can be specified only within the general framework of freedom of movement and of travel. The Meeting therefore recognizes that:

- (1) the issue of freedom of movement and of travel which was dealt with in the Manila

Declaration is of great importance for the development of present-day world tourism;

- (2) it is incumbent on WTO to carry out activities with a view to fostering freedom of movement and of travel within the framework of international cooperation in the field of tourism;
- (3) any effort to foster freedom of movement and of travel must necessarily take into account the existing social and economic conditions of each country, its sovereignty, legislation and traditions as well as the rights and duties of its citizens;
- (4) the States should pursue their efforts to implement the provisions of the Manila Declaration regarding freedom of movement and of travel and, where appropriate, lend their support to WTO in this respect;

The Meeting makes reference also to the separate recommendation contained in the Annex.

Furthermore *the World Tourism Meeting*,

10. *Invites* States and all public and private bodies concerned, as well as the World Tourism Organization, to take into account the guidelines and considerations emerging from its work, so as to fulfil the aims proposed for a fresh, more balanced expansion of tourism, within the framework of their development policies and in the spirit of the Manila Declaration;

#### The forces to be mobilized

11. *Is of the opinion* that to apply over time the present-day concepts and criteria of tourism, States should encourage the practical, reasonable and effective implementation of the Manila Declaration;
12. *Considers* that governments should therefore, within the context of their social, political, economic and administrative structures, encourage activities at the various levels of national life that can be organized on a national, regional and local scale.

At the practical level, they should act:

- (a) with ministerial departments, governments institutions and public services of all kinds which have a direct or indirect role to play in the implementation of the Manila Declaration;
- (b) with other bodies, such as:
  - national legislative bodies;
  - trade union organizations;
  - employers associations;
  - tourism enterprises;
  - the associative sector of tourism;
  - youth organizations;

- educational circles;
- the mass media;
- religious establishments.

#### Possible plans of action

13. *Recommends*, in the light of the foregoing:

- (a) that the various forces to be thus mobilized should be pledged to individual or concerted action to ensure that the new approach to tourism is pursued, depending on the nature of the sectors of activity they represent and, in so doing, help to achieve better planning of the concepts and criteria of the Manila Declaration;
- (b) at the national level, that governments, in encouraging the new approach to tourism, should consult closely with trade unions employers' association and other relevant organizations of the kinds listed in paragraphs (a) and (b) above, so that such consultation would help to achieve a wide appreciation within the community as a whole of the aims and aspirations of the Manila Declaration and assist government in their task of ensuring that the tourism needs of all sectors of the community are taken into account when plans for specific action are being drawn up;
- (c) at the international level, that, as agreed by the General Assembly of the World Tourism Organization and confirmed by the United Nations General Assembly, WTO should take all the necessary action, in consultation where appropriate with other international bodies, to encourage the implementation of the principles and guidelines of the new approach to tourism.

#### General guidelines

- 14. Expresses the hope that the suggestions outlined below will be greeted in a constructive spirit by the recipients of this Document, so that they may be progressively implemented in the four aforementioned fields;
- 15. Recommends that States attach to the conclusions of the World Tourism Meeting of Acapulco the documents which were subject of their deliberations;
- 16. Also recommends that, to achieve these aims, governments draw up policies with which national, centralized or decentralized institutions and regional, subregional and local authorities, the private sector and communities should be associated according to their specific competence and vocation and depending on their powers and tourism, capacity;
- 17. Further recommends that national legislative, statutory and financial bodies, trade unions, employers associations, political bodies, religious institutions professional tourism bodies and associations and any other body or public service concerned should also be associated in this general endeavour with a view to harmonizing the following actions:
  - (a) general recognition of the right to rest and recreational activities for all layers of the population and, in particular, to leave with pay for wage-earners;
  - (b) gradual improvement in the use of free time;

- (c) measures for staggering leave in accordance with production process demands;
- (d) the easing, wherever practicable, of travel formalities in respect of entry into and exit from the territory, customs, and currency and health regulations;
- (e) the improvement of transport conditions (air, road, rail, sea); for example by introducing favourable fares or any other form of travel incentive for middle to low income holiday-makers, young people, the elderly and the disabled;
- (f) the development and increase of simpler and more functional hotel plant for low income layers of the population, in line with the concepts of building, materials, decorations and services that reflect local tradition;
- (g) protection and preservation of the environment, ecological structure and the natural, historic and cultural heritage of the country;
- (h) qualitative optimum use of existing or potential tourism resources, including in particular the natural, cultural, artistic, historic and spiritual heritage, affirming the principle of authenticity so as to preclude distortion and misrepresentation;
- (i) the incorporation of tourism into teaching programmes for all categories of young people with particular emphasis on the new principles and concepts of tourism;
- (j) material or moral support for individuals and groups with a view to furthering the implementation of the concepts of leave with pay;
- (k) the establishment of plant tailored to the means of the new beneficiaries of the right to leave with pay;
- (l) the adoption of financial and technical measures designed to increase the purchasing power of citizens;
- (m) the best possible distribution of tourist flows throughout the entire national territory;
- (n) importance attributed to tourism by public opinion and government circles in the same measure as that attributed to other sectors of national life;
- (o) the adoption of measures to ensure that the citizen is equipped, from his school days, for the dual role he is called upon to play as both guest and host;
- (p) the introduction at all appropriate levels of the educational system and in the corresponding teaching material of the new enlightenment brought about by research into the better use of free time, including the resulting opportunity to travel;
- (q) the production of reliable and comprehensive information material to be made available to the media, the travel trade and users;
- (r) action on a continuing basis for the education of public opinion, with a view to guaranteeing mutual respect between tourists and the local population.

## ANNEX

Of the various principles enshrined in the Manila Declaration and to which priority action should be given, freedom of tourist travel and of the movement of persons which such travel involves is naturally of paramount importance.

Such freedom can of course be fully exercised only if the following essential conditions are met: world peace and a more satisfactory world economic order.

The Acapulco Meeting therefore appeals to all States of the world to renounce both now and in the future all use of armed intervention, to strive for the establishment of a lasting peace and to endeavour to bring about a better distribution of the wealth of the world.

At the same time, however, freedom of movement and travel also involves more technical matters as well as simpler problems for which solutions can be found rapidly.

Without prejudices to the sovereignty of States and their social and economic systems, the Acapulco Meeting therefore believes that the following aspects of freedom of tourist movements can be promoted on a priority basis:

- freedom to circulate within the national territory;
- access to the national territory for foreigners recognized as tourist;
- freedom to enter and leave the national territory for national tourists;
- free choices of tourist destinations, travel arrangements and organization;
- freedom of tourist information and promotion.

The Meeting also invites States:

- to provide foreign tourists with the best welcome and treatment without any discrimination;
- to facilitate and protect the circulation of motor vehicles, aircraft and ships making use of authorized routes;
- within the limits imposed by the economy to allow tourists to be granted sufficient amounts of convertible currency to meet their need;
- to authorize foreign tourists to exchange their remaining national currency on their departure, within the limits set by the duly applicable regulations.

Finally the Acapulco Meeting invites States to take measures to guarantee the respect of the above mentioned principles and recommendations within their territories.