A new report suggests holidaymakers have at last woken up to tourism's imp...
destinations in the developing world – and want something to be done about it. ADAM COULTER reports

care shift

many industries in adopting ethical practices and learned this partly on the "cut-price cruise" favored by many major companies.

The report revealed that UK holidaymakers spend an average of £201 on an all-inclusive holiday in the Caribbean, yet almost one of that money goes to local traders.

Ten per cent of holidays taken by UK tourists last year were to the developing world, a total of 6.8 million holidays.

The report also found people would be prepared to pay an average of five per cent more for a £300 holiday to ensure it was ethically sourced.

The report calls on operators to become more socially responsible and to adopt a 10-point action plan.

This includes establishing a clear policy for responsible tourism, appointing a responsible tourism staff member and committing funds to local businesses.

AITO, which welcomed the research, has issued a set of green guidelines which will become mandatory for members within two years.

TOURISM FACTS AND FIGURES

- Tourism employs 260 million people worldwide and contributes 10.7 per cent of world GDP.
- Tourism is the second source of income in Greece, Italy, Spain, Switzerland and most Caribbean countries.
- It is the main employer in Australia, Brazil, Canada, France, Germany, Jamaica, Italy and Japan.
- The UK has the world's third-largest tourism market after the US and Germany.

Germany: The overseas holiday market was worth more than £27 billion last year, a figure which has risen 46 per cent in four years.

- Long-haul trips are the fastest-growing sector of the UK travel market, having doubled in the past four years to 4.3 million holidays – 10 per cent of the total.
- Package tours accounted for 95 per cent of the 37.7 million foreign holidays taken from the UK in 2001.

I wanna See America...again

America is the land of freedom and opportunity - a place your clients want to see again and again. That's why the travel industry has pledged its full support to the U.S. Government to ensure that travel is safe and secure.

After all, America was founded, expanded and made great by travellers.