

8. Balanced Tourism

Recognizing that, despite the fact the tourism has often been responsible for encouraging conservation activities in many parts of the world, expanding tourism is resulting in increasingly severe damage to the environment, including fauna and flora;

Knowing that many tourist and travel interests have often neglected the responsibilities inherent in their profitable exploitation of environmental resources, and failed to respond to invitations to participate in coordinated efforts towards reducing environmental impact, as formulated at the 4th Technical Meeting of IUCN at Salzburg in 1953, and subsequently;

The 11th General Assembly of IUCN meeting at Banff, Canada, in September 1972:

Reiterates that IUCN is willing to cooperate with international tourist and travel organizations by providing ecological and other technical advice on reducing the adverse environmental impact of tourism;

And invites governments of countries which send out, or receive, mass tourist movements to call urgently for reports from their national tourist and travel organizations specifying concrete programmes which they will follow for securing ecological and other technical advice, and for modifying their plans and actions so as to deal with adverse impacts of tourism on the environment.