requesting that it be made part of the official record of the current hearings on tourism.

The Commission has assured the Government-Industry Task Force under Ambassador McKinney of its full desire and ability to cooperate in promoting a higher two-way level of travel between Europe and the United States.

Respectfully,

TIMOTHY J. O'DRISCOLL,
*President, European Travel Commission,*
*(Director General, Irish Tourist Board).*
ONNO LEEBAERT,
*Chairman, European Travel Commission (United States),*
*(Director for North America, Netherlands National Tourist Office).*

## EUROPEAN TRAVEL COMMISSION

### FREEDOM TO TRAVEL

1. The freedom of travel is recognized as a basic freedom of man in the Universal Declaration of Human Rights approved by the United Nations. Heads of states have reiterated their belief in the value of exchange of people through tourism. The United Nations Conference on International Travel and Tourism, held in Rome in 1963. re-affirmed the ideal of freedom of movement without restriction or discrimination. The traditional right to travel freely has a particular importance for citizens of the United States.

2. Tourism builds friendly relations between peoples and such exchanges should not be inhibited because world peace depends so much on international understanding. Reducing these exchanges would feed distrust among peoples. In recent years, happily, much progress has been made in making travel easier and cheaper. To reverse this trend would be a retrograde step.

3. Tourism is a vital medium of communication, more important than broadcasting or the press because it involves direct human contact. Its importance is underlined by the fact that people who travel play an active role in forming public opinon in their own countries.

4. International tourism, valued at about $15 billion a year, is the largest single item in world trade, providing employment for nearly ten million people in OECD member countries alone. Of this number, a substantial proportion represents relatively unskilled labor, which underlines the socio-economic values of the industry.

5. Tourism helps to generate a higher level of world trade, contributing to rising standards of living. Its special importance as a stimulus to the economies of developing countries is widely recognized.

6. The jobs created by tourism help to generate incomes which would not otherwise be earned. These incomes in themselves have a high multiplier effect through national economies since tourist revenue has an exceptionally high rate of circulation through the economy. One factor illustrating this is that the people deriving their incomes through tourism are at the lower end of the wage scale and therefore tend to spend a large proportion of their wages.

7. National economies benefit from investment in accommodation, resort areas, transportation and other tourist facilities and services. Such investment depends to a large extent on the anticipated demand for increased services arising from growth in tourism. As an example, current annual investment by European airlines for aircraft manufactured in the U.S.A. is equal to approximately the total annual income from American tourist spending in Europe. World trade can only be increased significantly if goods and services are allowed to flow as freely as possible between the countries of the world. This will cause certain countries at certain times to run into balance of payments difficulties, but the imbalance should be corrected by encouraging exports, which in the case of tourism means encouraging visitors from abroad.

8. A small number of the most prosperous countries in the world for some years have had an adverse balance of payments with respect to travel. Some of these countries run permanent deficits in travel payments, as they do with other individual items of trade, depending on their natural resources. Some countries, for instance, import all the oil and coffee they consume. As the United Nations Conference on Tourism confirmed, travel spending by the residents of the more prosperous countries has provided considerable support for a high level of world trade, helping to correct inequalities in balance of payments which the movement of goods alone could not achieve. As an example, European countries in total have for years run a deficit in the balance of payments arising from trade in