

internet site review

www.wttc.org

World Travel & Tourism Council

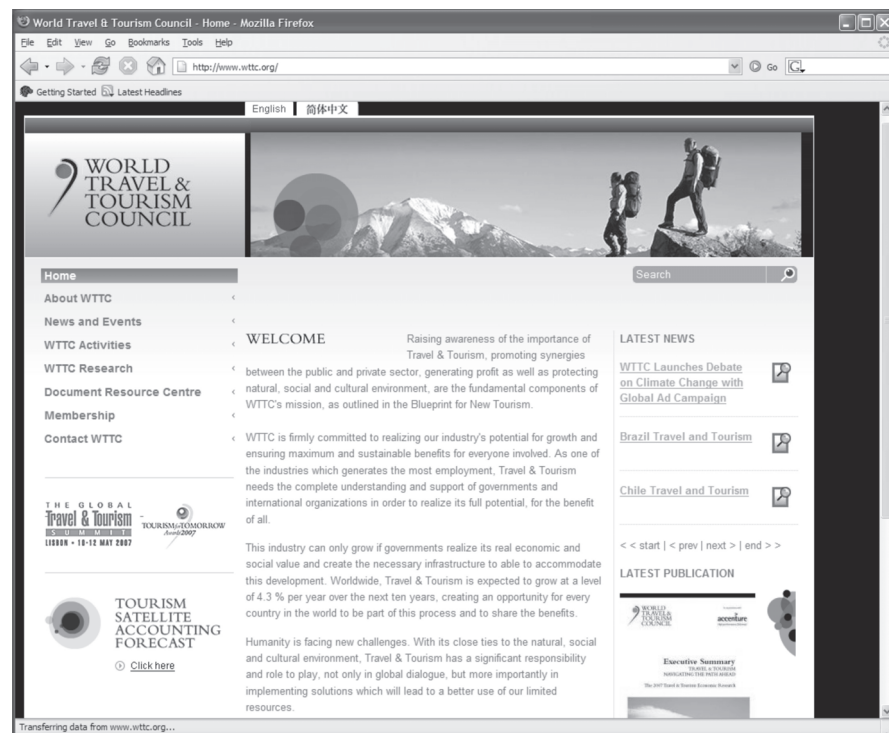
This article presents a brief overview of the World Travel & Tourism Council (WTTTC) web site as one of the world's leading association for Travel & Tourism professionals, located in London, UK. WTTTC was established in the 1990 as a forum for business leaders in the Travel & Tourism industry with the major objective to raise awareness about impact and importance of Travel & Tourism industry as a major contributor to the world economy, employing approximately 231 million people and generating over 10.4 per cent of world GDP . Its members are executives from different branches of tourism industry (airline industry, lodging industry etc.).

Today, web site of the WTTTC organization, with information about its activities and annual reports of the economic

impact of tourism for more than 170 countries worldwide, represent an invaluable asset to all tourism researchers and professionals.

The web site of the World Travel & Tourism Council is logically organized into several different sections. The web site, though technologically not very sophisticated, is very well structured, logically organized, very informative and user friendly. It is available in English and Chinese language. The main disadvantage of the web site is the fact that it is very slow loading which can be a bit annoying from the end user perspective.

The home page of the web sites contains welcome message, a brief overview of the WTTTC mission and activities, latest news, information about upcoming events



and WTTC latest publications as well as links to all other sections of the web site.

The most interesting feature of the section named "About WTTC" is the link to the "Blue print for new tourism", a document which provides a strategic framework of the future tourism development for the Travel & Tourism professionals that can be downloaded free of charge. This section also provides information about WTTC employees, partners and organization annual reports.

The second section of the web site, named "News and events" provides press releases and details about WTTC research results which are often very interesting for different tourism stakeholders such as tourism entrepreneurs, local and national governments, media and academic community. It also offers news and information about upcoming events and conferences which may be of interest for web site visitors.

The section named "WTTC activities" provides brief overview of the WTTC global and regional activities as well as WTTC economic research.

The most beneficial sections of the web site, from the researcher's perspective, are two sections named "WTTC Research" and "Document Resource Centre". The first section is divided into three subsections providing variety of information about researches conducted by WTTC, amongst which are most important information about tourism satellite accounting (TSA).

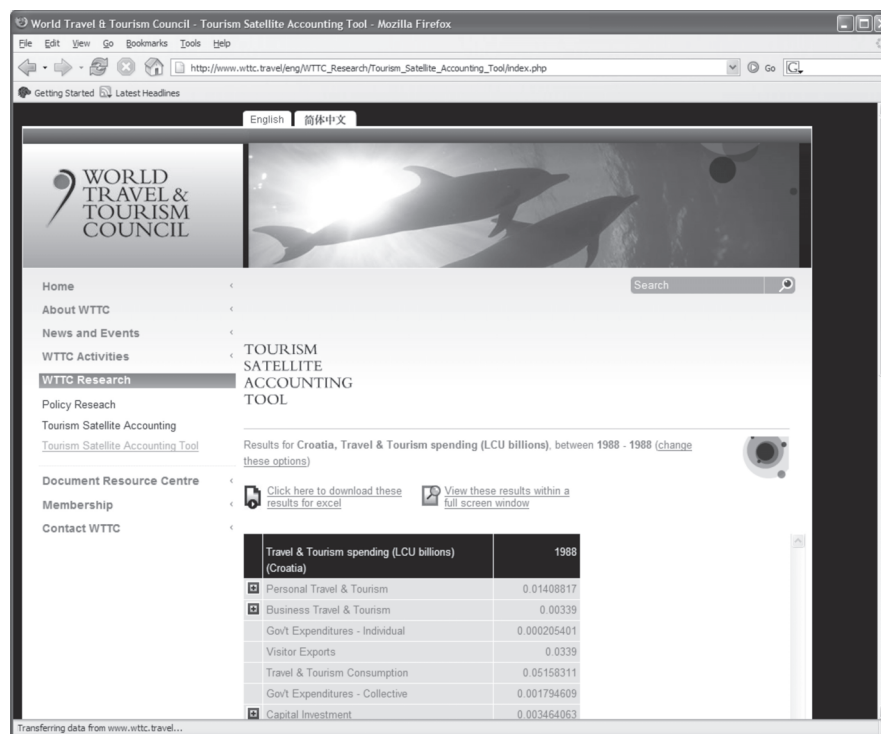
These information are crucial for governments, policy makers and travel and tourism professionals in their decision making process. Information is provided for the global world level, for different world regions as well as for specific countries. According to the WTTC figures, in 2007, Travel & Tourism economy is expected to generate 7.060,3

billion US\$ of economic activity, 10.4% of total world GDP and more than 231 million jobs or 8.3% of total employment. WTTC also estimates that Travel & Tourism in the European Union, in 2007, is expected to generate 2.486,9 billion US\$ of economic activity (total demand), it is expected to account for 10.9% of GDP and to generate 25,7 million jobs or about 11.8% of total employment.

The European Union Travel & Tourism is expected to grow 2.2% in 2007 and by 3.1% per annum, in real terms, between 2008 and 2017. The European Union Travel & Tourism is ranked number 1 in absolute size worldwide, number 5 in relative contribution to regional economies and number 13 in long-term (10-year) growth. All reports and research results are available for download free of charge on WTTC web site.

The other useful section of the WTTC web site is the "Document Resource Centre" section. This section provides comprehensive and substantial document resource centre and contains all of WTTC's publications, research findings, speeches and other produced materials which are available for download free of charge. Web site visitors can also use advanced search feature installed on this section in order to find information they need.

"Membership" section provides information about WTTC membership terms. WTTC members are executives from different branches of tourism industry and to qualify, candidates must either have businesses with a global outreach or be recognized as the key players in their sector or region. Membership is open to the company Chairman, CEO or President. WTTC is also providing its members with the unique opportunity to register a .travel domain and to become a member of limited group of travel industry organizations who are eligible to hold a .travel domain name.



The last section of the web site provides contact information to the web site visitors as well as form for the on-line message submission. This section also contains a web site map which makes it easier for visitors to navigate through this very complex and content rich web site.

At the end it can be concluded that this web site is very useful resource for every tourism professional or researcher, looking for most relevant information about travel and tourism industry, especially information concerning economic impact of industry.

Additionally, although today it is possible to find different variety of tourism publications on the Internet, it is really rare that those publications are available for download free of charge, as they are on this web site, which only adds values to WTTC web site.

Major disadvantage of the WTTC web site is its modest web design and slow page retrieval but these are minor shortcomings compared to the variety of benefits this web site has to offer to its visitors. Thus, we strongly encourage our readers to visit this web site and to take advantage of materials published by the WTTC.

D. Krešić

Notes

- ¹ http://www.wttc.org/eng/About_WTTC/index.php
- ² http://www.wttc.travel/eng/WTTC_Research/Tourism_Satellite_Accounting/index.php
- ³ http://www.wttc.travel/eng/WTTC_Research/Tourism_Satellite_Accounting/TSA_Regional_Reports/European_Union/index.php
- ⁴ <http://www.wttc.travel/eng/Membership/index.php>
- ⁵ <http://www.wttc.travel/eng/Membership/travel/index.php>