

## UNWTO Emergency Response Portal - WWW.SOS.TRAVEL

2007-03-08

---

UNWTO announced at ITB that it is to use .travel for the domain name of its Emergency Management System.

This portal currently focusing on Avian Flu preparation will be extended to a one stop shop tracking system for all emergencies and crises affecting tourists and the sector.

'We decided to use SOS.travel as the signature domain of our global system because it describes exactly our goal - the place on the internet for industry stakeholders and tourists themselves to go for essential information in emergency situations', UNWTO Assistant Secretary-General Geoffrey Lipman said. 'SOS is the international call sign for help and the .travel domain clearly identifies the sectoral focus.'

The President of Tralliance, Ron Andruff, underscored the importance of the linkage between UNWTO and .travel noting that 'Tralliance is becoming an Affiliate Member of UNWTO to contribute even more to the development of the sector and to contribute particularly to its social responsibility and poverty initiatives'.

All .travel domain holders worldwide will receive an electronic version of the UNWTO Global Code of Ethics for Tourism which is the basic framework for responsible and sustainable tourism and the organization's link to the UN Millennium Development Goals.

<http://www.sos.travel/>

This article comes from Hotel News Resource

<http://www.hotelnewsresource.com>

The URL for this story is:

<http://www.hotelnewsresource.com/article26608.html>

© 1998 - 2007 Nevistas and the author.

Brought to you by Hotel News Resource

*Distribute your news on our Network*

See what all the buzz is about at:

[http://www.hotelnewsresource.com/Info-news\\_account\\_info.html](http://www.hotelnewsresource.com/Info-news_account_info.html)