

## NaturCert supports the World Tourism Day

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NaturCert is the global independent organization which has developed the NaturCert Certification Program for the environment and society. NaturCert supports the World Tourism Day on 27th September.

# World Tourism Day 27 September

Tourism has grown by around 25 % in the past 10 years. It now accounts for around 10 % of the world's economic activity and is one of the main generators of employment. (UNEP). In the Mediterranean, from 1970 until 2002 international tourists have increased by 400% and according to the WTO and Plan Bleu forecasts, levels could reach 396 million by 2025.

Unfortunately, the growth of the tourism sector does not always respect the environment and the individuals that it affects. In many locations, it has placed a burden on local economies, cultures and environments, which calls for responsible management. With the increasing debate on sustainable development and greener industries, concern has increased in recent years about the impacts of travel and tourism.

NaturCert supports the efforts and the events that will take place around the world on the 27th September and truly hopes that more actions towards a responsible and sustainable tourism will be taken. With respect to NaturCert's initiative of supporting responsible and sustainable actions, NaturCert will be an active member of the World Travel Market Responsible Tourism Day on 12 November by officially launching 'Local Campaign'.

To read more about NaturCert and its involvement at World Travel Market, as well as for more information on 'Local Campaign' [click here](#).

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