THE IMPORTANCE OF TOURISM AS A TOOL FOR DEVELOPMENT

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Economic Impact, Data & Forecasts

- GDP
- Growth
- Employment
- Visitor Exports
- Investment
TOURISM & THE ALLEVIATION OF POVERTY

Social
Cultural
Environmental

Sustainable Tourism

Alleviation of Poverty

Quality of Life Improvement
THE MEXICO EXPERIENCE

Development by Accident

Planned Development

- Ministry of Tourism
- Tourism Development Fund (Fonatur)
- Tourism Promotion Board (CPTM)
- Bancomext
- A lot of Political Will
TOURISM AS AN INSTRUMENT FOR REGIONAL DEVELOPMENT

Cancun and Rivera Maya

- Origin
- Impact

Other Destinations
MEXICO