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# THE IMPORTANCE OF TOURISM AS A TOOL FOR DEVELOPMENT

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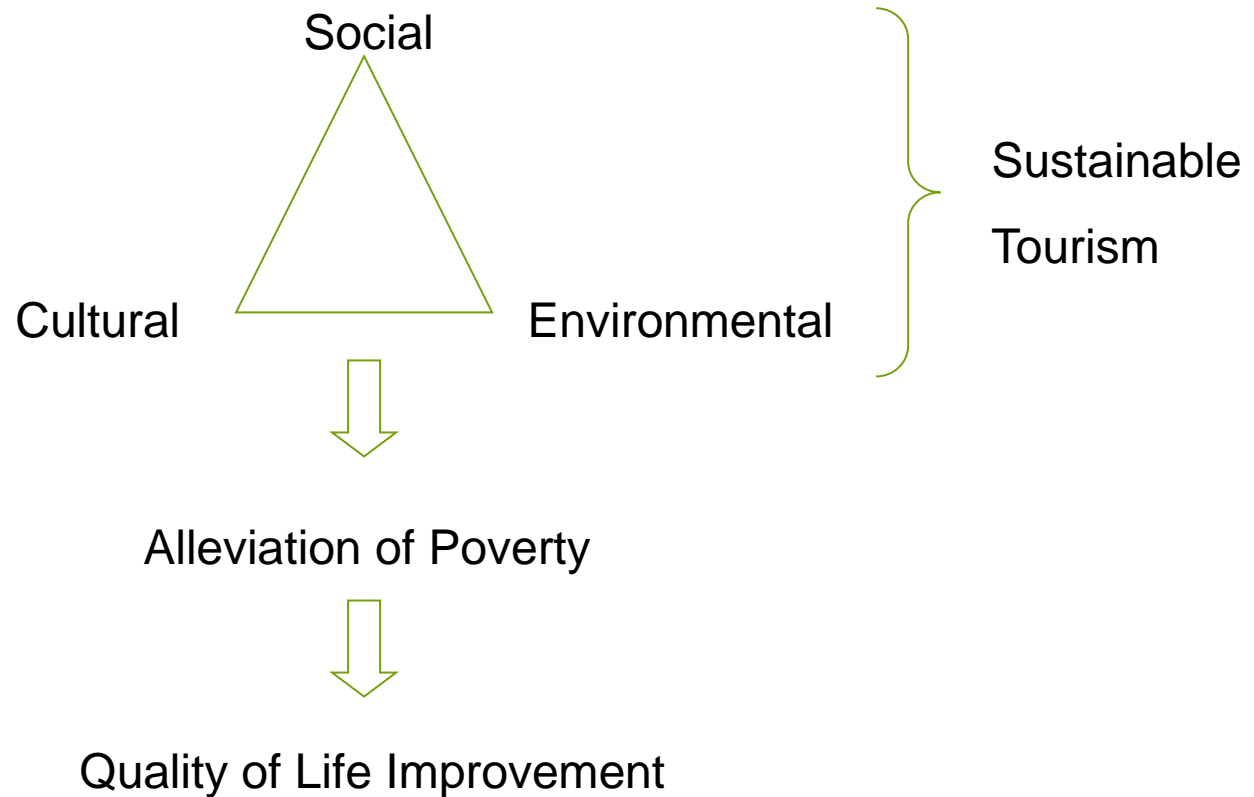
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# WORLD TOURISM

## Economic Impact, Data & Forecasts

- ⊙ GDP
- ⊙ Growth
- ⊙ Employment
- ⊙ Visitor Exports
- ⊙ Investment

# TOURISM & THE ALLEVIATION OF POVERTY



# 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



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# TOURISM AS AN INSTRUMENT FOR REGIONAL DEVELOPMENT

## Cancun and Riviera Maya

- ① Origin
- ① Impact

## Other Destinations



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# *MEXICO*

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