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Speech by Dawid J. de Villiers, WTO Deputy Secretary-General, at the World Conference on Sport and Tourism  
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## SPORT AND TOURISM TO STIMULATE DEVELOPMENT

This is the first presentation of the Conference and my objective is to lay a foundation for the discussions that will follow over the next two days. My introductory remarks must be read in conjunction with the Introductory Report that was developed under the auspices of Prof. Peter Keller. I will focus on a few subjects that will reappear in many of the presentations and discussions that will follow.

I would also like to draw your attention to a survey jointly commissioned for this conference by the World Tourism Organization and the International Olympic Committee on the sport profile of tourists of 3 European countries. My time is too short to present the survey. However, at the conclusion of my presentation I will highlight a few of the interesting findings.

Sport and Tourism is a wide-ranging and complex subject. I will address the subject under 2 headings:

### 1. The social-cultural nature of sport and tourism

Both sport and tourism have become integrated components of the global culture of our times. Tourism and sport are two ancient expressions of the human spirit. Since the earliest times people travelled - not only as nomads seeking new pastures for their animals, but also as explorers - driven by a curiosity to discover new worlds.

Travel is deeply rooted in human culture, behaviour and values. I have no time to dwell on this but tourism has played a major role in breaking down the borders and barriers of distrust and prejudice between countries and people. It contributed to better understanding, greater tolerance and to world peace in general. The same can be said of sport. Both international tourism and sport have enhanced the process of globalisation and contributed to peace and prosperity. Both have inspired many young people to achieve new goals and make their dreams come true.

The values of society find reflection in the way people tour and travel and in the way they play and practise their sport. It is because tourism can never be an end in itself but only a servant of humanity that the General Assembly of the World Tourism Organization approved a Global Code of Ethics for Tourism.

### 2. The rationale of sport and tourism:

There are many similarities between sport and tourism, but also fundamental differences. Tourism is an experience-orientated activity, while sport is a performance-orientated activity.

The experience-orientated dimension can best be illustrated by quoting the example of Joseph Pine in his book "The Experience Economy". The price of coffee on a coffee plantation would be about 1 cent. Coffee - in this context - is a product. Once it is roasted, sorted, professionally packed, it becomes a commodity and the price per cup may rise to 25 cents. The same coffee - freshly ground

and brewed in coffee shop - becomes a service and the price could be 100 cents. However, if it is served in New York or London or Paris in one of these trendy new coffee boutiques such as Starbucks, it is an experience and the price could be 500 cents. The ambience and style of the shop becomes a theatre and the coffee an experience. Tourism provides people with experiences.

Sport is a performance-orientated activity. It is by nature competitive and the rewards for winning and achieving success become progressively bigger as the levels of competition increases. Leisure sporting activities are a world away from the competitive intensity of high-powered professional sport. The elite sports have all become professional with major entertainment value. The media and the sports equipment industry financially drive them. Performance is richly rewarded. The publicity, money and social status enjoyed by successful athletes create a powerful incentive to train with relentless dedication.

The noble inspiration of performance and excellence in sport can be derailed by the use of performance enhancing drugs. We must not close our eyes for the fact that in both sport and tourism there are negative abuses that conflict with the codes and objectives of the World Tourism Organization and the International Olympic Committee. Drug abuse in sport and child abuse as well as environmental degradation in tourism, are examples. We must continue to work with dedication to reduce and where possible eliminate these practises.