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The principal activities of the world tourism organization in the context of promoting sustainable tourism development

The principal activities of the World Tourism Organization to achieve sustainable and affordable development of international tourism are considered in the article. On the basis of general theoretical research methods – systematization, analysis, synthesis and generalization, the main instruments of ensuring the effective

development of the tourism industry are analyzed, and the main steps made by the World Tourism Organization towards sustainable tourism development are highlighted. Modern view on the interdependence of the tourism industry and the various political, economic, cultural, environmental and other aspects of contemporary international relations is presented. The conclusions were made regarding the possibility of establishing effective cooperation between all actors on the international scene, particularly within the United Nations system that are directly or indirectly involved in the sustainable development of tourism.

Keywords: World Tourism Organization, tourism, international organization, tourism policy, the United Nations.

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