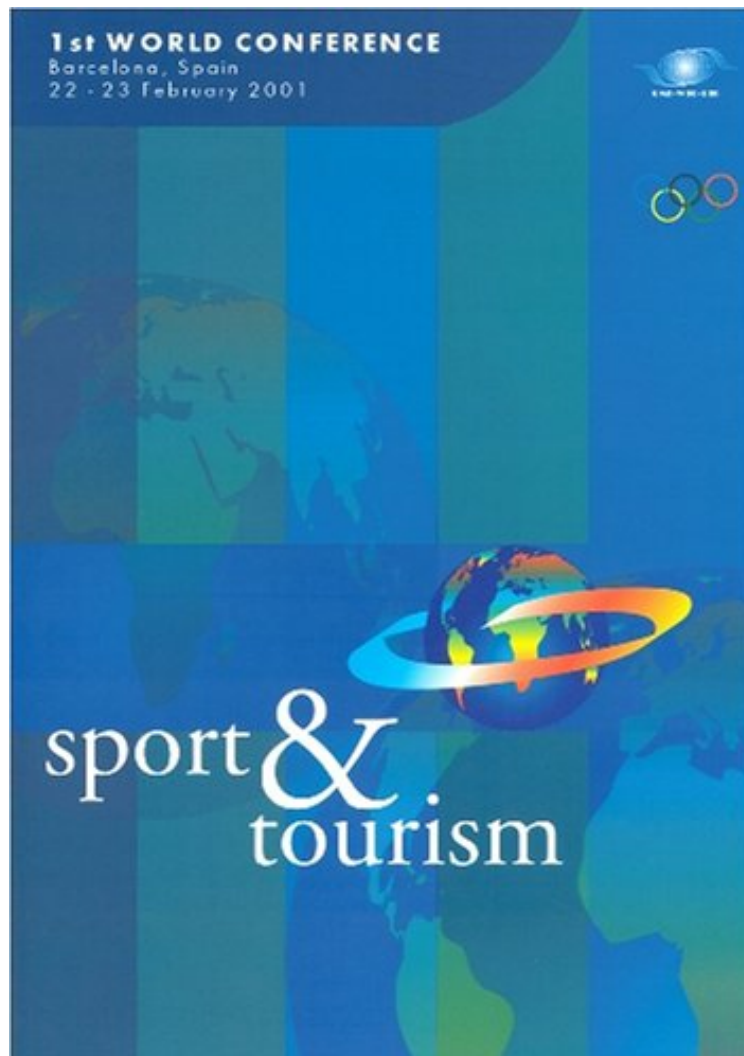


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Sport and Tourism are two driving forces for the promotion and sustainable economic development of tourism destinations. To better understand the links between tourism and sport and to increase the awareness of the benefits of their joint contributions, UNWTO and the International Olympic Committee (IOC) jointly organized the First World Conference on Sport and Tourism in Barcelona on 22-23 February 2001. This publication contains the studies

prepared for the Conference as well as the speeches delivered there.