

November 18, 1959 WORLD TOURIST CONFERENCE

WORLD TOURIST CONFERENCE THE XIVTH GENERAL ASSEMBLY OF THE INTERNATIONAL UNION OF OFFICIAL TRAVEL ORGANIZATION (I. U. O. T. O.)

AN organization that has contributed much to the propagation of tourism attracting tourists from all over the world to enjoy the excitement and the cultural and educational value of travel is the International Union of Official Travel Organization (I.U.O.T.O.)

AS an international cooperative body, it deals with all aspects of travel and has as members representatives of both, official and private organizations from all parts of the world. It has a basic membership of 65 official tourist organizations covering five continents and an associate membership of some 50 organizations representing the private sector of the tourist industry.

THE Philippines has its own Board of Travel and Tourist Industry and the Philippine Tourist and Travel Association which are members of the International Union. In a large measure, these two organizations have increased the flow of tourists into the Philippines ... visitors who came to see for themselves the magnificent islands with its natural and man-made wonders.

THE International Union of Official Travel Organization was first formed in 1925, under the name of International Union of Official Organs for the Propagation of Tourism. Since 1925 to 1937 there were 11 conventions, all held in Europe. In 1947, a decision was reached to modify the statutes of the international body and gave it a new designation: the name it bears today. The first conference and general assembly was held at the Hague, followed by Naples, Lisbon, London, New Dehli, Vienna, Washington and Brussels.

ON November 18 to 26, 1959, the XIV th General Assembly will be held for the first time in the Orient. And the Philippines has the distinct honor to have been chosen as the site for this assembly.

IT is therefore fitting to commemorate this event with the issuance of two postage stamps, depicting one of the most scenic attractions for which the Philippines is famous the shimmering waterfalls set against luxuriant tropical growth, the Maria Cristina Falls.

SITuated on the Agus River in Iligan City, Lanao, the Maria Cristina Falls is one of the largest waterfalls in the Philippines. The falls is about 40 feet wide and 300 feet high. Once an unmolested mighty waterfalls, it has been harnessed by the National Power Corporation, to provide cheap electrical power for Mindanao. The ultimate power capability of the whole Lake Lanao-Agus River system of which Maria Cristina is part, is 750,000 kw.

THE stamp was designed by philatelic designer Nemesio Dimanlig, Jr. of the Bureau of Posts and printed in denominations of 6 and 30 centavos.

