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Report of the World Committee on Tourism Ethics

Addendum 1

Implementation of the Global Code of Ethics for Tourism

I.   Background

1.   The World Committee on Tourism Ethics is the body entrusted with monitoring the implementation of the Global Code of Ethics for Tourism, and with reporting thereon to the General Assemblies of both UNWTO and the UN. The relevant information is compiled by means of implementation surveys addressed to Member States, carried out in 2000, 2004, 2009 and 2014/15. These reports are available at http://ethics.unwto.org/en/content/implementation-reports-global-code-ethics-tourism. Overall, since the year 2000, 128 States and territories have responded to at least one of the four surveys launched by the Organization, representing 82 percent of the membership (see Annex I).

2.   In addition, as a response to the campaign initiated in 2011 by UNWTO to enhance ethical practices by the business sector, the signatories of the Private Sector Commitment to the Code of Ethics have started reporting to the Committee on how the principles of the Code are being implemented in their business operations. However, **it should be noted that the Private Sector Commitment to the Code is not a certification scheme, and that responses to the implementation survey are based on companies' and associations' self-assessment.**

II.   Implementation by UNWTO Member States

3.   For the latest survey (2014/15), the UNWTO Secretariat has received responses from 61 Member States and territories, including one non-member State (see Annex II). Regions with the highest response rate are: Europe (42 percent of the Member States), Africa (24 percent) and the Americas (22 percent).

4.   In addition to the implicit formal acceptance of the Code by all UNWTO Member States at the 13th General Assembly in Santiago in 1999, the Code of Ethics has been given effect by a number of countries through their respective institutional bodies. In the current survey, Albania, Argentina, the Dominican Republic, Haiti, Morocco, Nigeria, the Republic of Indonesia and Uruguay indicated that a

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Parliamentary/Ministerial resolution has been adopted in their respective countries to implement the Global Code of Ethics. Moreover, the city of Puerto Princesa in the Philippines approved a resolution formally adopting the Global Code of Ethics in September 2014.

5.   Furthermore, 29 Member States report that they have incorporated some principles of the Global Code of Ethics into their national legislation, while 27 others used the principles of the Code as a basis when establishing national regulations. For instance, the government of India in collaboration with the UN Office on Drugs and Crime (UNODC), Save the Children and the Pacific Asia Travel Association (PATA) produced a "Code of Conduct for Safe & Honourable Tourism" aimed at ensuring safety in tourism for both tourists and local communities.

6.   The action most commonly undertaken by Member States to promote the Code of Ethics has been its dissemination to various tourism stakeholders (66 percent of respondents), followed by translation into national and local languages (46 countries).

7.   Another frequent practice is the use of online tools for dissemination of the Code (through websites, e-mail signatures and online training webinars). The Government of Spain has provided a detailed account of the channels used to promote the Code which include dissemination through the Ministry's website; distribution of the Code to high-ranking Spanish tourism authorities and tourism associations; coordination of three online workshops with Latin American governments on good CSR practices; and, lastly, an unusual however interesting dissemination practice which consists in including the Code of Ethics as part of the template that is used when signing collaboration agreements with tourism authorities from other countries.

8.   Several European countries declared that they relied on the private sector for the implementation of the Code of Ethics and therefore focused the dissemination efforts on corporate entities. For instance, the Dutch Ministry of Economy set up a portal in 2004 to inspire, connect and strengthen companies to take far-reaching steps in the field of corporate social responsibility and entrusted the dissemination of the ethical principles of the Code to the Dutch private sector signatories of the Commitment to the Code of Ethics.

9.   A number of interesting regional trends were identified from the best practices reported in the survey. The region of the Americas seems to put a special focus on campaigns and legislation on the protection of children's rights in tourism. For example, the Ministry of Tourism of Argentina adopted in 2013 a programme called Responsible Tourism and Child Protection which includes several inter-ministerial cooperation actions, awareness-raising in the academic sector and cooperation with the private sector. Peru reported that the Ministry of Tourism is engaged in campaigns to prevent the sexual exploitation of children in tourism since 2005 and that a national Code of Conduct targeting the private sector has been established, which had 1,206 subscribers in 2013. Moreover, Uruguay adopted a national regulation (398/013) in December 2013, obliging tourism providers to implement a series of measures geared towards the elimination of child exploitation in tourism.

10.   The work on community well-being in the Americas is also noteworthy: Argentina, Colombia and the Dominican Republic reported on projects focusing on improved understanding between cultures. The first two countries are collaborating in the development of tourism sites with indigenous communities while the latter is focusing on the impact of the all-inclusive tourism model on local communities.

11.   Based on survey replies, it appears that African governments in general put more emphasis on triggering sustainable tourism through environmental policies: 80 percent of the respondents (12 of 15) from the region indicated that their laws and regulations cover sustainable development, and more

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specifically the protection of the natural environment, biodiversity, wildlife and landscapes. A good example is the National Tourism Authority of Botswana which presented the Botswana Eco-Policy based on a Tourism Best Practices Manual, an Ecotourism Certification System and a Community Based Natural Resources Management Policy. The National Tourism Authority of Ghana also informed about two relevant policies, one on environment and one on forestry and wildlife.

12.   In summary, although the overall response rate is higher than in the last Implementation Survey of 2010, it is still rather surprising to see a low rate of replies from NTAs in regions such as South Asia and the Pacific and the Middle East.

13.   The voluntary nature of the Code of Ethics itself is possibly one of the decisive factors explaining the so far moderate level of application of the ethical principles by NTAs, as well as the reluctance to report relevant implementation actions undertaken in this field. The World Committee on Tourism Ethics has therefore considered it necessary to improve the implementation of the Code and has, in consultation with the UNWTO Secretariat, entrusted the Legal Adviser with the preparation of a proposal for converting the Code into a legally-binding international convention.

III.   Implementation by the private sector

14.   With globalization, growing mobility and competitiveness, the safeguarding of human rights and respect for the environment and society in the way of doing business have suffered in many industrial sectors, including tourism. One way of addressing the negative impacts of business has been through voluntary commitment to corporate social responsibility (CSR).

15.   To leverage transparent and responsible business practices, the UNWTO Secretariat initiated in 2011 a campaign geared towards the private sector by inviting tourism enterprises and their trade associations to adhere to the *Private Sector Commitment to the Global Code of Ethics for Tourism*. With the signing of the Commitment, signatories also accept the obligation to report to the World Committee on Tourism Ethics on implementation measures they have taken. They are allowed to use a special logo in their communication materials as long as they meet the reporting requirements and there are no indications or complaints about unethical practices.

16.   In this respect, it is important to draw the attention to the fact that the private sector commitment does not constitute a certification scheme, but rather a declaration of intentions by the enterprises and associations that signed it. The implementation survey that signatories are requested to complete is a self-assessment tool and, as such, does not warrant compliance with the Code of Ethics.

17.   The implementation survey should rather be seen as a means of obtaining information on existing policies and practices of the tourism sector in the field of CSR, so as to enable the Ethics Committee to establish an inventory of actions already underway, and from there identify potential gaps which would require more in-depth analysis and the issuance of guidelines. The five areas selected for this purpose are: (1) corporate governance and business ethics; (2) employment quality; (3) social equity and human rights; (4) community well-being; and (5) environmental sustainability.

18.   As of 30 June 2015, 417 companies and associations from 57 countries had signed the Private Sector Commitment to the Code of Ethics (the full list of signatories is available at http://ethics.unwto.org/en/private-sector-signatories-of-the-commitment). However, only the 363 entities which signed the commitment prior to 1 January 2015 have received the survey questionnaire for completion (the signatories are given six months to start the implementation). Out of these 363 entities,

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a total of 134 have responded to the questionnaire (82 companies and 52 associations). It should be noted that the data collection process is ongoing as new entities engage continuously in the initiative.

A.   Implementation by companies

19.   As of 30 June 2015, the UNWTO Secretariat had received survey responses from 82 companies out of 189 (43 percent). Most replies originate from the Americas which also shows the highest response rate (see chart).

20.   Unexpectedly, all responding companies are based in only ten countries, namely Armenia, Chile, Costa Rica, Germany, Indonesia, Japan, Mexico, Philippines, Qatar and Spain.

COMPANIES RESPONSES BY REGION

Europe: 13
East Asia and the Pacific: 15
Middle East: 11
Americas: 43
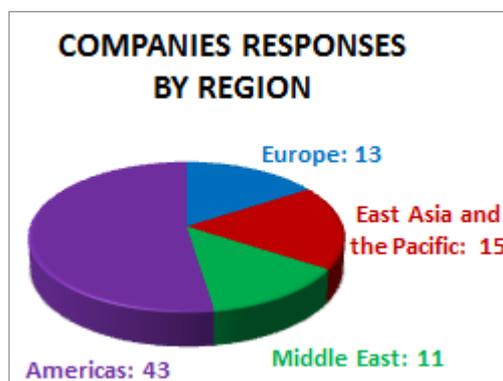
21.   Regarding the promotion of the Code, companies have mainly disseminated it internally to staff members and through online dissemination tools such as their corporate websites and portals.

22.   In terms of implementation, most respondents have integrated the Code in already existing sector-specific ethical codes, internal codes of conduct, CSR policies and programmes. The Code was also frequently integrated in staff training and workshops.

23.   Companies were asked to give an account of their CSR policies in relation to the five areas mentioned above, which resulted in an even distribution between the areas addressed. Several companies displayed innovative efforts in the field of community well-being and environmental sustainability, while there are fewer good examples related to governance, employment quality and social equity.

24.   Among the interesting best practices related to community well-being are the initiatives implemented by TUI AG, a global tour operator. TUI established the Robinson Hotel School in 2008 in Agadir, Morocco, aimed at providing training and employment opportunities to young people in the country's growing tourism sector. A similar project focused on the empowerment of women is currently being implemented (2012-2016) in Tunisia, where quality professional training is provided to female hotel managers to promote women's advancement in the tourism sector. Another example comes from Mexico, where TUI AG's subsidiary company Thomson and the Thomas Cook Group are supporting Mayan women to produce honey, toiletries and jam made of local fruits to sell in their hotels. In addition, Thomas Cook launched its "Local Label" excursion product in 2013 which allows the company to measure the impact of their business on local economies.

25.   With a view to generating continued budget support to social projects, Amadeus IT Group cooperates with UNICEF and several airline companies by providing a technical platform for a donation programme through which travellers can make online micro-donations. A year after the launch of the project with Iberia, the donations of more than 38,000 passengers contributed to vaccinating 600,000 children in Chad. Furthermore, over 60,000 Iberia and Finnair travellers have contributed with approximately half a million USD, which is being used in two UNICEF programmes: Global Immunization and Schools for Asia.

26.   Good examples related to environmental sustainability were also frequent, several of which originate from Latin America. For example, Hotel Parador, situated in the vicinity of Manuel Antonio National Park in Costa Rica, applies the Ozone system which allows reduction of water consumption by 35 percent and the usage of detergents and fabric softeners by 50 percent. In addition, all shampoos,

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conditioners and soaps are 100 percent biodegradable and are shipped back to the factory for reuse together with cleaning and laundry washing products. Furthermore, the thematic park Rainforest Adventures, located close to San José, Costa Rica, protects 565 hectares of rainforest and provides information to staff and tourists on how to contribute to the protection of flora and fauna. The company engages in the cleaning of national parks and beaches, recycles all material consumed in the offices and saves water and energy through water treatment plants in the park.

27.   Similar initiatives are taken by travel agency Andina del Sur from Chile, which provides free delivery of electricity to the entire community of Peulla in the Los Lagos Region where the company has engaged in eco and adventure tourism, in order to avoid usage of firewood to the benefit of the national park in the area. The company also promotes the use of clean and renewable energies and clean combustion systems in the village.

28.   In relation to governance, the Japanese Travel Agency H.I.S. established a CSR committee in 2012 and a CSR promotion sub-committee which hold monthly meetings to monitor the H.I.S.'s priority issues based on the ISO26000 guidelines for social responsibility. The committee evaluates the implementation of each department's short- and medium-term targets for each item, and measures their effect on overall business operations.
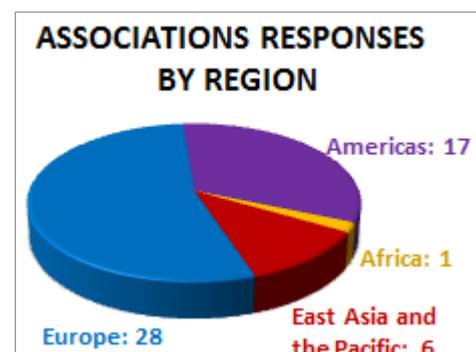
29.   A detailed employment quality scheme is followed by the Spain-based multinational hotel chain Grupo Barceló. The scheme includes risk prevention and work safety programmes, observes work and private life balance and keeps transparency of new job announcements through the Employee's Portal. The latter includes the full text of the company's code of ethics, inspired by the GCET, which also is included as a clause in all contractual documents. Staff's performance and employees' workplace satisfaction are evaluated through transparent tools. Furthermore, the company collaborates with NGOs to provide employment opportunities for persons with disabilities. During 2014, a total of 689 capacity-building activities were carried out.

30.   While several companies ensure a policy of equal opportunities and accessibility, concrete initiatives aimed at promoting social equity, gender equality and accessibility are scarce. Exceptions include the Chilean hotel Tierra Atacama, located in San Pedro de Atacama, at which 40 percent of managerial positions are held by women, and Amadeus IT Group, which promotes gender equality through the Amadeus Women Network, aimed at supporting the professional development of women in the organization.

31.   Moreover, Tierra Atacama provides a number of initiatives in the area of social equity and human rights. The hotel staff has been trained to recognize cases of child exploitation and the premises are constructed with a ground floor level only to make the hotel accessible for persons with disabilities. The hotel cooperates with the Smartrip Foundation and provides training on business development to Chilean micro-entrepreneurs, with in a view to allowing them to remain within their indigenous communities and to preserve their cultural identity.

B.   Implementation by associations

32.   The reporting questionnaire was sent to the 175 associations which had signed the commitment up to December 2014. As of 30 June 2015, the UNWTO Secretariat had received responses from 52 associations (30 percent). Most replies originate from Europe followed by the Americas, while no reply was received from the Middle East.

ASSOCIATIONS RESPONSES BY REGION

Americas: 17
Africa: 1
East Asia and the Pacific: 6
Europe: 28

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33.   While most associations have provided links to the Code on their websites, only a few more innovative ways of disseminating could be extracted from the reports. For example, the German Travel Association (DRV) made a "tourist-friendly" text of the Code available on their website, which can be downloaded by tour operators and added to tourists' travel documents.

34.   Many associations have only taken rudimentary steps in terms of implementation of the Code. However, a few good practices show that the Code has indeed inspired associations to develop or improve their own ethical guidelines, as in the case of the Danish Travel Agents and Tour Operators (DRF) which leaned on the Code of Ethics when developing their CSR strategy. The principles of the Code were also applied in the design of the DRF CSR toolbox, which aims to inspire members to adhere to the principles of sustainable tourism and to provide them with concrete tools for implementing CSR strategies. The Australian Federation of Travel Agents (AFTA) also reports that the Code contributed to the development of the AFTA Travel Accreditation Scheme which serves as a benchmark of quality for the travel industry. Companies wishing to gain accreditation to the scheme have to abide by the Code of Ethics.

35.   As in the case of companies, associations also report an even distribution of their CSR policies in the five selected areas. While governance and business ethics was the most frequently addressed area, innovative CSR projects were most often related to social equity and human rights, as well as to environmental sustainability.

36.   In relation to human rights, the German Travel Association (DRV) was the co-initiator of the "Don't look away" campaign in Germany, Austria and Switzerland, aimed to facilitate reporting of suspected cases of sexual exploitation of children in the context of travel and tourism. The campaign produced, inter alia, a short and emotionally designed video spot called "Witness" to raise awareness of the issue. Also the Netherlands Association of Travel Agents and Tour Operators (ANVR) launched a campaign at the Schiphol airport, targeting passengers travelling to distant destinations and encouraging them to report suspected cases of child sex tourism. The campaign was carried out with the Ministry of Security and Justice, the Royal Military Police, ECPAT NL and Plan Netherlands.

37.   Furthermore, several associations report about taking part in the EU-supported Travelife Sustainability System for Tour Operators & Travel Agencies, a training, management and certification initiative for tourism companies committed to implement sustainable practices. On its online platform, Travelife offers educational tools, exams and a step-by-step certification process. The programme includes a wide range of sustainability criteria which the organization must meet in order to be part of the project, including working against all kinds of human abuse, such as sex tourism and child labour.

38.   A number of good practices related to sustainable development were implemented by the Association of Danish Travel Agents and Tour Operators (DRF). DRF participates in Climate Solutions, a scientific project carried out by students at Copenhagen University, which estimates total emissions from the DRF premises and provides suggestions on how to reduce them. Also, in cooperation with Ingenco2.dk, a global climate project funded by the Danish government, DRF has developed a CO_2 calculator through which its members can offer clients to reduce their CO_2 emissions when travelling. The German Travel Association (DRV) also promotes sustainability through an international award for environmental protection and social responsibility called EcoTrophea. While the Federación de Empresas de Turismo de Chile (Fedetur) has since 2012 led a public-private programme to promote the adoption of sustainable practices among tourism enterprises in Chile. The Federation has developed seven manuals of good practices, targeting inter alia hotels, restaurants, convention centres and municipalities, with recommendations on how to improve sustainability in operations.

39.   The majority of the respondents seem to have already a consolidated track record in CSR policies. For most, implementing the Code of Ethics allows them to broaden the scope of their CSR policies by using an international tourism framework while being part of a global initiative.

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Annex I.   UNWTO Surveys on the Implementation of the Global Code of Ethics for Tourism UNWTO Member States, Associate Members and Observers

List of respondents (all surveys: 2000, 2004, 2008 and 2015)

Total: 128

1. Albania (2004, 2015)
2. Algeria (2004)
3. Andorra (2015)
4. Angola (2004, 2015)
5. Argentina (2004, 2008, 2015)
6. Armenia (2004)
7. Australia (2008)
8. Austria (2000, 2004, 2008, 2015)
9. Azerbaijan (2004, 2015)
10. Bahamas (2015)
11. Bangladesh (2000, 2004, 2008, 2015)
12. Belarus (2015)
13. Benin (2004,2015)
14. Bhutan (2004)
15. Bolivia (2004)
16. Bosnia and Herzegovina (2008, 2015)
17. Botswana (2000,2008, 2015)
18. Brazil (2000, 2004, 2008, 2015)
19. Brunei Darussalam (2015)
20. Burundi (2000, 2004)
21. Cambodia (2004)
22. Cameroon (2000,2004,2008, 2015)
23. Canada (2000,2004, 2008)
24. Central African Republic (2000)
25. Chile (2004, 2008)
26. Colombia (2004, 2008, 2015)
27. Congo (2004, 2015)
28. Croatia (2000)
29. Costa Rica (2004, 2008, 2015)
30. Côte d'Ivoire (2004)
31. Cyprus (2000, 2004, 2008)
32. Czech Republic (2000, 2004, 2015)
33. Dominican Republic (2004, 2015)
34. Ecuador (2000, 2004, 2008, 2015)
35. Egypt (2000, 2004)
36. El Salvador (2000,2004)
37. Eritrea (2004)
38. Ethiopia (2000)
39. Fiji (2000, 2004)
40. Finland[1] (2015)
41. Flemish Community of Belgium (2004, 2008, 2015)
42. France (2000)
43. Gabon (2004, 2015)
44. Gambia (2015)
45. Germany (2004, 2008, 2015)
46. Georgia (2000, 2015)
47. Ghana (2000, 2015)
48. Greece (2000, 2004, 2008, 2015)
49. Guatemala (2000, 2004)
50. Guinea (2004)
51. Guinea – Bissau (2000)
52. Haiti (2015)
53. Honduras (2004)
54. Hong Kong, China (2004)
55. Hungary (2000, 2004, 2015)
56. Indonesia (2000, 2004, 2008, 2015)
57. Iran, Islamic Republic of (2004)
58. Israel (2004, 2015)
59. Italy (2004, 2004, 2008)
60. Jamaica (2000, 2004, 2008, 2015)
61. Japan (2000, 2015)
62. Jordan (2004, 2008)
63. Kenya (2000, 2004, 2008, 2010)
64. Kyrgyzstan (2004)
65. Latvia (2008)
66. Lesotho (2000, 2004)
67. Lithuania (2004, 2015)
68. Macau S.A.R., China (2000, 2008)
69. Madeira, Portugal (2004)
70. Malawi (2004)
71. Malaysia (2004)
72. Maldives (2015)
73. Mali (2004)
74. Malta (2004)
75. Mauritius (2000, 2004)
76. Mexico (2004, 2015)
77. Monaco (2004)
78. Montenegro (2004)
79. Morocco (2004, 2015)
80. Myanmar (2015)
81. Netherlands (2004, 2015)
82. Nicaragua (2000, 2015)
83. Niger (2000, 2004)
84. Nigeria (2004, 2008, 2015)
85. Oman (2004)
86. Panama (2000, 2004, 2015)
87. Paraguay (2004)
88. Peru (2004, 2008)
89. Philippines (2000, 2004)
90. Poland (2004)
91. Portugal (2004, 2008, 2015)
92. Puerto Rico (2004)
93. Republic of Korea (2004)
94. Republic of Madagascar (2000, 2004, 2008)
95. Republic of Moldova (2004, 2015)
96. Republic of Seychelles (2000, 2004)
97. Romania (2004, 2015)
98. Russian Federation (2000)
99. San Marino (2000, 2008)
100. Saudi Arabia (2004, 2008)

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[1] Not a UNWTO member state

101. Senegal (2000, 2004, 2008, 2015)
102. Serbia (2004, 2015)
103. Slovakia (2000, 2004, 2008, 2015)
104. Slovenia (2004, 2015)
105. South Africa (2004, 2008)
106. Spain (2004, 2008, 2015)
107. Sri Lanka (2000, 2004)
108. St. Eustatius, Netherlands Antilles (2000)
109. Sudan (2008, 2015)
110. Swaziland (2008, 2015)
111. Switzerland (2015)
112. Syrian Arab Republic (2000, 2004)
113. Thailand (2000, 2004)
114. The former Yugoslav Republic of
     Macedonia (2015)
115. Togo (2004, 2008)
116. Tunisia(2015)
117. Turkey (2004, 2008, 2015)
118. Uganda (2004)
119. Ukraine (2000, 2004)
120. United Arab Emirates (2015)
121. United Republic of Tanzania (2000, 2004,
     2008)
122. Uruguay (2008, 2015)
123. Venezuela (2000, 2004, 2015)
124. Viet Nam (2004)
125. Zambia (2000, 2004, 2008, 2015)
126. Zimbabwe (2000)
127. Holy See (Permanent Observer) (2000)
128. Palestine (Special Observer) (2000)

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Annex II.   Implementation Survey on the Global Code of Ethics for Tourism, 2014/2015
UNWTO Member States, Associate Members and Observers

List of respondents (as of 7 July 2015)

Total: 61

AFRICA (15)

1.   Angola
2.   Benin
3.   Botswana
4.   Cameroon
5.   Congo
6.   Ethiopia
7.   Gabon
8.   Gambia
9.   Ghana
10.   Morocco
11.   Nigeria
12.   Senegal
13.   Sudan
14.   Swaziland
15.   Zambia

AMERICAS (14)

16.   Argentina
17.   Bahamas
18.   Brazil
19.   Colombia
20.   Costa Rica
21.   Dominican Republic
22.   Ecuador
23.   Haiti
24.   Jamaica
25.   Mexico
26.   Nicaragua
27.   Panama
28.   Uruguay
29.   Venezuela

ASIA AND THE PACIFIC (4)

30.   Brunei Darussalam
31.   Indonesia
32.   Japan
33.   Myanmar

SOUTH ASIA (1)

34.   Maldives

EUROPE (26)

35.   Albania
36.   Andorra
37.   Austria
38.   Azerbaijan
39.   Belarus
40.   Bosnia and Herzegovina
41.   Czech Republic
42.   Finland[2]
43.   Flanders, Belgium
44.   Georgia
45.   Germany
46.   Greece
47.   Hungary
48.   Israel
49.   Netherlands
50.   Portugal
51.   Lithuania
52.   Republic of Moldova
53.   Romania
54.   Serbia
55.   Slovakia
56.   Slovenia
57.   Spain
58.   Switzerland
59.   The former Yugoslav Republic of Macedonia
60.   Turkey

MIDDLE EAST (1)

61.   United Arab Emirates

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[2] Not a UNWTO member state