



Ministry
of Sport and Tourism
of the Republic of Poland

3rd International Congress on Ethics and Tourism:

Conclusions of the Congress delivered by Mr. Rajan Datar

SESSION 1: Tourism governance as a driver of the sustainability agenda

- Governments should create an enabling environment for multi-stakeholder cooperation aimed at advancing resource efficiency, shared value and accountability of all stakeholders.
- Given tourism's cross-cutting nature, all Sustainable Development Goals can be addressed by the governments in close collaboration with the industry, civil society and academia.
- Tourism governance mechanisms need to include certification schemes based on concrete and measurable targets and indicators.
- Sustainable marketing should be aimed at reducing environmental and social impacts, educating tourists and locals, decreasing seasonality and attracting the kind of tourists we actually want.

SESSION 2: The imperative of advancing Tourism for All

- Tourism is a human right and not a privilege.
- An inclusive tourism sector does not only do good for its direct beneficiaries; it also enhances competitiveness and quality, better distributes tourism flows, brings in new customers and more income. It is good for business.
- Accessible tourism requires a change of mindset. We can enforce laws but it is the attitudinal barriers that we need to break first.

- Every customer has different needs. Companies should provide accurate and regularly updated information so as to enable travellers to assess if their individual access requirements can be met.
- Accessibility needs to be mainstreamed in tourism policies and throughout the supply chain to ensure a seamless tourism experience.

SESSION 3: Key challenges in managing destinations' natural and cultural assets

- If we are to keep our natural and cultural wonders for future generations, we should reconcile growth with sustainability, and the expectations of policy makers, tourism investors and visitors with the self-determination of local communities.
- If we wish host communities to take ownership of tourism development, they need adequate education and training which take into account local culture, traditional management of resources and human rights principles.
- The livelihoods of local communities can be advanced and their identity preserved, only if there is a meaningful participation and consultation process, especially in the phases of planning, implementation and monitoring of tourism development projects.
- Destinations can reinvent themselves if their local population and authorities share a common vision of the place they would like to live in and co-exist with visitors. Urban transformation projects can convert industrial cities into cultural hubs and in turn improve the quality of life for all.
- Customers should understand why hotels need to become more sustainable and what the energy efficiency is all about. Effective and user-friendly communication is key in this process.

SESSION 4: Companies as champions of a responsible tourism supply chain

- Tourism companies can make a major contribution to the 2030 Sustainability Agenda. They can reduce inequality, contribute to the wellbeing of its customers, workers and host communities, provide decent jobs, ensure food security, promote sustainable consumption patterns and initiate local partnerships.
- Besides caring for the environment, companies also need to address the issues of diversity at work place, the empowerment of women and youth, the protection of children, humanitarian crises, disasters, as well as their own employees' direct involvement in the communities in which they operate.
- The tourism industry should stand up against any form of exploitation of human beings, advocate for rights of children and train its staff to recognize and report any suspicious case.
- CSR pays out. It can attract new profiles of customers, improve the credibility of businesses, help revise their supply chain, make the employees take pride in their work and contribute to the society.

General conclusion

- The International Year of Sustainable Tourism for Development is a great occasion to raise awareness of the major contribution of tourism in tackling a wide array of global environmental and social issues. It also represents a platform for showcasing best practices on how these challenges are already being addressed by the governments, the industry, the civil society and individuals.