

Dawid de Villiers

Chairman of the UNWTO World Committee on Tourism Ethics

Dr. Dawid (Dawie) de Villiers was Deputy Secretary-General of the United Nations World Tourism Organization (UNWTO) and is the current Chairman of the World Committee on Ethics in Tourism and Special Advisor to the UNWTO Secretary-General on ethical matters. He also chairs the UNWTO's World Tourism Network on Child Protection (formerly the Task Force for the protection of Children through Tourism).



Before joining UNWTO, Dr. De Villiers was South Africa's Minister of the Environment and Tourism in the Government of National Unity under President Nelson Mandela. He has also served as South Africa's Ambassador to London and subsequently the country's Minister for Trade, Industry and Tourism. He was a member of the Cabinet for more than 12 years and held various Cabinet portfolios, including: Budget and Welfare; Administration and Privatization; Mineral and Energy Affairs; Economic Co-ordination and Environmental Affairs and Tourism. Dr. de Villiers played a key role in the negotiations that facilitated South Africa's transition to Democracy. He further represented South Africa in international rugby and captained the national team (*Springboks*) for several years.

Position Statement for the 2nd International Congress on Ethics and Tourism (Quito, Ecuador, September 2012)

We live in a very challenging time in history – a time when we face so many uncertainties. The biggest challenge is to search for a set of shared standards and values – an ethical framework - that is meaningful enough to guide us through these troubled times. Ethics should govern all human activities and because business is a human activity, ethics should also govern business. Business ethics is a specialized study of moral right and wrong as they apply to business policies, institutions, and behaviour. Tourism has grown into a major economic force and driver of economic growth and development.

The Global Code of Ethics for Tourism is in essence a framework for responsible tourism in all its diversity. The Global Code of Ethics is for Tourism, what the Universal Declaration of Human Rights is for the citizens of the world. The challenge is to get all role-players in tourism to embrace the Framework and implement its directives into their activities.