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Report on the World Committee on Tourism Ethics

Part I

Addendum 1

Report on the activities of the WCTE Permanent Secretariat (Rome) over the years 2010 and 2011

This document was prepared by the Permanent Secretariat of the World Committee on Tourism Ethics, to supplement the official Working Document, A/19/14 Part I, on the activities of the Committee.

1. Resolution A/RES/577(XVIII) adopted by the UNWTO General Assembly in Astana (October 2009) recommends that the central task of the Permanent Secretariat of the World committee on Tourism Ethics (WCTE) "should be to strengthen the promotion and dissemination of the Global Code of Ethics for Tourism through the design and launch of an effective global awareness-raising campaign". The role of the Permanent Secretariat is recognized in Resolution A/RES/65/148 of the UN General Assembly (January 2011).

2. Pursuant to the task it is entrusted with, in 2010 the Permanent Secretariat of Rome developed, in agreement with the UNWTO, an open-ended awareness-raising strategy based on three main pillars: dissemination, communication and implementation of the Code (Annex 1). After endorsement by the WCTE in Luxor in April 2010, the Strategy was adopted by the 51st session of the Regional Commission for Europe in Sofia (April 2010) and then presented to 23rd joint meeting of the Commission for South Asia and the Commission for East Asia and the Pacific in March 2011 in Colombo (Sri Lanka).

3. Concerning the first pillar, the widespread and systematic dissemination of the Code is targeting institutional representatives, the tourism industry, and, as much as possible, the wider public:

- Over the biennium, the Permanent Secretariat has contributed 5,000 printed copies of the Code in English and 20,000 copies in the "Passport" format - the most popular for distribution in international fairs. A model for distribution at national level (Annex 2) was disseminated among Member States of the Regional Commission for Europe after approval by the WCTE and will feed the Permanent Secretariat's database. A special edition of the Code was also designed and distributed in 5,000 copies to the public attending the FIFA World Cup 2010, in South Africa.

- On the website of the Italian National Observatory on Tourism (www.ontit.it), a special section dedicated to the Code was created and linked to the UNWTO website. The section is going to be fully operational in the short term.
- The Permanent Secretariat has also reinforced with a dedicated desk the UNWTO presence in many tourism international events, such as the European Assembly of the European Alliance for Responsible Tourism and Hospitality (Sicily, June 2010), the World Congress on Social Tourism (Rimini, September 2010), the International Tourism Exchange (Milan, February 2010 and 2011), the World Trade Market (London, November 2010), the Mediterranean Tourism Exhibition (Tel Aviv, February 2011).
- In the EU context, the Permanent Secretariat of Rome led a crucial action for spreading awareness of the UNWTO Code and obtained the inclusion of Ethics in the new European Strategy for Tourism. It is also endeavouring to insert mention of the Global Code of Ethics for Tourism in the "European label of tourism quality", that is being discussed within a multi-stakeholders working group of the European Commission.

4. For the promotion and understanding of the Code, a communication campaign was launched involving the UNWTO and the media, as well as member States. The campaign includes both thematic conferences targeted to different audiences and TV spots aimed at illustrating various forms of ethical tourism.

- The first International conference was organized in the framework of the 30th edition of the International Tourism Exchange of Milan in February 2010 with the title "Tourism and Ethics: winning the challenge". The conference enjoyed the contribution of experts and public authorities, and that of prominent tourism stakeholders from the hotel, energy and transport sectors, which were strongly encouraged to promote and implement the Global Code of Ethics in their development policies.
- Following the previous year's positive experience, and in agreement with the UNWTO, Ethics were introduced as a permanent feature of the Milan International Tourism Exchange conference activity, with the aim to encourage participation and arouse a pro-active engagement of all tourism industry stakeholders. The second international conference, which took place in February 2011 under the title "Ethical Tourism and Participation - Be the change you wish to see in the world", obtained the great result of gathering around ethical issues highest representatives of the European Union, who committed themselves to implement the Code in the European tourism development strategies.
- TV awareness-raising spots are ready to go on air, that, in agreement with the UNWTO, will be presented as replicable models. The spots are being edited in the English language and posted on the ONTIT website (www.ontit.it). They present practical examples of implementation of the ethical principles in tourism, such as "holiday - vouchers", telephone service and assistance to tourists, publications on tourists' rights.

5. If communication is the most expensive, implementation - that is translation of the Code's principles into rules of conduct and everyday practice - is the most ambitious part of the Strategy designed by the Permanent Secretariat, because it is to be agreed upon between public and private stakeholders operating in different realities and in different tourism activities. During the 10th meeting of the Committee, held in Bali last June, the Permanent Secretariat presented three patterns of operational

"protocols" designed with the purpose to be easily applicable in different contexts and by different stakeholders and that can mainstream efforts in the practical application of the Code's principles:

- The first pattern is a Memorandum of Understanding (Annex 3) against sexual exploitation of children, engaging national associations of Tour Operators or Hoteliers with a simple set of Rules of Conduct to prevent this kind of crime. The model is based on the UN Convention on the Rights of the Child and the Stockholm Declaration on the sexual exploitation of children, on article 2 of the Code, (condemning the exploitation of human beings), article 6 (on the accuracy and quality of services offered to visitors), and article 9 (on the level of professionalism of tour operators). It takes into account also the ECPAT Code of Conduct for Tourism Industry.
 - The second pattern deals with the topical issue of accessibility in tourism, recalled by the General Assembly in Astana in 2009 (Res. A/RES/578 (XVIII)) and by the WCTE itself in the Luxor decisions (April 2010). It is a "Manifesto" (Annex 4) that could be signed for example by central and local authorities committing themselves to comply with the criteria set in the UN Convention on the Rights of Persons with Disabilities, as well as in articles 2 and 7 of the Global Code of Ethics. The "Manifesto" was signed by ENAT, the European Network for Accessible Tourism, at the European Tourism Stakeholders Conference on "Sustainable and responsible tourism as a contributor to quality of life" hosted by the rotating Chairmanship of the EU in Budapest (May 2011).
 - The third model (Annex 5) suggests simple Rules of Conduct for the hospitality sector in a perspective of tourism promotion, inviting hotels and restaurants to a warm welcome, to employ well trained staff and to ensure maximum transparency in prices and in information on meals and beverages, on the basis of articles 1, 6 and 9 of the Global Code of Ethics. These rules can be agreed upon by National Tourism Authorities and national associations of hotels and restaurants.
6. The three models are submitted to the attention of the Committee's legal adviser.

Annex 1

CODE OF ETHICS FOR TOURISM

Permanent Secretariat of the World Committee on Ethics for Tourism - Rome

Global Awareness-Raising Strategy

<u>Dissemination</u>	<u>Communication</u>	<u>Implementation</u>
<p><i>Systematic and widespread distribution</i></p> <ul style="list-style-type: none"> • Mapping of stakeholders at national level: distribution network • Compilation of a format for general distribution • Engagement of each Member State for the distribution of the format • Connection of main national web portals to the UNWTO website / section on ethics (http://www.unwto.org/ethics) through advertising banners or links 	<p><i>Campaign to be designed with professional advice</i></p> <ul style="list-style-type: none"> • Printing of promotional material for distribution at international fairs and main national events dedicated to Tourism activities • Awareness raising campaign on the web • Production of thematic multilingual TV spots to be distributed through public networks in Member States • Organization of conferences and seminars targeted to different audiences • Organization of awareness activities on the occasion of great events (sports, business, entertainment and recreational events) 	<p><i>On the basis of the principles of the Code, development of operational “protocols” in cooperation with stakeholders</i></p> <ul style="list-style-type: none"> • Internet and web “protocol” to be applied for tourism activities (the new frontier of Ethics in tourism) • “Protocol” for tourism agencies: “Certification of Responsible Travel Agency” • “Protocol” for tour operators: “Certification of Responsible Tourism • “Protocol” for vocational and managerial training”

Annex 2

**Permanent Secretariat
of the UNWTO Committee on Ethics for Tourism – Rome**

**CODE OF ETHICS FOR TOURISM
Global Awareness-Raising Strategy**

**Mapping of stakeholders at
national level**

Distribution network

- Central Public administrations operating in the field of tourism according to their competence
- Regional and Local authorities
- Public Agencies, Chambers of Commerce
- Associations of the tourism industry and their groupings
- Associations of professionals operating in the field of tourism
- Trade Unions
- Associations of consumers
- NGOs
- UNWTO Affiliate Members (Education and Science, Business, Destination Councils)
- Universities (all public and private Universities, with special focus on the ones issuing tourism-related degrees)
- Transport System (Airline, maritime, railway and road transport companies; ports, airports and railway stations management companies)

Annex 3



**Permanent Secretariat
of the UNWTO
World Committee
on Ethics for Tourism
ROME**

**MEMORANDUM OF UNDERSTANDING
on Rules of Conduct against sexual and commercial exploitation of children in Tourism
between
The National Tourism Authority
and the representatives of(organizations, associations, etc.)**

Following up on:

- the UN Convention on the Rights of the Child, as well on the Stockholm Declaration against the Commercial Sexual Exploitation of Children, which include, inter alia, the protection from all forms of child abuse, neglect, exploitation and cruelty, as well as the principles of non-discrimination, the right to life, survival and development;
- the Global Code of Ethics for Tourism, approved by the General Assembly of the United Nations (A/RES/56 / 212), and in particular:
 - article 2, "Tourism as a vehicle for individual and collective fulfilment", which makes reference to children's rights and to the rejection of any form of exploitation of human beings;
 - article 6, "Obligations of stakeholders in tourism development", foreseeing accuracy and quality of services offered to visitors;
 - article 9, "Rights of the workers and entrepreneurs in the tourism industry", addressing the level of professionalism of tourism workers and entrepreneurs;

Given that:

- promotion of responsible tourism is a matter of primary importance for the development of tourism activities, focusing on sustainability and competitiveness;
- due to the complexity of tourism activities, different preventive measures are needed to raise the quality of products and services;
- the National Tourism Authority coordinates policies aimed at promoting sustainability and fairness in tourism activities;

Firmly believing that:

- for an effective promotion of responsible tourism, tourism stakeholders should endeavor, in particular, to prevent child sexual exploitation by all means and join their efforts in combating abuses;

Considered:

- the engagement undertaken by Government of with the World Tourism Organization (UNWTO), upon the promotion and implementation on the national territory of the Global Code of Ethics for Tourism, and the development of best practices in different areas of tourism activity;

**The National Tourism Authority of
and the representatives of the organizations /associations**

AGREE UPON THE FOLLOWING:

(A) Rules of conduct, aimed at:

1. providing tourists with transparent and comprehensive information on measures enforced in host Countries to prevent exploitation of children, providing a list of local contacts to address, in case of situations likely to give rise to forms of exploitation;
2. organizing training activities for tourism workers, to improve their skills to combat sexual child exploitation, both at home and in host Countries, and to respond promptly if doubts arise;
3. including the present Rules of conduct - translated into a major vehicular language as well - into contracts with service providers in host Countries;
4. including specific provisions in contracts between tour operators and hospitality structures in host Countries, prohibiting local minors to have access to guest rooms, in order to prevent sexual exploitation activities;
5. making sure that online information on accommodations and services in destination Countries includes good practices and specific initiatives aimed at children protection;
6. attaching the present Rules of conduct to travel contracts;
7. ensuring appropriate forms of widespread advertising of the present Rules of conduct through: their dissemination in tourist agencies and accommodations; their publication in travel brochures and specialized magazines; posting banners on the website of tour operators, hospitality structures, transport and booking companies;
8. including these Rules of conduct in collective labour contracts for tourism accommodation workers and tour operators, as well as in new contracts of employment.

(B) Joint actions aimed at:

- promoting and communicating new awareness-raising initiatives to be agreed upon, such as events and seminars on the subject;
- monitoring the effectiveness of actions carried out, for instance through assessments and comments made by tourists themselves;
- establishing a Joint Coordination Board, that includes representatives of the National Tourism Authority and representatives of the signatory organizations and companies, to verify compliance with the commitments undertaken.

The National Tourism Authority

The Organization.....

Annex 4



**Permanent Secretariat
of the UNWTO
World Committee
on Ethics for Tourism
ROME**

**“MANIFESTO”
for the promotion of accessible tourism
between The National Tourism Authority of.....
and the National Association of.....**

Following up on:

- article 30 of the UN Convention on the Rights of Persons with Disabilities, ratified inby Law No.;
- article 2 of the Global Code of Ethics for Tourism, “tourism as a vehicle for individual and collective fulfilment”, which makes reference to the promotion of human rights and particularly the individual rights of the most vulnerable groups;
- article 7 of the Global Code of Ethics for Tourism “right to tourism”, encouraging facilitation of tourism for people with disabilities;
- the Declaration on the facilitation of tourist travel, adopted through Resolution A/RES/578 (XVIII) of the UNWTO General Assembly in October 2009 – Astana, Kazakhstan;

**The National Tourism Authority of.....
and the National Association of.....**

AGREE UPON THE FOLLOWING:

1. Each person with specific needs arising from his/her personal or health situation (i.e. physical, sensory, intellectual disabilities, food intolerances, etc..) is a citizen and customer, who has the right to fully enjoy the tourism offer autonomously and to receive appropriate services to be commensurate with a fair value for money.
2. All public and private stakeholders at national and local level should be involved in creating an environment accessible to all: the transport system, the hotel industry, hospitality services, cultural, leisure and sports centres, etc.
3. The accessibility of a site cannot dictate the choice for a holiday: people must be free to choose a destination or a tourist facility because they like it and not because it is the only one accessible.

4. Accessibility is to be considered as the possibility to live a life experience, which goes beyond the concept of "standard" and focuses on the centrality of the person/customer with special needs.
5. Information on accessibility cannot be reduced to a symbol, but must be objective, detailed and reliable, so as to allow each person to assess autonomously and freely which facilities and services are able to meet his/her specific needs.
6. Communication on tourism accessibility is to be promoted in a positive manner, avoiding the use of discriminatory words. It is to be disseminated in user-friendly formats, through all channels of information and promotion in use in the tourism sector.
7. Since accessibility includes not only the structural and infrastructural aspects, but also the services offered to tourists, we need to promote the quality of welcome, that is encourage a new cultural attitude entailing deep changes in the managerial and business models, even before structural adjustments.
8. Training of skills and competences, based on the principles of Universal Design, are to be improved. This action should involve the whole chain of tourism and technical professionals: managers, employees, businesses, public and private companies. Educational programs of vocational and technical institutes, of universities faculties and masters, and of all academic centres specialized in Tourism at all levels, should also be updated.
9. Territorial Authorities, according to their responsibilities and competences, will implement accessibility in towns, public buildings and local transport, and will plan follow-up actions promoting the tourism-for-all offers.
10. In order to build and promote accessible tourism with a systemic approach, active cooperation will be required with territorial authorities, public agencies, tour operators, associations of persons with disabilities and organizations of social tourism.

The National Tourism Authority

The National Association of.....

Annex 5



**Permanent Secretariat
of the UNWTO
World Committee
on Ethics for Tourism
ROME**

**MEMORANDUM OF UNDERSTANDING
on Rules of Conduct for the Restaurants aimed at tourism promotion
between
The National Tourism Authority of
and the National Federation of Restaurants**

Following up on:

- the Global Code of Ethics for Tourism, approved by the General Assembly of the United Nations (A/RES/56 / 212), and in particular
 - article 1 “Tourism contribution to mutual understanding and respect between peoples and societies”, with particular reference to social and cultural traditions and practices;
 - article 6 “Obligations of stakeholders in tourism development”, foreseeing accuracy and quality of services offered to visitors and to transparency and fairness of prices;
 - article 9 “Rights of the workers and entrepreneurs in the tourism industry”, addressing professional skills of tourism workers and entrepreneurs;
- the engagement undertaken by the Government of..... with the World Tourism Organization (UNWTO), upon the promotion and implementation on the national territory of the Global Code of Ethics for Tourism, and the development of best practices in different areas of tourism activity;

given that:

- the tourism sector is an important component of the national GDP, as well as a driving force for economic development and job creation, and that the wealth, variety and cross-cutting benefits coming from natural and cultural resources offers opportunities not yet fully exploited;
- the complexity of tourism activities requires a variety of interventions designed to raise the quality of tourism products and related services;

firmly convinced that:

- for the purposes of tourism promotion it is important to highlight the food-and-wine sector, one of the most appreciated elements in the tourism offer;

**The National Tourism Authority of
and the National Federation of Restaurants**

AGREE UPON THE FOLLOWING:

(A) Rules of conduct aimed at:

1. enhancing the appeal of the Country to foreign tourists, relying on professional hospitality, on a fair and transparent value for money, a warm welcome and skilled and well trained staff, able to meet tourists demands with competence and courtesy;
2. ensuring that in menus and in wine lists clear and complete information is given about prices, avoiding misleading formulations and guaranteeing maximum transparency;
3. providing tourists with menu and wine list in at least one major vehicular language and, if possible, detailing the basic ingredients and method of preparation of food as well;
4. providing general information for tourists (i.e. info-points and contact numbers for emergencies);
5. making available information material (tourist guides, maps of the region, etc.) and inviting tourists to acquaint themselves with local culinary traditions and with the cultural historical and environmental heritage of the territory;
6. promoting monitoring initiatives by making regularly available "customer satisfaction forms" and/or promoting the use of the company website or blog to visitors who wish to write comments regarding the quality of service received;

(B) Joint actions aimed at:

1. promoting dissemination and acceptance of the above Rules of conduct displaying if possible a special logo in the premises, as well as on menus and wine lists;
2. monitoring, through the National Federation of Restaurants, the comments made by visitors on the quality of service received, in order to assess the effectiveness of the Rules of conduct;
3. ensuring compliance with commitments undertaken through a Joint Coordination Board composed of representatives of the National Tourism Authority and representatives of the National Federation of Restaurants.

The National Tourism Authority

**The National
Federation of Restaurants**