

## General Assembly

Nineteenth session  
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Madrid, 24 August 2011  
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### Report on the World Committee on Tourism Ethics

#### Part I

#### **I. Activities of the Committee during the period 2010-2011**

##### **A. Dissemination of the Global Code of Ethics for Tourism**

1. The dissemination of the Code of Ethics has been increased during the last two years through a series of concrete actions aimed at strengthening the knowledge and understanding of this document within the tourism sector, and beyond.

2. UNWTO printed a new edition of the Code in January 2010, featuring the specially designed logo adopted by the World Committee on Tourism Ethics in 2009. This updated version is available online in the five official languages of the Organization, both in brochure and in pocket-size format<sup>1</sup>. To facilitate the understanding of the Code's principles by tourists, a new, more user-friendly text and format of the leaflet "The Responsible Tourist and Traveller", containing practical tips for travellers, was prepared by the Committee for its ninth meeting, held in Luxor, Egypt, in 2011 (also available online<sup>2</sup>).

3. Following the general recommendation of the Committee to encourage the holding of specific events on tourism ethics, especially at the regional level, the Government of Indonesia, with the support of UNWTO, hosted a Seminar on Tourism Ethics for Asia and the Pacific: *Responsible Tourism and Its Socio-Economic Impact on Local Communities*. This first event of its kind was held in conjunction with the Committee's tenth meeting, which took place in Bali in June 2011. The Seminar prompted the adoption of the *Spirit of Bali Statement*, calling for the urgent implementation of the Code of Ethics by all tourism stakeholders, towards the realization of responsible tourism.

4. Similarly, the Government of Spain, with the support of UNWTO, is organizing the first International Congress on Ethics and Tourism, scheduled to take place in Madrid, on 15-16 September 2011. Furthermore, the Minister of Tourism of Ecuador has informed UNWTO of his intention to hold a regional seminar on responsible tourism (*turismo consciente*) for the Americas in 2012, based on the Code of Ethics.

<sup>1</sup> [http://www.unwto.org/ethics/full\\_text/en/full\\_text.php?subop=2](http://www.unwto.org/ethics/full_text/en/full_text.php?subop=2)

<sup>2</sup> [http://www.unwto.org/ethics/pdf/make\\_travel.pdf](http://www.unwto.org/ethics/pdf/make_travel.pdf)

## **B. Implementation of the Code**

### *Report to the 65<sup>th</sup> Session of the United Nations General Assembly*

5. Pursuant to the United Nations General Assembly resolution A/RES/60/190 of 17 February 2006, requesting the Secretary-General to report to its sixty-fifth session in 2010 on developments related to the Code, UNWTO submitted a Report on the Implementation of the Global Code of Ethics in Tourism.

6. In December 2010, the 65th Session of the UN General Assembly adopted by consensus resolution A/RES/65/148 on the “Global Code of Ethics for Tourism” (*Annex 1*), which was supported by thirty-two countries<sup>3</sup> acting as co-sponsors, with Honduras as its principal sponsor.

7. As in the two previous UN resolutions of 2001 and 2005 on the Code of Ethics, the new document welcomed the work of UNWTO and the Committee, and encouraged the Organization, through the Committee and its Permanent Secretariat in Rome, to continue to champion and disseminate the Code, and to monitor the implementation of its ethical principles by the public and private sectors. The resolution further invited the member States of the United Nations and other stakeholders to support the activities undertaken by UNWTO for the promotion of responsible and sustainable tourism.

8. In order to raise awareness of the Code, inform states of the adoption of the latest UN resolution, and familiarize them with its contents, the UNWTO Secretariat dispatched letters to the NTAs of 190 countries between February and March 2011. Correspondence was addressed to four groups of states: (1) Those which co-sponsored the resolution; (2) Member States of UNWTO which have informed the Organization on implementation actions related to the Code; (3) Members who have not yet reported on the implementation of the Code’s provisions; and (4) UN Member States who are not members of UNWTO. In the case of the latter, UNWTO sought to inform these countries of the existence of the Code, and to encourage their governments to favourably consider appropriate measures by which to introduce its principles in their state’s tourism sector.

### *Implementation by educational institutions*

9. Significant actions have taken place within UNWTO.TedQual Higher Tourism Education Institutions/Programmes to incorporate principles of the Code into their curricula. Evaluation criteria now specifically integrate a list of requirements based on the Code’s articles. Should an institution not comply with these requirements, it is asked to produce an action plan to redress this situation in the short, medium and long term.

10. Two Committee members from the field of education were designated as focal points to collaborate with the UNWTO.TedQual Programme and participate in the validation of the updated TedQual manual. They are to advise on new standards for the assessment of curricula related to tourism ethics, and to cooperate with the Working Group on Ethics Education and Tourism coordinated by the UNWTO.Themis Foundation. Under the aegis of the Committee, the Foundation is also exploring the possibility of designing a full undergraduate and post-graduate course on Tourism Ethics.

### *Travel by persons with disabilities*

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<sup>3</sup> Costa Rica, Comoros, Djibouti, the Dominican Republic, El Salvador, Fiji, Finland, Gabon, Gambia, Guatemala, Haiti, Honduras, Hungary, Indonesia, Italy, Jordan, Lebanon, Luxembourg, Mexico, Monaco, Montenegro, Morocco, Pakistan, Peru, the Republic of Korea, Serbia, Seychelles, Slovenia, Solomon Islands, Spain, Thailand, and Ukraine.

11. Pursuant to the Declaration on the Facilitation of Tourist Travel, adopted by the General Assembly in 2009 (A/RES/578(XVIII)), which advises that “great efforts should be made to ensure that tourism policies and practices are inclusive of persons with disabilities”, the Committee encouraged the UNWTO Ethics and Social Dimensions Programme to intensify its activities in this field.

12. In view of the pressing need for improving and facilitating accessibility to tourism infrastructure, products and services for persons with disabilities, so as to combat discrimination against them, the Committee, at its last meeting in Bali in June 2011, agreed on the text of a draft resolution on “Accessible Tourism for All”, to be submitted to the nineteenth session of the General Assembly for consideration and adoption (Annex 2). The purpose of this draft is to update the recommendations in this field approved by resolution A/RES/492(XVI) of 2005, taking into account new developments in this sphere, in particular the adoption of the UN Convention on the Rights of People with Disabilities in 2007 and the Action Plan agreed upon by the UN System Interagency Group (IASG), created to enable the application of the aforementioned Convention in a concerted and coordinated way by all UN bodies.

13. In this context, UNWTO is working on a trilateral framework agreement with the Spanish ONCE Foundation for Cooperation and Social Inclusion of People with Disabilities and the European Network for Accessible Tourism (ENAT), a private non-profit and a non-governmental organization, involving a series of joint actions to promote accessibility in tourism for persons with special needs. The planned actions will include, *inter alia*, providing advice on policy-making, awareness-raising, producing guidelines and indicators for public authorities and tourism enterprises, training and capacity-building projects for tourism professionals (in collaboration with the UNWTO.Themis Foundation), as well as actions enabling work experience and job placement in the tourism sector for youth with disabilities.

#### *Other actions*

14. The outcomes of the 2008/2009 survey on the Implementation of the Code were presented during the last session of the General Assembly in Astana, Kazakhstan. Complementary information has been provided to the UNWTO Secretariat by seven new countries, namely Bosnia and Herzegovina, Cameroon, Ecuador, India, Jamaica, Morocco and Paraguay. Of the various actions reported, the adoption by the Government of India of the Code of Conduct for Safe and Honorable Tourism, which provides guidelines for its national travel and tourism industry, deserves particular attention.

#### **C. Ethical issues addressed by the Committee**

15. During the second half of its mandate (2010-2011), the Committee addressed a number of issues with clear ethical implications, all of which are linked, directly or indirectly, to the tourism sector. The most important of these topics were as follows:

- (a) solidarity in tourism in case of disasters, particularly in view of the events in Haiti, Madeira and Chile of 2010;
- (b) the restrictions imposed on travellers, particularly with regards to persons with disabilities and those affected by HIV;
- (c) the contribution of the tourism industry to the protection of children against exploitation;
- (d) tourism’s role in the socio-economic recovery of the Middle East and North Africa;
- (e) protection of tourists/consumers and travel organizers;
- (f) gender equality and women’s empowerment through tourism;
- (g) the relationship between tourism and human rights and the voice of civil society in tourism planning and development; and

- (h) tourism and local communities.

*Gender equality and women's empowerment through tourism*

16. The Committee has discussed the issue of gender equality and tourism at several meetings and was regularly informed by the Secretariat on pertinent actions in this field. Since 2008, UNWTO has been working to promote gender equality and women's empowerment through tourism in collaboration with UNIFEM (now UN Women), and in regular consultation with the Committee. This collaboration follows an Action Plan encompassing a range of specific activities, including the preparation of a triennial joint report on the participation and status of women in the tourism industry, the establishment of a multi-stakeholder taskforce and of a portal to serve as a global network for knowledge sharing, as well as the promotion of gender mainstreaming in national development processes.

17. The first concrete output of the UNWTO-UN Women collaboration is the *Global Report on Women in Tourism 2010*, launched at ITB Berlin in March 2011. This publication represents a first attempt to map the participation of women in tourism worldwide, with a particular focus on developing countries. It identifies where tourism can provide opportunities for income generation and the empowerment for women, and highlights other areas in which there are currently significant barriers to women's success. The Report covers five thematic areas: Employment, Entrepreneurship, Education, Leadership, and Community.

*Protection of children in tourism*

18. The activities of the international Task Force for the Protection of Children in Tourism, whose Executive Board acts as an Advisory Body of the Committee, are regularly discussed within the Committee.

19. The 25<sup>th</sup> and 26<sup>th</sup> meetings of the Task Force took place during the ITB Berlin tourism fair, the former with a special focus on "Useful Training Tools for the Prevention of Child Exploitation in Tourism", and the latter on "The Protection of Children in Tourism Planning and Development". Representatives of several Member countries reported on pertinent actions in the aforementioned fields, namely Austria, Brazil, Colombia, Ecuador, Germany, India, Indonesia, Jordan, Switzerland and Viet Nam. Other initiatives to prevent the exploitation of children in the sector were presented by the hotel industry, tour operators, international organizations and NGOs.

20. During its tenth meeting, the Committee recommended the establishment of a specific communication channel with ECPAT International<sup>4</sup>, in order to receive periodic reports on relevant findings related to child protection in tourism, especially when it refers to annual country reports.

**II. Administrative and institutional matters**

*Staggering of the Committee*

21. The original composition of the Committee endorsed by the XVII General Assembly in 2007 has undergone some changes for the regions of Africa, Europe and South Asia, following the resignation of Mr. Aloyce K. Nzuki (United Republic of Tanzania), Mr. Zoltan Somogyi (Hungary) and Mr. Mohamed Ali Pakseresht (Islamic Republic of Iran). To replace these members, their respective Regional

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<sup>4</sup> *End Child Prostitution, Child Pornography and Trafficking of Children for Sexual Purposes* – formerly known as *End Child Prostitution in Asian Tourism*

Commissions elected Mr. John Deograsias Mdamu in 2008 (United Republic of Tanzania), Mr. Salvatore Veca in 2010 (Italy), and Mr. Ahmad Mirzakouchak Khoshnevis in 2010 (Islamic Republic of Iran).

22. As a follow-up to the staggering principle, i.e., the two-phased renewal of the Committee, adopted by the General Assembly in 2009 (A/RES/577(XVIII)), the mandate of half of the members of the Committee was extended for two additional years (until 2013), while the election process for the other half began in spring 2011. The Regional Commissions for the Americas and Europe have already elected their respective candidates, whereas the remaining Regional Commissions – for Africa, East Asia and the Pacific, the Middle East and South Asia – , and the Associate and Affiliate Members, are still to designate their new representatives. Once completed, the provisional composition of the Committee (as of August 2011), as annexed to this document (*Annex 3*), will be submitted to the General Assembly for its final endorsement.

#### *Other matters*

23. The eleventh meeting of the Committee is scheduled to take place in Rome, Italy, in June 2012, following the kind invitation of the Department of Tourism, Presidency of the Council of Ministers of Italy. The UNWTO Secretariat has also received an invitation from the Minister of Tourism of Ecuador to host a second meeting of the Committee in 2012, in conjunction with a seminar on responsible tourism (*turismo consciente*) for the Americas.

Annex 1

United Nations

A/RES/65/148



General Assembly

Distr.: General  
21 January 2011Sixty-fifth session  
Agenda item 20**Resolution adopted by the General Assembly***[on the report of the Second Committee (A/65/436 and Corr.1)]***65/148. Global Code of Ethics for Tourism***The General Assembly,**Recalling* its resolutions 56/212 of 21 December 2001 and 60/190 of 22 December 2005,

*Recalling also* the Manila Declaration on World Tourism of 10 October 1980,<sup>5</sup> the Rio Declaration on Environment and Development<sup>6</sup> and Agenda 21<sup>7</sup> of 14 June 1992, the Amman Declaration on Peace through Tourism of 11 November 2000,<sup>8</sup> the Johannesburg Declaration on Sustainable Development<sup>9</sup> and the Plan of Implementation of the World Summit on Sustainable Development (“Johannesburg Plan of Implementation”),<sup>10</sup> the Declaration of Barbados<sup>11</sup> and the Programme of Action for the Sustainable Development of Small Island Developing States,<sup>12</sup> the Mauritius Declaration<sup>13</sup> and the Mauritius Strategy for the Further Implementation of the Programme of Action for the Sustainable Development of Small Island Developing States,<sup>14</sup> and the Brussels Declaration<sup>15</sup> and the Programme of Action for the Least Developed Countries for the Decade 2001-2010,<sup>16</sup>

*Recalling further* the outcome document of the High-level Plenary Meeting of the General Assembly on the Millennium Development Goals,<sup>17</sup> the outcome document of the High-level Review

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<sup>5</sup> A/36/236, annex, appendix I

<sup>6</sup> Report of the United Nations Conference on Environment and Development, Rio de Janeiro, 3–14 June 1992, vol. I, Resolutions Adopted by the Conference (United Nations publication, Sales NoE.93.I.8 and corrigendum), resolution 1, annex I.

<sup>7</sup> Ibid., annex II.

<sup>8</sup> A/55/640, annex.

<sup>9</sup> *Report of the World Summit on Sustainable Development, Johannesburg, South Africa, 26 August–4 September 2002* (United Nations publication, Sales No. E.03.II.A.1 and corrigendum), chap. I, resolution 1, annex.

<sup>10</sup> Ibid., resolution 2, annex.

<sup>11</sup> Report of the Global Conference on the Sustainable Development of Small Island Developing States, Bridgetown, Barbados, 25 April–6 May 1994 (United Nations publication, Sales No. E.94.I.18 and corrigenda), chap. I, resolution 1, annex I.

<sup>12</sup> Ibid., annex II.

<sup>13</sup> *Report of the International Meeting to Review the Implementation of the Programme of Action for the Sustainable Development of Small Island Developing States, Port Louis, Mauritius, 10–14 January 2005* (United Nations publication, Sales No. E.05.II.A.4 and corrigendum), chap. I, resolution 1, annex I.

<sup>14</sup> Ibid., annex II.

<sup>15</sup> A/CONF.191/13, chap. I.

<sup>16</sup> Ibid., chap. II.

<sup>17</sup> See resolution 65/1.

Meeting on the Implementation of the Mauritius Strategy for the Further Implementation of the Programme of Action for the Sustainable Development of Small Island Developing States<sup>18</sup> and the ministerial declaration of the high-level segment of the substantive session of 2010 of the Economic and Social Council, on the theme “Implementing the internationally agreed goals and commitments in regard to gender equality and empowerment of women”,<sup>19</sup>

*Recognizing* the important dimension and role of tourism as a positive instrument towards the eradication of poverty, the protection of the environment and the improvement of the quality of life for all people, its potential to make a contribution to sustainable development, especially of developing countries, and its emergence as a vital force for the promotion of international understanding, peace and prosperity,

1. *Takes note* of the report of the World Tourism Organization on the implementation of the Global Code of Ethics for Tourism;<sup>20</sup>

2. *Welcomes* the work of the World Tourism Organization and its World Committee on Tourism Ethics in the implementation of the Global Code of Ethics for Tourism, as adopted by the General Assembly of the World Tourism Organization in 1999,<sup>21</sup> and welcomes the establishment of the permanent secretariat of the Committee in Rome;

3. *Encourages* the World Tourism Organization, through its World Committee on Tourism Ethics and the permanent secretariat of the Committee, to continue to promote and disseminate the Global Code of Ethics for Tourism and to monitor the implementation of the ethical principles related to tourism by both the public and the private sectors;

4. *Welcomes* the growing interest among Member States, especially among the States and territories members of the World Tourism Organization, and their increasing institutional and legal commitment towards the implementation of the Global Code of Ethics for Tourism, reiterates the invitation to those Member States and other tourism stakeholders, in particular in the private sector, that have not yet done so to introduce, as appropriate, the content of the Global Code of Ethics for Tourism into their relevant laws, regulations, professional practices and codes of conduct, and in this regard recognizes with appreciation those Member States and industry practitioners that have already done so;

5. *Recognizes* the need to promote the development of sustainable tourism, including non-consumptive tourism and ecotourism, taking into account the spirit of the International Year of Ecotourism, 2002, the United Nations Year for Cultural Heritage, 2002, the World Ecotourism Summit, 2002, the Quebec Declaration on Ecotourism<sup>22</sup> and the Global Code of Ethics for Tourism, in order to increase the benefits from tourism resources for the population in host communities, while maintaining the cultures and the environmental integrity of those communities and enhancing the protection of ecologically sensitive areas and the natural heritage, and to promote the development of sustainable tourism and capacity-building in order to contribute to the strengthening of rural and local communities, taking into account the need to address, inter alia, the challenges of climate change and to halt the loss of biodiversity;

6. *Invites* States Members of the United Nations and other stakeholders to support the activities undertaken by, inter alia, the World Tourism Organization for the promotion of responsible and sustainable tourism, including in the context of emergency preparedness and response to natural disasters, as well as for capacity building in order to achieve the internationally agreed development

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<sup>18</sup> See resolution 65/2

<sup>19</sup> See A/65/3, chap. III, para. 125. For the final text, see *Official Records of the General Assembly, Sixty-fifth Session, Supplement No. 3*.

<sup>20</sup> See A/65/275.

<sup>21</sup> See E/2001/61, annex.

<sup>22</sup> A/57/343, annex.

goals, including the Millennium Development Goals, by extending the benefits of tourism to all sectors of society, in particular the most vulnerable and marginalized groups of the population, while minimizing its negative impact;

7. *Requests* the Secretary-General to report to the General Assembly at its seventieth session on developments related to the implementation of the present resolution on the basis of the reports of the World Tourism Organization.

*69th plenary meeting  
20 December 2010*

## Annex 2

### Draft resolution

on

#### **ACCESSIBLE TOURISM FOR ALL**

(text proposed by the Committee for consideration and adoption by the 19th General Assembly)

The General Assembly,

Bearing in mind its resolution A/RES/492(XVI) adopted in 2005, approving a set of recommendations on accessibility under the title “Accessible Tourism for All”, and the UN Convention on the rights of persons with disabilities of 30 March 2007,

Deeply committed to enhancing access to tourism for all, including persons with special needs and, in particular, persons with disabilities, and convinced that this is a unique opportunity to respect the human rights of the persons concerned while, at the same time, giving a new impetus to the tourism industry,

Recalling its Declaration on the facilitation of tourist travel A/RES/578(XVIII), in which it declared itself “deeply convinced that the facilitation of tourist travel by persons with disabilities is a major element of any responsible tourism development policy”,

Having taken cognizance of the recommendation adopted by the World Committee on Tourism Ethics during its tenth meeting, held in Bali in June 2011,

1. Notes with particular appreciation the progress made in the consultation of the representative non-governmental organizations active in the area of assistance for persons with disabilities;
2. Approves the trilateral framework agreement between UNWTO, Fundación ONCE and ENAT (European Network for Accessible Tourism), and encourages its expeditious and full implementation;
3. Is convinced that this agreement will enhance the capacity of UNWTO and its partners to contribute more fully to the objectives set by the resolution on Accessible Tourism for All, and, in particular, to provide advice on policy-making, awareness-raising, producing guidelines, and embarking on training and capacity building projects, [especially via the UNWTO.Themis Foundation,] as well as the labour insertion of persons with disabilities into the tourism sector;
4. Encourages UNWTO, in cooperation with the international governmental and non-governmental organizations active in this field, to adapt the principles adopted in the 2007 Convention to the particular conditions and requirements of tourism;
5. Recognizes that the Action Plan adopted by the UN System Interagency Support Group (IASG) created for the application of the Convention on the Rights of Persons with Disabilities constitutes the basis for the concerted and coordinated work of the United Nations system on disability issues;
6. Requests the UNWTO Secretariat to prepare, on the basis of this Action Plan and in cooperation with the other competent Agencies, concrete and specific guidelines applicable to the various sectors of tourism activities, such as the access to adapted facilities for transport and accommodation, or proper information on accessible services and facilities, and takes due note in this respect of the suggestion made by Fundación ONCE, during the consultations between that

organization and the UNWTO, to give priority to the aspects of accessibility of air transport not covered by Annex 9 to the Statute of the ICAO, especially in view of the difficulties faced by the persons with disabilities in relation to low-cost companies;

7. Urges UNWTO to be regularly represented at meetings of the Committee on the Rights of Persons with Disabilities when it examines questions relevant to the Organization's mandate;

8. Encourages UNWTO to enhance the efforts and resources it devotes to activities concerning tourism accessibility for all, in particular for persons with disabilities, and to reinforce its cooperation with the other competent international organizations, whether governmental or non-governmental, in this field;

9. Decides to remain seized of the question and requests the Secretary-General to report to its next session on the follow-up of the present resolution.

**Annex 3****Provisional composition of the  
World Committee on Tourism Ethics**(as of August 2011, to be completed during the 19<sup>th</sup> session of the General Assembly)

**CHAIR:** To be designated by the Secretary-General, after consultation with the GA  
**VICE-CHAIR:** To be elected by Committee members from within the Committee

**MEMBERS ELECTED BY THE REGIONAL COMMISSIONS****Africa**

Member: **Mr. Goodie Minabo Ibru (Nigeria)\*** (2012-2013)  
 Alternate: To be elected by CAF (October 2011)

**Americas**

Member: **Mr. Hermes Navarro del Valle (Costa Rica)\*** (2012-2013)  
 Alternate: **Mr. Antonio Torrejon (Argentina)**

**East Asia and the Pacific**

Member: **Mr. I Gede Ardika (Indonesia)\*** (2012-2013)  
 Alternate: To be elected by CAS (October 2011)

**Europe**

Member: **Mr. Helmut Krüger (Germany)\*** (2012-2013)  
 Alternate: **Ms. Caterina Cittadino (Italy)**

**Middle East**

Member: **Mr. Mahmoud El-Kaissouni (Egypt)\*** (2012-2013)  
 Alternate: To be elected by CME (October 2011)

**South Asia**

Member: **Mr. Iqbal Walji (Pakistan)\*** (2012-2013)  
 Alternate: To be elected by CAS (October 2011)

**MEMBERS ELECTED BY THE ASSOCIATE MEMBERS**

Member: **Mr. Urbain Claeys (Flemish Community of Belgium)\*** (2012-2013)  
 Alternate: To be appointed by the GA (October 2011)

(\*) Two-year extension of mandate, pursuant to GA resolution A/RES/577/XVIII of 2009.

**MEMBERS ELECTED BY THE AFFILIATE MEMBERS****Employers**

Member: **Ms. Christel DeHaan (Group RCI)\*** (2012-2013)  
Alternate: To be appointed by the Board of AFF (October 2011)

**Employees**

Member: **Mr. Ron Oswald [IUF/UITA]\*** (2012- 2013)  
Alternate: To be appointed by the Board of AFF (October 2011)

**Educational institutions**

Member: **Ms. Sietske Gras-Dijkstra (NHTV Breda University of Applied Sciences)\*** (2012-2013)  
Alternate: To be appointed by the Board of AFF (October 2011)

**Non-governmental organizations**

Member: **Mr. Norberto Tonini (OITS)\*** (2012-2013)  
Alternate: To be appointed by the Board of AFF (October 2011)

(\*) Two-year extension of mandate, pursuant to GA resolution A/RES/577/XVIII of 2009.