



General Assembly

Twentieth session

Victoria Falls, Zambia/Zimbabwe, 24-29 August 2013

Provisional agenda item 10

A/20/10(I)

Madrid, 11 June 2013

Original: English

Activities of the World Committee on Tourism Ethics

Part I

I. Global Code of Ethics for Tourism

A. Implementation of the Code of Ethics

Private Sector Commitment to the UNWTO Global Code of Ethics for Tourism

1. Throughout 2011, 2012 and 2013, the UNWTO Secretariat has made major efforts to reach out to tourism companies and associations, the ultimate practitioners of international tourism activities, in order to enhance the implementation of the Global Code of Ethics for Tourism. In September 2011, the Organization initiated a campaign geared towards the private sector to promote the application of the Code's principles by tourism businesses worldwide.

2. In this context, UNWTO formulated a *Private Sector Commitment to the Global Code of Ethics for Tourism* in September 2011. With their signature, enterprises pledge to adhere to the Code's provisions, disseminate the document among their clients and providers, and report on actions undertaken in this regard to the World Committee on Tourism Ethics. Alongside components of environmental sustainability, the Commitment draws particular attention to human rights, social inclusion, gender equality, accessibility, and the protection of vulnerable groups and host communities. A set of Guidelines has been prepared to assist signatories in fulfilling the terms of their commitment, and a special "logo" was designed for use in the promotional materials of signatory companies and associations. In order to facilitate reporting by these enterprises to the Committee, a survey questionnaire covering themes of corporate social responsibility will be circulated to signatories in 2013.

3. As of June 2013, the Commitment has been signed by 127 prominent companies and associations from: Armenia; Bahrain; Cote d'Ivoire; Costa Rica; Ecuador; France; Germany; Hong Kong, China; Mexico; Republic of Korea; Spain; The Netherlands; Tunisia; and Uruguay, as well as by one regional organization from Latin America. A complete list of the signatories of the Commitment to date is included as Annex of this document.



B. Promotion of the Code of Ethics

UNWTO events to promote the Code of Ethics

4. Among the most prominent events at which awareness of the Code of Ethics was raised between 2011 and 2013 were the 1st International Congress on Ethics and Tourism (Madrid, Spain, 15-16 September 2011) and the 2nd International Congress on Ethics and Tourism (11-12 September 2012, Quito, Ecuador), organized by UNWTO and the governments of Spain and of Ecuador, respectively. Featuring international participants of the highest level, the two events promoted discussions of ethical, responsible and sustainable tourism development through panels on: environmental sustainability, human rights, the promotion of equality and the fight against exploitation, poverty reduction and corporate social responsibility. Discussions during the 2nd Congress also centred on social inclusion, universal accessibility and the concept of “Conscious Tourism”, as championed by the Ministry of Tourism of Ecuador.

5. Other notable events related to specific ethical principles enshrined within the Code included the “Gender and Sustainable Tourism Development: Exploring the Links” event at WTM London (9 November 2011) and a Spanish-language Panel on “Women’s Empowerment in the Tourism sector – an engine for development” at the FITUR Madrid Tourism Fair (19 January 2012). A Regional Seminar on “Responsible Tourism: Opportunities for Women and Youth” (26 June 2012, Calabar, Nigeria) was also organized in parallel with the 53rd UNWTO Regional Commission meeting for Africa. The occasion explored ways in which tourism can improve conditions for women and young persons in the region, and, in so doing, enhance tourism’s positive effects on the economic and social development of Africa.

6. The “27th meeting of UNWTO’s World Tourism Network on Child Protection” (formerly the Task Force for the Protection of Children in Tourism) (9 March 2012, Berlin, Germany) held at the ITB Berlin Fair, centred on a special session on young workers in the tourism sector, jointly organized by UNWTO and the International Labour Organization (ILO), specifically, its International Programme on the Elimination of Child Labour (ILO-IPEC). The 28th meeting of the Network (8 March 2013, ITB Berlin, Germany) focused on a special session on the role of “Information Communication Technologies” in protecting children from exploitation.

7. Also at the 2013 edition of the ITB Tourism Fair, UNWTO hosted its first event on “Tourism and Intangible Cultural Heritage: A Winning Partnership” (8 March 2013, Berlin, Germany) to explore ways of responsibly integrating humanity’s living heritage into tourism development. The Organization’s first “Study on Tourism and Intangible Cultural Heritage”, published in December 2012, was launched at this gathering. Further significant conferences included a “UNODC-UNWTO Side Event on Human Trafficking in the Context of Tourism” (24 April 2012, Vienna, Austria), and an International Conference on “Universal Values and Cultural Diversity in the 21st Century: How can tourism make a difference?” (18-19 October 2012, Yerevan, Armenia), organized by UNWTO and the Ministry of Economy of the Republic of Armenia.

8. So as to raise awareness of the increasing importance of accessible tourism, an event entitled “Accessibility: A Competitive Advantage for Tourism Destinations” (31 January 2013, Madrid, Spain) was organized by UNWTO, the ONCE Foundation, and IFEMA, at the FITUR tourism fair.

The Centre for the Promotion of the Global Code of Ethics for Tourism

9. Since 2010, the Permanent Secretariat of the World Committee on Tourism Ethics has carried out activities envisaged by its “Global Strategy for the Dissemination of the Code”, which entails a three-pronged approach involving the Code’s dissemination, communication activities, and the development

of “operational protocols” on issues related to the Code. Accordingly, measures undertaken included the distribution of thousands of copies of the Code of Ethics at major tourism fairs and prominent tourism events both in Italy and internationally, as well as the dedication of a section of the Presidency of the Council of Ministers’ institutional website to tourism ethics and related issues. A key conference, “Accessibility in tourism: an ethical value, a business opportunity” (14 February 2013, Milan, Italy), was also organized at BIT Milan by the Permanent Secretariat of the Committee, with the support of UNWTO.

10. In February 2013, UNWTO signed a Memorandum of Understanding with the Government of Italy regarding the Permanent Secretariat of the World Committee on Tourism Ethics, hosted by the Presidency of the Council of Ministers of Italy and established in Rome in November 2008. Following this agreement, the Permanent Secretariat has been renamed the “Centre for the Promotion of the Global Code of Ethics for Tourism”.

11. The Presidency of the Council of Ministers of Italy, through its Office for Tourism Policies, has extended its kind invitation to the Committee to hold the body’s thirteenth meeting in Rome in 2014.

II. World Committee on Tourism Ethics

A. Ethical issues addressed by the World Committee on Tourism Ethics (2011-2013)

12. During its mandate (2011-2013), 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) trafficking in the context of tourism;
- (b) gender equality and women’s socio-economic empowerment in the tourism sector;
- (c) child protection in tourism;
- (d) accessible tourism and the rights of persons with disabilities;
- (e) the protection of tourists/consumers and travel organizers;
- (f) safe coastal tourism;
- (g) sustainable tourism in the aftermath of the Rio+20 Conference;
- (h) tourism and intangible cultural Heritage;
- (i) workers’ rights and precarious employment in the tourism industry; and
- (j) the inclusion of the Code’s principles in the curricula of tourism education institutions.

13. The UNWTO Secretariat expresses its appreciation to the outgoing Members of the Committee for their notable contribution to the promotion of the principles of the Global Code of Ethics for Tourism across the globe. Special gratitude is addressed to Dr. Dawid De Villiers, who chaired the Committee with commendable ability since 2008.

B. Appointment of the Members of the new World Committee on Tourism Ethics

14. Pursuant to the series of reforms of the World Committee on Tourism Ethics approved by resolution A/RES/607(XIX) of the UNWTO General Assembly at its 19th session (8–14 October 2011, Gyeongju, Republic of Korea), UNWTO’s Full, Associate and Affiliate Members were invited, through a letter of the Secretary-General circulated on 5 February 2013, to submit nominations for Members of the new Committee by the 31 May 2013. Candidatures have since been received and the selection procedure initiated by the selection board established by the 19th session of the General Assembly, composed of the Chair of the General Assembly, the Chair of the Executive Council and the Chair of the

Board of the Affiliate Members, the Secretary-General and the Legal Adviser of UNWTO. The selection board is examining the proposed nominations in order to recommend to the General Assembly the names of the nine individuals to be appointed by the latter to serve on the Committee as follows:

- i. eight candidates to serve as members of the World Committee on Tourism Ethics; and
- ii. one candidate to serve as chairperson.

15. The Selection Board will further establish a list of three reserve candidates.

III. Actions to be taken by the General Assembly

16. The General Assembly is invited:

- (a) To endorse the proposal of the Selection Board with regard to the name of the Chair, the names of the 8 Members of the Committee, and the names of the 3 reserve candidates to the Committee; and
- (b) To appoint the new Committee for the period starting on 1 September 2013, and ending on the date of the 22nd General Assembly in the autumn of 2017.

Annex. Tourism companies and associations which have signed the Private Sector Commitment to the Global Code of Ethics for Tourism

(127 signatories as of June 2013)

Armenia

1. Armenia Marriott Hotel Yerevan
2. ArmHotels
3. Tufenkian Hospitality
4. Union of Incoming Tour Operators of Armenia
5. Zvartnots Armenia International Airports.

Bahrain

1. Al Safir Hotel
2. Dadabhai Travel
3. Domain Hotel
4. Mathias Travel

Costa Rica

1. Agencia de Viajes Amadeus
2. Agencia de Viajes Cocolimón
3. Anywherecostarica.com
4. Aparthotel Flor de la Ginesta
5. Ara Ambigua Lodge
6. Asociación Costarricense de Autocestistas (ACAR)
7. Asociación Costarricense de Operadores de Turismo (ACOT)
8. Asociación Costarricense de Profesionales en Turismo (ACOPROT)
9. Asociación Costarricense de Turismo Alternativo y Rural (ACTUAR)
10. Blue River Resort
11. Camara Nacional de Ecoturismo y Turismo Sostenible (CANAECO)
12. Camara Nacional de Turismo (CANATUR)
13. Casa Luna Hotel & Spa
14. CAST Central America
15. Cielo Azul
16. COOPRENA & Simbiosis Tours
17. Costa Rica Expeditions
18. Costa Rica Fun Adventures
19. Costa Rica Travel Management
20. CRS Tours
21. CRT Team
22. Del Mar Surf Camp
23. Discovery Travel
24. Doka Estate Coffee Tours
25. Ecole Travel
26. Ecoterra Costa Rica
27. Ecotour Express
28. Esquinas Rainforest Lodge

29. Get to Costa Rica Tours
30. Green World Adventures
31. Grupo Islita
32. Horizontes Nature Tours
33. Hotel Bungalows Finca El Mirador
34. Hotel Colonial
35. Hotel Campo Verde
36. Hotel Inca Real
37. Hotel Laguna Mar
38. Hotel Mi Tierra
39. Hotel Parador
40. Hotel Pirate Cove
41. Hotel Terrazas de Golf
42. Il Viaggio Travel
43. Lagarta Lodge Nosara Hotel
44. Limon´s Caribbean Adventures
45. Mapache Rent a Car
46. My Costa Rica
47. Panorama Tours
48. Rain Forest Adventures
49. Rancho La Merced
50. Red Nacional De Pequeños Hoteles Costa Rica (Red NAPH)
51. Rios Tropicales
52. Selva Mar
53. Sixt Rent a Car
54. Swiss Travel Costa Rica
55. Toyota Rent a Car
56. Travel Excellence
57. Tryp San José, Sabana
58. Uniglobe Viajes Colon
59. Unique Adventures
60. Westin Golf Resort & Spa Playa Conchal

Côte d'Ivoire

1. Fédération Nationale de l'Industrie Touristique de Côte d'Ivoire (FENITOURCI)

Ecuador

1. Hoteles Decameron Ecuador

France

1. SNAV – les Professionnels du Voyage

Germany

1. AIDA Cruises
2. Air Berlin
3. BTW (Federal Association of the German Tourism Industry)

4. DRV (Deutscher ReiseVerband)
5. FTI Group
6. Gebeco
7. Phoenix Reisen
8. REWE Touristik Gesellschaft
9. Schauinsland Reisen
10. SKR Reisen
11. Studiosus Reisen München
12. Thomas Cook AG
13. TUI AG
14. TUIfly,
15. Windrose Finest Travel

Hong Kong, China

1. Sanctuary Resorts

Mexico

1. Aeroméxico
2. Asociación de Empresarios Mayoristas (ExpoMayoristas)
3. Asociación Femenil de Ejecutivas de Empresas Turísticas (AFEET Mexico)
4. Asociación Mexicana de Desarrolladores Turísticos (AMDETUR)
5. Asociación Mexicana de Hoteles de Campeche
6. Asociación Mexicana de Hoteles y Moteles (AMHM)
7. Confederación de Cámaras Nacionales de Comercio, Servicios y Turismo (CONCANACO-SERVYTUR)
8. Consejo Empresarial Turístico de Campeche
9. Corporativo Cedis - Grupo Palace Resorts
10. Hoteles Misión
11. RCI – Latin America & Caribbean.

Republic of Korea

1. Asiana Airlines (Republic of Korea)
2. HANA Tour (Republic of Korea)
3. Korean Air (KAL) (Republic of Korea)
4. Korea Association of Travel Agents (KATA) (Republic of Korea)
5. Korea MICE Association (Republic of Korea)
6. Korea Tourism Association (KTA) (Republic of Korea)
7. Lotte Hotel and Resorts (Republic of Korea)

Spain

1. Agrupación de Cadenas Hoteleras de Baleares
2. Amadeus IT Group
3. ASHOTEL
4. Federación Española de Asociaciones de Agencias de Viajes
5. Federación Empresarial Hotelera de Mallorca
6. Grupo Barceló

7. Grupo Iberostar
8. Iberia
9. Melia Hotels International
10. NH Hotels
11. Orizonia

The Netherlands

1. ANVR (Netherlands Association of Travel Agents and Tour Operators)

Tunisia

1. Fédération Tunisienne des Agences de voyages et de Tourisme (FTAV)
2. Fédération Tunisienne de l'Hôtellerie (FTH)

Turkey

1. FEST Travel
2. The Union of Chambers and Commodity Exchanges of Turkey (TOBB)
3. Turkish Hoteliers Federation (TÜROFED)
4. Association of Turkish Travel Agents (TÜRSAB)
5. Turkish Tourism Investors Association (TYD)

Uruguay

1. Destino Punta del Este