



CAP/CSA/29/8.1_National Tourism Ethics Committees

**UNWTO COMMISSION FOR EAST ASIA & THE PACIFIC
UNWTO COMMISSION FOR SOUTH ASIA
Twenty-ninth Joint Meeting
Chittagong, Bangladesh
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Item 8.1 of the Provisional Agenda

TOURISM AND ETHICS

Establishment of National Tourism Ethics Committees

Note by the Secretary-General

The Secretary-General submits to the Joint Meeting of the two Commissions for Asia and the Pacific a report on the establishment of national tourism ethics committees

TOURISM AND ETHICS

I. Establishment of National Tourism Ethics Committees

A. Introduction

1. The World Committee on Tourism Ethics (WCTE) is the body responsible for interpreting, applying and evaluating the provisions of the UNWTO Global Code of Ethics for Tourism.
2. Throughout the past two years, the WCTE discussed the need to improve the visibility and enhance the promotion of the Global Code of Ethics for Tourism. In this context, Mr. Eugenio Yunis, Member of the WCTE, proposed the creation of multi-stakeholder National Tourism Ethics Committees (NTEC), with a view to foster the application of the Code's principles at national level.
3. National Committees would become even more essential when the current Global Code of Ethics for Tourism becomes an international convention, as was agreed, in principle, by the XXI UNWTO General Assembly in September 2015.
4. The initiative of Mr. Yunis was examined by all members of the Committee, who subsequently decided to submit the proposal to the UNWTO Secretariat and its Regional Directors for comments. The latter, although supporting the initiative of NTEC, agreed to refer the proposal to the upcoming Regional Commissions, for consideration and decision.
5. The present document outlines the proposed structure and functioning of the National Tourism Ethics Committees (NTEC).

B. Proposed National Tourism Ethics Committees

Functions and tasks

6. The functions envisaged for these National Committees would include: (i) widely disseminating the Global Code of Ethics for Tourism in their respective countries; (ii) promoting its implementation at the national level among all tourism stakeholders; (iii) incentivizing, collecting and communicating implementation practices; (iv) campaigning for the inclusion of the Code in relevant national legislation; (v) coordinating with relevant organizations that can advise on specific tools for monitoring ethical aspects; and (vi) as far as legislation permits, acting as counselor in conflicts with ethical connotations affecting tourism stakeholders.
7. Each National Committee would decide on the detailed tasks it will perform and the specific instruments it will use in order to fulfill its mission. The NTEC will also identify possible domestic and/or international sources for funding the activities it will perform in promoting the Code, but ensuring that the origin of such funds will not affect its independence and objectivity.

Composition

8. The National Committees should be composed of representatives and/or persons from both the public and private sector including the Ministry of Tourism (or National Tourism Administration where appropriate); tourism trade associations or associations of the different tourism industries; tourism workers associations and consumer associations.
9. Where needed, other Ministries with competences relevant to the implementation of the Code of Ethics could also be represented in the National Committees (i.e. labour, education, environment, social protection).

10. The NTEC, once constituted, could also consider the inclusion of representatives from NGOs, academic institutions and ecumenical or religious institutions where necessary.

11. Upon its constitution, the representatives of the National Committees should establish its renewal procedures; in any case, representatives should remain in office for a minimum of four years and shall not be remunerated.

Outreach

12. National Committees should be in a position to reach out to all relevant stakeholders at national level and within local destinations including tourists, national, regional and local destination civil servants, managers and workers of tourism companies and operators, and media as well as academics and students of the sector.

Monitoring and reporting

13. The NTEC should define a monitoring mechanism and a set of suitable indicators to evaluate progress in the advancement of ethics in tourism within their country, including measurable indicators for at least those ethics-related aspects most sensitive in the national context.

14. The National Committees should report about their work and results to their respective National Tourism Authority, at least once a year. The Tourism Authority should in turn convey these reports to the World Committee on Tourism Ethics.

15. The World Committee on Tourism Ethics will define a standard reporting format for all NTECs and may decide to publicize the results of its global evaluation. The WCTE will stand ready to assist UNWTO Member States in the process.

C. Examples of National Committees

16. Two models of National Committees have been piloted in Indonesia and Jordan:

a) Indonesia

17. In Indonesia, the dissemination of the Code and the intention to establish a NCTE started in 2008 following the lead of Mr. I Gede Ardika, Member of the World Committee on Tourism Ethics. As a result, a National Committee was established in 2014 under the name *National Working Group on Sustainable Tourism Development*. This is a government-led initiative which is included in the programme and budget of the Government in order to avoid lengthy bureaucratic procedures.

18. Functions and tasks: The focus of this National Committee is the dissemination and implementation of the Global Code of Ethics for Tourism, with particular emphasis on the socialization of the principles of the Code to main tourism stakeholders.

19. Composition: The National Committee is composed of a Chairperson, a Steering Committee (which includes representatives from the Tourism Ministry and other relevant authorities such as the Ministry of Environment, Marine Resources or Entrepreneurship) and a Secretariat in charge of the operations and budget. Ad hoc experts can be engaged by the Secretariat when needed.

20. Achievements: The range of activities carried out by this group vary from the creation of "Sustainable Tourism Destination" in 30 districts where the Head of the district has signed a specific commitment, the establishment of Sustainable Tourism Observatories in five tourism destinations and the adoption of a certification system based on Global Sustainable Tourism Council indicators. Each of these programmes has been enabled through a series of training sessions, workshops and inter-agency cooperation activities.

b) Jordan

21. Led by the National Tourism Council, two subsidiary Committees that aim to implement the Global Code of Ethics at local level were created in 2015 in Jordan. Dr. Suzy Hatough, Alternate Member of the World Committee on Tourism Ethics, was invited to collaborate in this activity.

22. Functions and tasks: The work of the subsidiary Committees undertook two fundamental tasks: revising and developing laws and regulations of tourism in accordance with the principles of the Code; and including the Code's provisions in the National Tourism Development Strategy (2016-2021). Therewith, several working groups which are still ongoing have been organized to develop these objectives.

23. Composition: Jordan's National Tourism Council is led by the Minister of Tourism and Antiquities and composed of representatives of thirteen institutions related to governmental sectors such as the Ministry of Interior, Environment, Planning & International Relations, Health, the Greater Amman Municipality, the Municipals Affairs, Islamic affairs, Civil Aviation Commission, Aqaba Special Economic Zone Authority and Petra Regional Authority, Tourism Development Company and six national tourism associations from, hotels, restaurants, handicrafts, tour guides, travel agencies, and transportations. The composition and outcomes of this national council are ratified by the Parliament.

24. Achievements: So far, the subsidiary Committee for Legislation and Regulations has revised the regulations of travel agencies and tour operators associations, restaurant associations and tourism guides associations to align them with the principles of the Global Code of Ethics for Tourism.

25. The other Committee, for National Strategy for Tourism Development 2016-2021, has conducted 14 workshops in consultation with stakeholders in 9 tourism governorates in the country and recognized inclusive development in relation to the Global Code of Ethics in Tourism as a strategic approach to enhance employment in local communities. The final national strategy document has not been published at the time of writing the report.