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Item 3 of the provisional agenda: Report of the Secretary-General

Item 3.7

PROGRESS REPORT ON THE GLOBAL CODE OF ETHICS/REPORT ON The World Committee on Tourism Ethics (WCTE)

Note by the Secretary-General

The Secretary-General submits to the Members of the Commission for Africa information on the Progress report on the global code of ethics and the Report on the WCTE elections.

I. Implementation of the Code of Ethics

1. The UNWTO Secretariat has recently 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 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. These initiatives will form part of the CSR policies of tourism businesses. Alongside the 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. UNWTO has prepared a set of Guidelines to assist signatories in fulfilling the terms of their commitment, and designed a special "logo" for use in the promotional materials of signatory companies and associations. In order to facilitate reporting by these enterprises, a survey questionnaire covering themes of corporate social responsibility will be circulated to signatories in 2013.

3. As of February 2013, the Commitment has been signed by 47 prominent companies and associations from Armenia, Ecuador, France, Germany, Mexico, Spain, The Netherlands and Uruguay, as well as by one regional organisation from Latin America.

II. Promotion of the Code of Ethics

4. Among the most prominent events at which awareness of the Code of Ethics was raised in 2012 was the 2nd International Congress on Ethics and Tourism (11-12 September 2012, Quito, Ecuador), organised by UNWTO and the government of Ecuador. Following in the footsteps of the 1st International Congress held in Spain in 2011, the event promoted ethical, responsible and sustainable tourism development, within framework of the Code. Championing the concept of "Conscious Tourism", discussions centred on environmental sustainability, human rights, social inclusion, universal accessibility and corporate social responsibility.

5. Other events directly related to specific ethical principles enshrined within the Code included 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), jointly organised by the Ministry of Economy of the Republic of Armenia and UNWTO. A Regional Seminar on "Responsible Tourism: Opportunities for Women and Youth" (26 June 2012, Calabar, Nigeria) was organised in parallel with the 53rd UNWTO Regional Commission meeting for Africa. The 28th meeting of UNWTO's World Tourism Network on Child Protection took place on 8 March 2013, Berlin, Germany, at the 2013 edition of the ITB Berlin tourism fair. A special session was dedicated to the role of "Information Communication

Technologies” in protecting children from exploitation. Also at ITB 2013, UNWTO held 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.

6. 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 organised by UNWTO, the ONCE Foundation, and IFEMA, at the FITUR tourism fair. In the context of a trilateral agreement between UNWTO, the ONCE Foundation and the European Network for Accessible Tourism (ENAT), an update of the 2005 UNWTO recommendations on “Accessible Tourism for All” has been prepared for submission to the 20th session of the UNWTO General Assembly in August 2013, for its approval. In collaboration with these same partners and the ACS Foundation, UNWTO is also finalising a Manual on “Accessible Tourism for All”, due to be published in 2013. This Manual aspires to serve as a new tool to assist tourism stakeholders in making their destinations, facilities and services ever more accessible. Another notable conference, “Accessibility in tourism: an ethical value, a business opportunity” (14 February 2013, Milan, Italy), was organised at BIT Milan by the Permanent Secretariat of the WCTE, hosted by the Italian Presidency of the Council of Ministers, with the support of UNWTO.

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

III. World Committee on Tourism Ethics (WCTE)

8. A series of reforms of the World Committee on Tourism Ethics, the impartial body responsible for interpreting, applying and evaluating the provisions of the Code of Ethics, were approved by Resolution A/RES/607(XIX) of the UNWTO General Assembly at its 19th session (8 – 14 October 2011, Gyeongju, Republic of Korea). These reforms will be put into effect at the next renewal of the current Committee, due to take place in August 2013, on the occasion of the 20th session of the General Assembly, to be held in Victoria Falls, Zambia/Zimbabwe. The final meeting of the Committee in its current composition was held on the 4th and 5th of March, 2013, at UNWTO headquarters in Madrid, Spain.

9. A letter from the Secretary-General was circulated to UNWTO’s Full and Associate Members on the 5th of February 2013, inviting the submission of nominations for the new Committee no later than 31 May 2013. The aforementioned letter is enclosed as Annex I, and the revised “Nomination, Selection and Appointment Procedures of the Members of the World Committee on Tourism Ethics” are featured as Annex II. The Protocol of Implementation of the Global Code of Ethics for Tourism, Part I (rev.) entitled: “World Committee on Tourism Ethics - Body responsible for interpreting, applying and evaluating the provisions of the Global Code of Ethics for Tourism” has been included as Annex III, while the Nomination Form for candidates is attached as Annex IV.

Annex I



Madrid, 5 February 2013

Subject: **Nomination of Candidates for the World Committee on Tourism Ethics (WCTE)**

Dear Minister,

I have the pleasure of writing to you with reference to the process of nomination and selection of the new Members of the **World Committee on Tourism Ethics (WCTE)** for the period 2013 – 2017.

As you may know, the World Committee on Tourism Ethics is the impartial entity responsible for interpreting, applying and evaluating the provisions of the UNWTO's guiding policy document, the Global Code of Ethics for Tourism. A subsidiary body of the Organization's General Assembly, the Committee was established in 2003 in conformity with Article 10 of the Code of Ethics.

UNWTO Member States and Affiliate Members are kindly invited to submit nominations for the Committee, for the examination of a Selection Board, established by the UNWTO General Assembly in accordance with Resolution A/RES/607(XIX) of 2011. This Selection Board will examine the candidatures and submit its recommendations to the twentieth session of the General Assembly (Zambia/Zimbabwe, Victoria Falls, 24-30 August 2013), for approval.

Enclosed please find the "Nomination, Selection and Appointment Procedures" for Committee Members, Part I of the "Protocol of Implementation of the Global Code of Ethics for Tourism" related to the Committee, and a Nomination Form for candidates, which we would kindly ask be received by the UNWTO Secretariat (ethics@unwto.org) no later than the **31st of May 2013, 24:00 hours, Madrid time.**

Thank you for your kind attention to this matter.

Please accept, dear Minister, the assurances of my highest consideration.

A handwritten signature in black ink, which appears to be 'Tullio A. Aguiar', is written over the typed name.

Taleb Rifai

Annex II
NOMINATION, SELECTION AND APPOINTMENT PROCEDURES
OF THE MEMBERS OF
THE WORLD COMMITTEE ON TOURISM ETHICS

The World Committee on Tourism Ethics (WCTE) is the impartial body responsible for interpreting, applying and evaluating the provisions of the Global Code of Ethics for Tourism (GCET). For further information, please see the annexed UNWTO General Assembly resolution A/RES/607(XIX) of 8-14 October 2011.

The Committee is composed of nine personalities, specifically, **a chairperson and eight members.**

A. Profile of candidates

Who can apply?

Eligible candidates for the Committee should be eminent personalities who are independent and impartial, with a high moral character and personal integrity, as well as nationally or internationally recognised competence in a number of fields, not necessarily directly related to tourism.

The requirement of independence and impartiality are not compatible with the appointment of individuals who currently hold decision-making positions within national tourism administrations, the executive or legislative branches of their governments, or any other organisation or entity which may give rise to a conflict of interest with the responsibilities inherent to their mandate as Members of the Committee.

Good communication skills in English would be an asset, as English is the working language of the Committee. So too are a readiness to attend at least one session of the Committee per year, and the availability of time to research and draft short briefing papers on specific tourism-related ethical issues for the Committee's consideration and discussion.

Due consideration will be given to gender balance and equitable geographic representation, as well as to appropriate representation from the public and private sectors, academia and civil society organisations.

B. Nominations

Who can nominate candidates?

Nominations of candidates to the Committee can be submitted by UNWTO Member States, Associate and Affiliate Members, as well as by the Secretary-General of UNWTO.

How to nominate a candidate?

The nominating authority (the NTA of a Member State or an Associate Member, or the designated representative of an Affiliate Member organisation) may nominate a candidate to the Committee by addressing the nomination of their proposed candidate to the UNWTO Secretariat, Office of the Secretary-General, with copy to the UNWTO Ethics Programme.

E-mail: ofsg@unwto.org - with copy to ethics@unwto.org

Postal address: UNWTO Secretariat, C/ Capitán Haya, 42 – 28020 Madrid, Spain

Which documents must be included in the nomination?

The nominating authority is kindly requested to complete a nomination form (available to download at the following address: <http://ethics.unwto.org/en/content/world-committee-tourism-ethics>) with the relevant information of the candidate it wishes to nominate to the Committee. The nomination form should be accompanied by his/her complete *curriculum vitae*.

When should the nomination be received by the UNWTO Secretariat?

The deadline for the receipt of nominations with the complete documentation is no later than 31 May 2013, 24:00 hours, Madrid time.

C. Selection Procedure

The **Selection Board**, established by the UNWTO General Assembly in accordance with A/RES/607(XIX) of 2011, is mandated to select and propose a list of candidates to the General Assembly. The Selection Board is composed of the Chair of the General Assembly, the Chair of the Executive Council, the Chair of the Board of the Affiliate Members, the Secretary-General and the Legal Advisor of UNWTO.

The Selection Board will examine the applications received and will shortlist twelve candidates, from among which will identify one candidate who will be proposed for the position of Chairperson of the Committee and another eight candidates to be proposed as Members of the Committee.

The remaining three shortlisted candidates may comprise a list of reserves from which to fill one or more vacancies in case these should occur during the biennium preceding the following session of the General Assembly, subject to the proposal of the Selection Board and approval by the General Assembly. Should a replacement candidate be called upon to substitute an outgoing Member of the Committee before the completion of the latter's mandate, he/she will conclude the term of the outgoing Member.

Subsequently, the Selection Board will submit its recommendations to the twentieth session of the UNWTO General Assembly (Zambia/Zimbabwe, Victoria Falls, 24-30 August 2013), for approval.

D. Appointment

The appointment of the Chairperson and the eight Members of the Committee will only be completed upon endorsement of the composition of the Committee by the twentieth session of the General Assembly.

E. Mandate of Chair and members of the Committee

The candidates appointed by the General Assembly as Chair and Members of the Committee will serve for a maximum of two consecutive terms.

F. Staggering of the Committee

With a view to applying the staggering principle to the Committee, i.e. the renewal by half of the Committee every two years, the Selection Board will exceptionally propose that four out of eight candidates of the Committee assume a mandate of six years (instead of the regular four-year mandate). These four members will also be eligible for a new term of four years.

Annex III

**PROTOCOL OF IMPLEMENTATION OF THE GLOBAL CODE OF ETHICS FOR TOURISM
Part I (rev.)**

**World Committee on Tourism Ethics,
Body responsible for interpreting, applying and evaluating the provisions of the
Global Code of Ethics for Tourism**

(adopted by A/RES/607(XIX) of October 2011)

- (a) A World Committee on Tourism Ethics shall be created comprising nine eminent nationals, preferably from the Member States of UNWTO, independent from governments and with no contractual relationship with UNWTO, who are appointed by the General Assembly in their personal capacity. They shall serve the Committee with independence and impartiality and shall not report to and shall not seek nor receive any orders or instructions from any authority other than the World Committee on Tourism Ethics or the General Assembly of UNWTO.
- (b) The functions of the World Committee on Tourism Ethics shall be:
- i. monitoring, evaluating and reporting on the implementation of the Global Code of Ethics for Tourism;
 - ii. the research and issuance of reports, recommendations and observations on ethical matters related to tourism; and
 - iii. the proposal and approval of texts of conventions and other legal instruments on specific issues related to the Code of Ethics provisions.
- (c) A Permanent Secretariat of the World Committee on Tourism Ethics, hosted by the Italian Department of Tourism, is established in Rome whose tasks are to: (i) promote and disseminate the Global Code of Ethics for Tourism among Member States and Affiliate members, (ii) provide research and data collection on ethical questions, and (iii) organize, in Italy, meetings of the World Committee on Tourism Ethics and international events related to the Global Code of Ethics for Tourism.”
- (d) The members of the World Committee on Tourism Ethics shall be appointed as follows:
- Nominations to the Committee may be presented by the Full, Associate and Affiliate Members of UNWTO, as well as by the Secretary-General;
 - A selection board shall be established by the General Assembly and 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 will examine the proposed nominations in order to recommend to the General Assembly the names of the nine personalities 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;
- In the same way, the names of candidates will be submitted to the General Assembly to replace members whose terms of office have expired or who have resigned or otherwise ceased to be available;
 - The Executive Council may designate an observer to the Committee.

The UNWTO Secretary-General or his/her representative, as well as a representative of the Permanent Secretariat in Rome, will attend the meetings of the World Committee on Tourism Ethics ex officio. The Legal Adviser of the World Tourism Organization shall participate in an advisory capacity, in the Committee meetings.

On selecting and appointing the members of the Committee, account shall be taken of the need for a balanced composition of this body from a regional, gender and sectorial perspective, and for a diversification of the qualifications and personal status of its members, from the economic, environmental and social as well as legal viewpoint. The members shall be appointed for four years and their term of office may be renewed only once.

The members of the Committee are re-appointed by half every two years.

- (e) The World Committee on Tourism Ethics shall establish its own Rules of Procedure, and refer them to the General Assembly.
- (f) A majority presence of the Committee members shall be necessary to constitute a quorum at its meetings; in the event that a member is absent, he/she will not be represented by a substitute at meetings; the Committee shall make its best efforts to adopt its decisions by consensus; however, in the event of a tie in the voting, the chairperson shall have the casting vote;
- (g) UNWTO shall undertake to cover the travel expenses and daily subsistence allowances occasioned by the participation in the meetings of the nine members of the World Committee on Tourism Ethics; it being understood that the members of the Committee shall not receive any remuneration; the secretariat of the Committee shall be provided by the services of the UNWTO Secretariat and by the Permanent Secretariat of Rome; the operating costs remaining payable by the Organization may, wholly or in part, be charged to a trust fund financed by voluntary contributions.

- (h) The World Committee on Tourism Ethics shall meet at least once a year. These meetings will be held at UNWTO Headquarters or at the Permanent Secretariat in Rome, unless it is decided otherwise, provided the host country covers the costs and expenses involved in holding the meeting at a different venue.
- (i) The World Committee on Tourism Ethics may invite experts or external institutions to contribute to its proceedings.
- (j) On the basis of periodic reports submitted to them by Full Members, Associate Members and Affiliate Members of UNWTO, the UNWTO Regional Commissions shall, every two years, examine the application of the Code in their respective regions; they shall record their findings in a report to the World Committee on Tourism Ethics.
- (k) The World Committee on Tourism Ethics shall exercise a global function as an observatory for the challenges encountered in implementing the Code and for proposed recommendations; it shall summarize the reports drawn up by the Regional Commissions and supplement them with the information it has collected with the assistance of the Secretary-General and the support of the Board of Affiliate Members.
- (l) The Secretary-General shall refer the report of the World Committee on Tourism Ethics to the General Assembly, together with his/her own observations. The General Assembly shall decide what follow-up action to take on the report and the recommendations thus submitted to it, which national tourism administrations and other stakeholders in tourism development shall subsequently have the task of implementing.
- (m) The Secretary-General of UNWTO shall submit, on a regular basis, a report on the implementation of the Global Code of Ethics for Tourism to the Secretary-General of the United Nations for its submission to the UN General Assembly.

Annex IV

NOMINATION FORM
FOR THE WORLD COMMITTEE ON TOURISM ETHICS

(to be completed by the nominating authority and sent to the UNWTO Secretariat)

1. In accordance with the Protocol of Implementation of the Global Code of Ethics for Tourism, Part I (rev.) entitled: ***World Committee on Tourism Ethics - Body responsible for interpreting, applying and evaluating the provisions of the Global Code of Ethics for Tourism***, with specific reference to its section (d), regarding the nomination of the Members of the Committee, the following nomination is presented by *(tick the appropriate case)*:

- A. A UNWTO Member State
- B. A UNWTO Associate Member
- C. A UNWTO Affiliate Member
- D. The Secretary-General of UNWTO

2. Nominating Country or Organisation, and contact information:

3. Name and title of the representative of the Nominating Country or Organisation:

Place and date: _____

4. Full name of candidate: (Mr/Ms) _____

Nationality: _____

Age: _____

Language(s) spoken: _____

