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WHY ETHICS ON TOURISM?

- Child sexual exploitation
- Environmental damage
- Accessibility for disabled tourists

People from developing countries complaint...

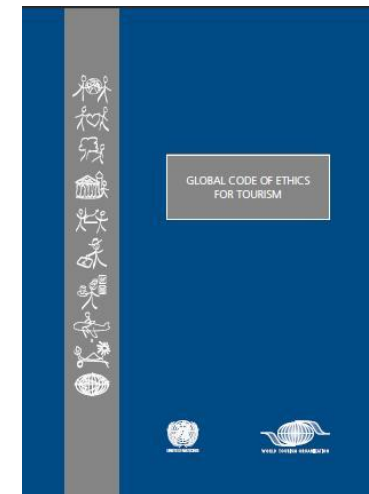
“We are destinations, we are not people”



GLOBAL CODE OF ETHICS FOR TOURISM

Recognized by the General Assembly of the United Nations in **2001**

- Fourteen of the most important Spanish tourism companies signed a commitment to adhere to the **Global Code of Ethics for Tourism**
- They promise to respect, promote and implement the values of developing a sustainable and responsible tourism
- Aim: minimize the negative impacts of tourism on the environment, cultural heritage and societies around the world



ECPAT's CODE OF CONDUCT

- Most of the companies also signed the **ECPAT's Code of Conduct for the Protection of Children from Sexual Exploitation in Travel and Tourism**
- Signed by 1.030 companies from 42 countries
- **ECPAT International:** worldwide network dedicated to the elimination of prostitution and child pornography and child trafficking for sexual purposes
- Supported by **UNICEF** and the **UNWTO**



CONSUELO CRESPO, President of UNICEF Spain

Moderated the panel “The Global Code of Ethics as a Guarantor of Equality and a Bulwark Against Exploitation”

“This exploitation has many forms and aspects. The victims are enslaved by a chain of agents, in which all profit in some way”

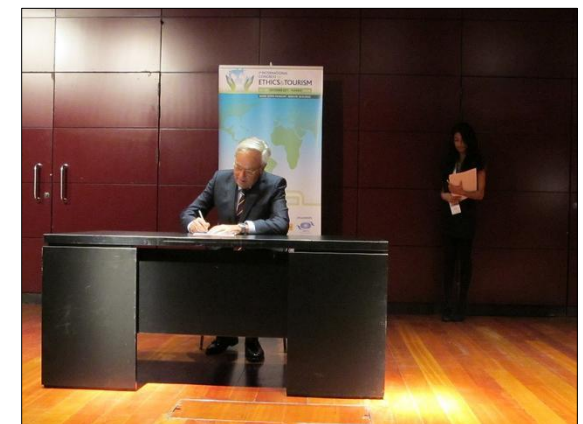
UNICEF estimates that 150 million girls and 73 boys younger than 18 are victims of violence and sexual exploitation

Meliá and Barceló: driving forces behind the initiative in the tourism sector



“if serves to restore hope in the life of one child, it is worth”

SIGNING OF PRIVATE SECTOR COMMITMENT TO CODES



CHALLENGES

- protection of vulnerable groups, consumers and world heritage
- equality of men and women
- poverty reduction
- accessibility to decent work
- cultural and environmental sustainability



CLOSING CEREMONY



The UNWTO and the UN Alliance of Civilizations signed a Memorandum of Understanding





ORGANIZERS



SECRETARÍA GENERAL
DE TURISMO Y
COMERCIO INTERIOR



**THANK YOU VERY MUCH
FOR YOUR ATTENTION**