



**II International Congress on Ethics and Tourism of the UNWTO
Quito, Ecuador
11 and 12 September 2012**

Programme

Tuesday, 11 September

54th Meeting of the UNWTO Commission for the Americas (CAM)

08.30-13.00 Provisional Agenda (for members of the Commission and invited observers)

13.00-14.00 Break

Joint Opening: 54th CAM Meeting, II International Congress on Ethics and Tourism and XX Inter-American Congress of Ministers and High Level Authorities of OAS

14.00 - 15.00 Authorities Greeting

Freddy Ehlers, Minister of Tourism of Ecuador

Taleb Rifai, Secretary General, UNWTO

Pablo Ponce, Councilor of Quito

Jorge Saggiante, Executive Secretary for Integral Development, OAS

15.00 – 15.30 Keynote Speech by **Mathis Wackernagel**, President of Global Footprint Network, to be presented by Freddy Ehlers, Minister of Tourism of Ecuador

II International Congress on Ethics and Tourism of UNWTO

15.30 - 16.30 1st Session: Conscious Tourism for a new era

Moderator:

Carlos Vogeler, Regional Director for the Americas, UNWTO

Presentation by:

Freddy Ehlers, Minister of Tourism of Ecuador

Panelists:

Gloria Guevara, Secretary of Tourism of Mexico

Anna Pollock, Founder of the “Conscious Travel” Movement, United Kingdom

Marko Machicao Bankovic, Vice Minister of Tourism, Bolivia

16.30 – 18.00 2nd Session: An ethical framework for Responsible Tourism

Moderator:

Jennifer Griffith, Permanent Secretary, Ministry of Tourism and Entertainment, Jamaica

Panelists:

Dawid de Villiers, Chairman of the World Committee on Tourism Ethics (WCTE)

Antonio López de Ávila, President of the State Institute for the Innovation Management and Technology in Tourism (SEGITTUR)

Hermes Navarro Del Valle, Member of the World Committee of Ethics and Macro-processes Management Leader and Tourism Advisor, Ministry of Tourism of Costa Rica

Kathleen Matthews, Executive Vice President and Chief Global Communications and Public Affairs Officer, Marriott International, Inc.

Debate

Wednesday, 12 September

08.30-10.00 3rd Session: Tourism as a driver for Human Rights and Social Inclusion

Moderator: **María Isabel Salvador**, Ambassador, Permanent Representative of Ecuador to the Organization of American States (OAS)

Panelists:

Syntia Bennett Solomon Executive Vice-President, Institute of Tourism, Honduras

Lucía Salamea, UN Women Representative, Andean Region

Tamara Briones, National Council of Childhood and Adolescence, Ecuador

Cristina Suaña, President of “Uros Khantati” Asociación de Turismo Vivencial, Perú

Debate

10.00-11.30 4th Session: Accessible Tourism

Moderator:

Lilliam Kechichán, Minister of Tourism, Uruguay

Panelists:

Alex Camacho Vásconez, Secretary General, Vice Presidency, Ecuador

Ramón Espinoza Sandoval, Mayor of Frutillar, Chile

Michel Trudel, Advisor, Kéroul, Canada

Jesús Hernández Galán, Director of Universal Accessibility, ONCE Foundation, Spain

Debate

11.30 – 12.00 Pause

12.00 - 13.15 5th Session: The Commitment of the Private Sector

Moderator:

Sergio Diaz Granados, Minister of Trade, Industry and Tourism, Colombia

Panelists:

Felipe González Abad, Representative of Amadeus

Enrique Ponce de León, General Director, Decameron Hotels, Ecuador

Esther Palacios, Director of Communications & CSR, LAN Ecuador

Debate

Signing Ceremony for the adherence of the Private Sector to the Global Code of Ethics in Tourism

13.15 - 13.20 Conclusions of the II International Congress on Ethics and Tourism

13.20-13.30 Closing Ceremony of the II International Congress on Ethics and Tourism by the Minister of Tourism of Ecuador, Freddy Ehlers, and intervention of **Mr. Miguel Ruiz**, Writer

XX Inter-American Congress of Ministers and High Level Authorities