UNWTO COMMISSION FOR SOUTH ASIA
UNWTO COMMISSION FOR EAST ASIA AND THE PACIFIC
Twenty-third Joint Meeting
Colombo, Sri Lanka
25 March 2011

Item 8_b of the Provisional Agenda

SEMINAR ON TOURISM ETHICS FOR ASIA
Responsible Tourism and Its Socio-Economic Impact on Local Communities
Bali, Indonesia, 11 June 2011

Note by the Secretary-General

The Secretary-General submits to the Joint Meeting of the two Commissions information about the Seminar on Tourism Ethics scheduled to be held in Bali, Indonesia in June 2011.
Overview of the Seminar

UNWTO, in collaboration with the Ministry of Culture and Tourism of the Republic of Indonesia, is organizing the first Seminar on Tourism Ethics for Asia: *Responsible Tourism and Its Socio-Economic Impact on Local Communities*, which will be held in Bali, Indonesia. The Seminar has the added distinction of being the first of its kind to take place in parallel with a meeting of the *World Committee of Tourism Ethics* (WCTE), whose members will convene for its 10th session on 12 and 13 June 2011.

The Seminar aims to draw together a broad spectrum of tourism stakeholders from Asia and beyond. These will represent governments, the tourism industry, international organizations, the education sector and non-governmental organizations who will discuss pressing issues about tourism ethics and responsible tourism. The event promises to be one of the foremost hubs of debate on sustainable tourism in 2011.

Alongside sessions on conceptual issues, policy formulation and the value of tourism ethics for improved tourism products and services, the Seminar will focus on best practices concerning the socio-economic impact of sustainable tourism development on local communities. Participants unable to present their achievements during the event will have an opportunity to do so at a *Best Practice Exhibition*, to be held concurrently in the room adjacent to the Seminar hall.

The **UNWTO Seminar on Tourism Ethics for Asia: Responsible Tourism and Its Socio-Economic Impact on Local Communities** will be held at the Melia Nusa Dua Hotel in **Bali, Indonesia** on **11 June 2011**, from 9:30 a.m. to 3 p.m.

Delegates interested in further information about the Seminar should contact the Indonesian Ministry of Culture and Tourism (wcte.indonesia@yahoo.co.id), or UNWTO Ethics Programme (ethics@unwto.org).
PRELIMINARY PROGRAMME

8.30 – 09.00  Registration

9.00 – 09.30  Opening and Welcome Remarks
   - Mr. Dawid de Villiers, Chairman, World Committee on Tourism Ethics (WCTE)
   - Mr. Taleb Rifai, Secretary-General, World Tourism Organization (UNWTO)
   - H.E. Mr. Jero Wacik, Minister of Culture and Tourism of the Republic of Indonesia

9.30 – 10.20  Session 1  ETHICS AND RESPONSIBLE TOURISM
   Conceptual Framework and Policy Formulation
   A discussion on the importance of the Global Code of Ethics for Tourism, its relation to the principles of Sustainable Development of Tourism, and its implementation in our daily lives.

   Moderator: Mr. Gede I Ardika, Chair of the Seminar, Former Minister of Culture and Tourism of the Republic of Indonesia and Member of the WCTE

10.20 – 10.30  Questions and Answers

10.30 – 10.50  Coffee Break

10.50 – 12.45  Session 2  TOURISM ETHICS FOR BETTER TOURISM
   PRODUCTS AND SERVICES ASSURANCE
   A discussion on the value and application of tourism ethics at diverse professional levels and its crucial importance for tourism stakeholders: a) national / local governments (policy & strategy formulation); b) the tourism industry (professional codes of conduct); c) tourism education (curricula formulation and teacher’s qualifications); and, d) local communities (traditions, beliefs and wisdom).

   Moderator: Mr. I Gde Pitana, Deputy Minister for Cultural and Tourism Resources Development, MoCT

   Speakers:  Government perspective
              Tourism Industry perspective
              Tourism Education perspective
              Ofrternmental Organizations perspective

12.45 – 13.00  Questions and Answers

13.00 – 14.00  Lunch
14.00 – 15.00  **Session 3**  SOCIO-ECONOMIC IMPACT OF SUSTAINABLE SM DEVELOPMENT ON LOCAL COMMUNITIES
Best Practices of Local Communities
An occasion to share experiences and information on how Sustainable Tourism Development could strengthen the social and economic aspects of local communities, focusing on best practices.

Moderator:  Mr. Steve Noakes, Adjunct Professor, Griffith University (Australia), Member of the WCTE

Themes:  
Socio-Economic Impact of Sustainable Tourism Development on TENGANAN VILLAGE (Bali) Communities

Socio-Economic Impact of Sustainable Tourism Development on TANGKAHAN (Sumatra) Communities

Best Practices from Australia, Indonesia, Thailand and Vanuatu

15.00  **Summary and Closing**