UNWTO Commission for the Americas

60th meeting
Havana, Cuba, 3 May 2016
Provisional agenda item 7

CAM/60/7
Madrid, 4 March 2016
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Tourism and Ethics

I. Implementation of the Global Code of Ethics for Tourism

1. The Global Code of Ethics for Tourism is the fundamental frame of reference for responsible and sustainable tourism development. As the cornerstone of the work of UNWTO, it is addressed to governments, the private sector, communities and tourists alike. Adopted in 1999 by the General Assembly of the World Tourism Organization, its acknowledgement by the United Nations two years later expressly encouraged UNWTO to promote the effective follow-up of its provisions.

2. A subsidiary organ of the General Assembly, the World Committee on Tourism Ethics is the body entrusted with monitoring the implementation of the Code of Ethics and with reporting thereon to the General Assemblies of both UNWTO and the UN. The relevant information is compiled regularly by means of surveys addressed to Member States, to which 128 States and territories have already responded to at least one of the four surveys launched by the Organization since 2000. (See reports: http://ethics.unwto.org/en/content/implementation-reports-global-code-ethics-tourism)

3. However, in view of the relatively low response rate registered for the last survey of 2015 (overall 61 responses out of 157), the UNWTO Secretariat and the World Committee on Tourism Ethics would like to encourage Members States and Associated Members to deploy special efforts in trying to put into practice the different principles of the Code within their respective tourism laws, regulations and/or master plans.

4. For this purpose, the Secretary-General would like to inform Full and Associate Members that both the Members of the World Committee on Tourism Ethics and the Organization's Ethics and Social Responsibility Programme are at the disposal of governments and national or local tourism administrations to provide guidance and assistance in this matter. The list of the Members of the Ethics Committee along with their respective contact details is in Annex 1 to this document.

II. UNWTO draft Convention on Tourism Ethics

5. In conformity with a recommendation from the World Committee on Tourism Ethics (WCTE), the 21st session of the UNWTO General Assembly (Medellin, Colombia, 12-17 September 2015) was seized of the report of the Secretary-General outlining a first draft of the UNWTO Convention on Tourism Ethics (http://tinyurl.com/one58lq).

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6. While the principle of converting the Global Code of Ethics for Tourism into an international legally binding instrument was in general favorably perceived by the General Assembly, the debate concluded that governments required more time to examine the proposed draft text of the Convention.

7. Consequently, by Resolution 668 (XXI) the General Assembly decided to create a **special Working Group** in order to examine in depth the procedures and implications of adopting such a Convention in cooperation with the World Committee on Tourism Ethics (full Resolution 668 (XXI) in Annex).

8. In accordance with this mandate and after consultation with the President of the WCTE and the Legal Adviser of the UNWTO, the Secretary-General established the Working Group on the Ethics Convention based on the favorable responses received from UNWTO Full and Associate Members to his invitation letter of December 2015.

9. As of 16 March 2016, the following Members have designated a representative to take part in the Working Group:

AFRICA: Chad, Democratic Republic of Congo, Morocco, Republic of Congo

AMERICAS: Brazil, Costa Rica, Cuba, Ecuador, Guatemala, Honduras, Puerto Rico

ASIA: Bhutan, China, Indonesia, Macao, China, Philippines, Samoa, Sri Lanka

EUROPE: Azerbaijan, Bulgaria, Cyprus, Flanders, the Former Yugoslav Republic of Macedonia, France, Greece, Hungary, Israel, Montenegro, Poland, Portugal, Russian Federation, Turkey

MIDDLE EAST: Egypt

10. The Working Group will hold its first meeting in person on 25 April 2016 and a second meeting towards the end of the first semester of 2017. In between the two sessions, the members of the Working Group will communicate through telephone or e-mail.

III. Global Study on the Sexual Exploitation of Children in Travel and Tourism

11. UNWTO's work in the field of child protection has spanned over more than fifteen years, principally manifesting itself through the endeavors of the World Tourism Network on Child Protection. The Network is currently chaired by Carol Bellamy, former Executive Director of UNICEF.

12. Moreover, since 2013 the protection of children from all forms of exploitation was defined among the priorities of the World Committee on Tourism Ethics who works in close communication with the Chair of the World Tourism Network on Child Protection.

13. In this context, UNWTO is part of an initiative led by one of its main partners, ECPAT International - a NGO network working for the elimination of child prostitution, child pornography and the trafficking of children for sexual purposes. The project consists of the preparation of the **Global Study on the Sexual Exploitation of Children in Travel and Tourism** which was guided by a **High-Level Global Taskforce** composed by members from a wide range of backgrounds, including governmental, non-governmental and private sector. UNWTO Secretary-General Taleb Rifai is a member of this Task Force.

14. A representative of the Global Taskforce has been invited to present the outcome of the recent Study to the UNWTO Regional Commissions.

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ANNEX I

WORLD COMMITTEE ON TOURISM ETHICS (2013-2017)

Chair:

Mr. Pascal LAMY — ethics-chair@unwto.org
Former Director-General of the World Trade Organization (WTO)

Members:

Mr. I Gede ARDIKA — ardikaigede@gmail.com
Former Minister of Tourism of Indonesia

Mr. Yoshiaki HOMPO (2013-2019) — ymhompo@gmail.com
Former Commissioner of Japan Tourism Agency

Ms. Fiona JEFFERY (2013-2019) — fiona@fionajeffery.com
Former Chair of the World Travel Market

Mr. Khelil LAJIMI — khelil.lajimi@gmail.com
Former Minister of Tourism of Tunisia

Mr. Jean-Marc MIGNON — jmf.mignon@orange.fr
President, International Social Tourism Organisation (ISTO)

Ms. Tanja MIHALIC (2013-2019) — Tanja.mihalic@ef.uni-lj.si
Head of Institute of Tourism, University of Ljubljana, Slovenia

Mr. Ron OSWALD — iuf@iuf.org
General Secretary, International Union of Food, Agricultural, Hotel, Restaurant, Catering, Tobacco and Allied Workers' Associations (IUF)

Mr. Eugenio YUNIS (2013-2019) — eyunis@fedetur.org
Executive Vice President, Federation of Tourism Enterprises of Chile

Alternate Members:

Mr. Hiran COORAY — hiran@jetwinghotels.com
Chairman, Jetwing

Ms. Suzy HATOUGH — shatoughbouran@gmail.com
Director of Dar Al-Diafa for Tourism Human Resources Development Consultancy

Ms. Gunnur DIKER — gunnur.diker@tursab.org.tr
Advisor to President, Association of Turkish Travel Agents (TÜRSAB)

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ANNEX II

General Assembly, Resolution 668 (XXI)

General Assembly
Twenty-first session
Medellín, Colombia, 12-17 September 2015

A/RES/668(XXI)

Report of the World Committee on Tourism Ethics

Addendum 2: Draft UNWTO Convention on Tourism Ethics

Agenda item 10
(document A/21/10 Add. 2)

The General Assembly,

Having examined Addendum 2 to the Report of the World Committee on Tourism Ethics on the proposed draft UNWTO Convention on Tourism Ethics,

Recalling its resolution 406(XIII) of 1999 in which it solemnly adopted the Global Code of Ethics for Tourism as a non-binding instrument, and called upon all the stakeholders in tourism development, both Members and non-members of UNWTO, to model their conduct on the principles embodied in the Code,

Also recalling resolution 56/212 of 2001 of the General Assembly of the United Nations by which it "... takes note with interest of the Global Code of Ethics for Tourism adopted at the thirteenth session of the General Assembly of the World Tourism Organization ... to serve as a frame of reference for the different stakeholders in the tourism sector",

Having before it the Explanatory Note prepared by the Legal Adviser of the Organization about the rationale and merits of converting the Global Code of Ethics for Tourism into a legally binding treaty,

Having considered the Recommendation of the World Committee on Tourism Ethics of 27 May 2015 on the above-mentioned draft Convention,

1. *Takes note* of the proposal of the World Committee on Tourism Ethics to convert the Global Code of Ethics for Tourism into a legally binding treaty in order to reinforce its effectiveness at the international and national levels;

2. *Requests* the Regional Commissions and the Member States to convey their views on this process to the Secretariat of the Organization;

3. *Decides* to entrust the Secretary-General, in close consultation with the World Committee on Tourism Ethics, to create a special Working Group constituted on the basis of a fair geographical

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balance in order to examine in depth the procedures and implications of adopting a draft UNWTO Convention on Tourism Ethics in cooperation with the World Committee on Tourism Ethics;

4. *Requests* the Working Group and the World Committee on Tourism Ethics to submit their remarks and, if possible, a draft text of the Convention on Tourism Ethics to the next sessions of the Executive Council for its examination; and

5. *Expresses* the wish that a convention can be adopted, after an in-depth consultation among the Member States, by the General Assembly during its twenty-second session in 2017.

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