World Committee on Tourism Ethics Meets to Plan for Fairer Future

Madrid, Spain, 7 December 2022 – The World Committee on Tourism Ethics (WCTE) has met to advance the fair and responsible recovery of the sector.

Meeting in Madrid and guided by the principles of the Global Code of Ethics for Tourism, the Committee explored the main topics of its working groups for the next four years (period of 2022-2025). The focus of the Committee will be on analysing the ethical aspects and impacts of the following tourism-related areas, namely, (1) Decent Work, Inclusive Growth & Community Empowerment, (2) Technology & Digital Platforms, (3) Climate Change & Environmental Sustainability, and (4) Social Sustainability & Intercultural Dialogues. These areas will include several issues to which the committee will pay specific attention.

At UNWTO’s headquarters in Madrid, WCTE Chair, Dr. Phumzile Mlambo-Ngcuka welcomed members to the first in-person Committee session since the start of the pandemic. She said: “Right now, it is safe to say that while many precautions must still be applied, the world is moving towards a positive destination. It is our job in this Committee to keep an eye open on the ethical applications of a tourism inclusive recovery.”

UNWTO Executive Director Zoritsa Urosevic, added: “This year we have recovered almost 60% of international tourist arrivals in comparison to pre-pandemic numbers. This shows that the tourism sector, while in deep crisis, has the capacity to bounce back. Most importantly, we must have the right ethical tools as many livelihoods depend on tourism.”

The World Committee on Tourism Ethics - a subsidiary body of the UNWTO General Assembly - is an independent and impartial body responsible for interpreting, applying and evaluating the provisions of the UNWTO Global Code of Ethics for Tourism. The current World Committee on Tourism Ethics is made up of: Chair: Phumzile Mlambo-Ngcuka; Full Members: Meyada Belal, José Ignacio Besga Zuazola, Luis Fernando Jiménez Guzman, Sue Longley, Lawal Mohammed Marafa, Hiroaki Matsuura, Daniela Otero, Gabriela Tigu and Alternate Members: Gunnur Diker, Shahid Hamid Fih and Marina Novelli.
Related Links

Composition of the World Committee on Tourism Ethics 2019 – 2023 | 2021 - 2025

UNWTO Global Code of Ethics for Tourism

World Committee on Tourism Ethics

UNWTO Private Sector Commitment to the Global Code of Ethics for Tourism