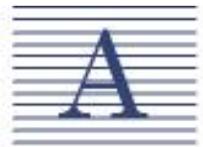


WORLD TOURISM ORGANIZATION

**GENERAL  
ASSEMBLY**



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## **ACTIVITIES OF THE WORLD COMMITTEE ON TOURISM ETHICS**

### **Note by the Secretary-General**

In this document, the Secretary-General presents to the General Assembly the Report of the World Committee on Tourism Ethics on the activities it has carried out in 2008-2009. The findings of the 2008 Survey on the Implementation of the Global Code of Ethics for Tourism are annexed to this document.

## **ACTIVITIES OF THE WORLD COMMITTEE ON TOURISM ETHICS**

### **I. World Committee on Tourism Ethics**

1. Following the endorsement by the last General Assembly of the new composition of the World Committee on Tourism Ethics for the period 2007-2011 (A/RES/532(XVII)), the Committee held its sixth meeting (the first under its new configuration) at the UNWTO Headquarters in Madrid on 13-14 March 2008.

2. On that occasion, the newly appointed Members unanimously elected Mr Dawid de Villiers, the candidate proposed by the Secretary-General for the position, as Chairman of the Committee for a four-year term ending with the General Assembly of 2011.

3. In that same above-mentioned resolution of 2007 and for the sake of continuity, the General Assembly had further agreed with the Secretary-General on the convenience of staggering, in the future, the renewal of the Committee. For this reason, it had entrusted the Committee "with the formulation of an appropriate procedure for the two-phased renewal of its seats and the recommendation on the members to be replaced in 2011, for approval at the eighteenth session of the Assembly".

4. The issue of the staggering has therefore been discussed by the new Committee at its three subsequent meetings held in Madrid (March 2008), Rome (November 2008) and San José, Costa Rica (June 2009). As a result of these debates, the Committee would recommend for adoption by the General Assembly in 2009 the following amendment to resolution A/RES/438(XIV), as amended by resolution A/RES/469 (XV):

"The members of the Committee and their alternates are re-elected by half every two years. During the session of the General Assembly in 2011, a total of eleven of the current members of the Committee will have their mandate extended for two more years; while the other eleven members or alternates will be elected for a full mandate of four years".

5. The Committee also revised its Rules of Procedures and adopted a number of amendments related to the inclusion of provisions clearly stipulating that the members were serving on the Committee on a personal capacity and specifying the procedure of their replacement in case of resignation. An additional modification referred to the appointment of a vice-chairperson who is elected for two years by the Committee among its full members. After a ballot vote which took place in San José, Costa Rica, during the eighth meeting of the Committee (18-19 June 2009), Ms Christel DeHaan, Member of the Committee appointed by the Affiliate Members to represent the category of "Employers", was elected as the Committee's new Vice-Chair. The amended text of the Rules of Procedures as adopted by the Committee at its eighth meeting in June 2009, is included in this document as Annex 1.

## **II. Permanent Secretariat of the Committee**

6. The Permanent Secretariat of the World Committee on Tourism Ethics was inaugurated in Rome, Italy, on 14 November 2008 following the agreement reached in March 2008 by means of an Exchange of Letters between the Deputy Prime Minister of the Republic of Italy and the Secretary-General of the UNWTO.

7. It is recalled that following the offer made by Italy, the General Assembly had already given its agreement in principle in 2003 (A/RES/469(XV)), confirmed in 2005 (A/RES/506(XVI)), for the Permanent Secretariat to be hosted in this country.

8. Pursuant to the terms of the agreement, the main role of the Permanent Secretariat is to provide technical and expert support to the World Committee on Tourism Ethics, in particular, for the purpose of promoting and disseminating the UNWTO Global Code of Ethics for Tourism. Its core functions are threefold: (a) Promotion and dissemination of the Global Code of Ethics for Tourism, (b) Research and data collection on ethical questions and aspects associated to the sustainability of tourism development and the responsibility and accountability of its practitioners, and (c) Organization, in Italy, of meetings of the World Committee on Tourism Ethics and of international events related to the Global Code of Ethics for Tourism. These functions are performed by the Secretariat under the guidance of the Chairman of the Committee and in close cooperation with the Secretariat of the UNWTO.

9. The first activity of the Permanent Secretariat has been the successful hosting of the seventh meeting of the Committee on 14 and 15 November 2008 at its new premises located at the Italian the Department of Tourism Development and Competitiveness in Rome.

## **III. Activities of the Committee during the period 2008-2009**

### **A. *Programme of Work***

10. The Committee has established its programme of work for the period 2008-2009 which is focused following four objectives:

- i. Strengthen the KNOWLEDGE and UNDERSTANDING of the Code of Ethics;
- ii. Improve the IMPLEMENTATION of the Code of Ethics by both governments and the tourism industry;
- iii. Provide tourism stakeholders with a CONSULTATION and CONCILIATION mechanism (external process);
- iv. Develop a “corpus” of CLARIFICATIONS on specific ethical issues related to tourism (internal process).

### *Knowledge of the Code*

10. The strengthening of knowledge and understanding of the Code of Ethics needs to be achieved through an increased promotion of the Code and a targeted communications strategy on the nature and the significance of the Code. The Committee has therefore entrusted its Permanent Secretariat in Rome with the preparation of a global promotional strategy and campaign for the Code.

11. At its last meeting held in Costa Rica (June 2009), the Committee approved a new international logo for the *Global Code of Ethics for Tourism* to be used also to identify the corresponding Committee. The design of the logo was created by an international communications agency in Costa Rica and was proposed to the Committee by the Costa Rican Tourism Institute (ICT). The two versions of the logo are featured at the side. The logo will be a central part of the Code promotional strategy that is being developed in Rome.



12. As complementary actions to strengthen the knowledge of the Code, the Committee has met in Madrid (March 2008) with the UNWTO Regional Representatives to seek their assistance to improve the understanding and implementation of the Code at regional level. The Committee also discussed with the Executive Secretary of the UNWTO Education and Science Council on best ways to partner with universities and education institutions for integration of the Code into curricula and further recommended on that occasion that the implementation of the Code of Ethics should become one of the requirements within the TedQual certification scheme for educational institutions within the Education and Science Council. With regard to the latter, the Committee has been informed that within the context of the revision process of the TedQual Certification System initiated at the end of 2008, the UNWTO Themis Foundation is taking into consideration the criterion of compliance with the principles and provisions of the Code.

### *Implementation of the Code*

13. The Committee usually monitors the implementation of the Code of Ethics mainly by means of surveys. As a follow-up to the previous Implementation Survey carried out in 2004-2005 -whose findings were reported in 2005 to the General Assembly in 2005 as well as to the United Nations General Assembly (UN document A/60/167)-, a new survey was launched among Full, Associate and Affiliate Members between September 2008 and May 2009. A summary of the preliminary findings of this last survey (including a list of respondents) is included in this document as Annex 2.

14. Regrettably, the response rate of the 2008-2009 survey (17 percent for the Full Members) was extremely low compared to the 62 percent participation that was recorded for the previous survey. These results are not considered representative enough to allow the Committee to assess the real impact of the Code and its overall degree of adherence and practical application at all stages.

15. In order to comply with United Nations General Assembly resolution A/RES/60/190 of 17 February 2006 which requests the Secretary-General to report to its sixty-fifth session in 2010 on the developments related to Global Code of Ethics, the Committee would ask the General Assembly to call upon all UNWTO member States, companies and educational institutions to provide the Secretariat with the necessary information to complete the UNWTO report to be finalised during the second quarter of 2010.

#### *Conciliation Mechanism*

16. The Committee wishes to remind UNWTO Members of the conciliation mechanism that is available for the settlement of disputes between tourism stakeholders. Cases can be submitted to the Committee jointly by two or more external parties involved in the dispute.

17. The Committee further offers tourism stakeholders an avenue for consulting on any concrete ethical issue related to tourism or to the implementation of the Code. These queries can be submitted by individual external parties, on the condition that they are not associated to any dispute related to the matter of consultation.

#### *Corpus of clarifications*

18. The Committee is currently working on a "Corpus of clarifications", through which it will issue its views on a series of timely topics of ethical or moral nature which are of general interest to the tourism community. These clarifications will be made widely known to the tourism stakeholders for future guidance.

### **B. Ethical issues addressed by the Committee**

19. During the first half of his mandate (2008-2009), the Committee addressed a series of concrete issues with a clear ethical component, all of which linked, directly or indirectly, to the tourism sector. Among these topics, the most important ones were as follows: (a) the ethical implications of the financial and the economic downturn on the tourism industry - particularly the ethical challenges posed by job losses; the decline in the quality of products and services and the impact of the crisis particularly with regards to small operators, tour guides, local service providers and communities; (b) the obstacles to travel such as restrictions, particularly with regards to people with disabilities and those affected by HIV; (c) the delays in the issuance of visas, costs and complications which are slowly impinging on the rights of people to travel; (d) the contribution of the tourism industry to the protection of children against exploitation; (e) the importance of creating awareness among young professionals, through educational institutions, about the ethical principles involved in tourism, etc.

20. A new text and format for the leaflet "The Responsible Tourist and Traveller" containing practical tips for the travelling public, is currently being prepared by the Committee.

21. The ninth meeting of the Committee is scheduled to take place in Luxor, Egypt, in April 2010 following the kind invitation it received from the Egyptian Minister of Tourism.



## ANNEX 1

### THE WORLD COMMITTEE ON TOURISM ETHICS

#### RULES OF PROCEDURE

(as amended by the Committee at its eight meeting in Costa Rica on 19 June 2009 –  
decision WCTE/DEC/13(VIII))

#### *Preamble*

1. These Rules of Procedure are adopted pursuant to paragraph 3 of resolution A/RES/406/XIII whereby the General Assembly adopted the Global Code of Ethics for Tourism and entrusted the World Committee on Tourism Ethics with preparing the guidelines for application with a view to specifying how the principles set forth in the Code are to be implemented, and provision (d) of the annex to resolution A/RES/438(XIV) stipulating that the World Committee on Tourism Ethics shall establish its own Rules of Procedure.
2. These Rules are subordinate to the Statutes of the World Tourism Organization. In cases where its stipulations are deficient or unclear, such stipulations shall be interpreted in the light of the Rules of Procedure of the General Assembly and those of the Executive Council of the Organization.
3. For the purposes of these Rules, the terms "UNWTO", "Assembly", "Council", "Committee" and "Protocol" shall mean, respectively, the World Tourism Organization, the General Assembly and Executive Council of the UNWTO, the World Committee on Tourism Ethics, and the Protocol of Implementation of the Global Code of Ethics for Tourism annexed to resolution A/RES/438(XIV) as modified by resolution A/RES/469(XV).

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### **Composition of the Committee**

#### *Rule 1*

1. The Committee shall consist of a chairperson and eleven members and eleven alternates.
2. The members of the Committee and their alternates shall be appointed in their personal capacity in accordance with the stipulations of provision (b) of the Protocol. If a member resigns or is unable to continue serving on the Committee, the State/Organization which had first nominated him/her shall not be entitled to replace the outgoing member.
- 2<sup>bis</sup>. No member of the Committee shall receive any orders or instructions from those who proposed their nomination or who elected them and shall not be accountable to them.
- 2<sup>ter</sup>. Members of the Committee and their alternates shall make the following written declaration witnessed by the Secretary-General or an authorized representative:

“I solemnly declare and promise to exercise in all loyalty, discretion and conscience the functions entrusted to me by the UNWTO, to discharge these functions and regulate my conduct with the interests of the World Committee on Tourism Ethics only in view, and not to seek or accept instructions in regard to the performance of my duties from any Government or other source.”

3. Save for exceptions resulting expressly from these Rules, alternate members shall have the same rights and obligations as full members. Nevertheless, an alternate member may only vote if the full member for whom he/she is the alternate is absent. An alternate member cannot be elected as a vice-chairperson.

4. In the event of a vacancy of a seat, the full member shall be replaced by his/her alternate, it being understood that if the vacancy concerns both the full member and his/her alternate, they shall be replaced in accordance with the provisions applicable to the initial appointment.

#### *Rule 2*

1. The Chairperson of the Committee, who should be an eminent person not directly involved in the activities of the UNWTO but is from a Member State of the Organization, shall be elected for four years by the other members of the Committee, on the proposal of the Secretary-General of UNWTO, after obtaining the opinion of the Council. The term of office of the chairperson may be renewed only once.

2. The vice-chairperson is elected for two years by the Committee among its full members. If the Chairperson is unable to attend a meeting, the Vice-Chairperson will carry out the duties of the Chair.

#### *Rule 3*

The presence of half of the Committee's full members shall be necessary to constitute a quorum at its meetings. In the event that a full member is unable to attend, he/she may be replaced by his/her alternate.

#### *Rule 4*

1. An observer designated by the Executive Council may participate in meetings of the Committee in an advisory capacity. Such observer has no vote but may take part in discussions in the same way as the members.

2. The Secretary-General shall attend *ex officio* or may arrange to be represented at the meetings of the Committee. The Secretary-General may address the Committee on any point he/she deems appropriate. The Secretary-General may at any time make to the Committee oral or written statements on any matters falling within the competence of the Committee.

3. The Legal Adviser of UNWTO shall participate, when necessary, and in an advisory capacity, in the Committee meetings and may address the Committee on any point of law he/she deems appropriate.

## Meetings of the Committee

### *Rule 5*

1. The Committee shall meet once a year, and for as long as its agenda requires.
2. A second meeting during the same year or, if circumstances so warrant, an extraordinary meeting, may be convened if the Committee so decides, and after consultation with the Secretary-General.

### *Rule 6*

1. The provisional agenda of each meeting shall be drawn up by the Secretary-General in agreement with the Chairperson. It shall include any item the inclusion of which has been requested by the Assembly, by the Council or by the UNWTO Regional Commissions or, with the authorization of the Council, by the Committee of Affiliate Members. Full Members of the Organization may bring to the Committee's attention matters or situations that they deem worthy of consideration.
2. The provisional agenda of each ordinary meeting, together with the supporting documents, shall be transmitted by the Secretary-General to the members of the Committee and to the observers at least thirty days before the start of the meeting. In the event that an extraordinary meeting is convened, the provisional agenda, together with the supporting documents, shall be transmitted to the members of the Committee as soon as possible and using the most expeditious means.
3. The Committee shall adopt its agenda. If the circumstances so warrant, the Committee may place on its agenda supplementary items proposed by the Executive Council, by the Secretary-General, or by one of its members.

### *Rule 7*

1. The meetings of the Committee shall be private unless the Committee decides otherwise. Nevertheless, the Committee may invite persons whose presence it deems useful to follow its discussions as observers. Members of the UNWTO staff whose presence is necessary for its proceedings may attend the meetings.
2. The Committee may invite experts or external institutions to contribute to its proceedings.
3. The Committee shall decide on the publicity to be given to its deliberations, whose results it shall communicate to the appropriate recipients.

### *Rule 8*

No one may address the Committee without having previously obtained the permission of the Chairperson.

*Rule 9*

1. The Committee's working language shall be English. Nevertheless, a second working language may be adopted by the Committee in cases where it is deemed useful for the smooth proceeding of the deliberations of a session of the Committee, within the limits of the available funds.

*Rule 10*

1. The Committee shall adopt its biennial report, the various decisions it takes (except for those concerning persons), and the recommendations it formulates, preferably by consensus.

2. In the event that all the necessary efforts do not result in a consensus, the decision or recommendation shall be adopted by majority of the members present, with abstentions not being counted in the tally of votes.

3. Voting on decisions concerning persons shall be carried out by secret ballot. In all other cases, the Committee shall vote by a show of hands. In the event of a tie in the voting, the Chairperson shall have the casting vote.

**Functions of the Committee**

*Rule 11*

1. The Committee shall perform the functions of evaluating and monitoring the implementation of the Code. To this end, it shall collect information relative to such implementation and shall draw up an inventory of the efforts made by the different stakeholders in tourism to promote and apply the Code, and of the problems encountered in doing so.

2. The Secretary-General shall transmit to the Committee the pertinent information in his/her possession with the support of the Committee of Affiliate Members.

3. The Secretary-General shall place at the Committee's disposal the personnel necessary for the performance of its functions.

*Rule 12*

1. The Committee shall summarize the information collected and shall include in its biennial report the conclusions drawn from the analysis of such information. Should the need arise, it shall draw up proposals to amend or supplement the Code and to enhance its dissemination and implementation. Separately from its biennial report, the Committee may draw up any recommendations it deems useful.

2. The Secretary-General shall transmit the report and recommendations of the Committee to the Council and to the Regional Commissions, together with his/her observations, for consideration. The Secretary-General shall transmit to the Assembly the recommendations of the Committee together with his/her own observations and, as the case may be, any comments called for by such documents on the part of the Council and the Regional Commissions.

### **Final provisions**

#### *Rule 13*

1. These Rules of Procedure shall enter into force on the date of their adoption by the Committee. Its text shall be transmitted to the Council and to the Assembly for their information.

2. It may be amended by the Committee as necessary. Amendments may be proposed by the Assembly, the Council, or the Secretary-General, or by any full member or alternate member of the Committee. The text of proposals for amendments shall be transmitted to the members of the Committee by the Secretary-General at least thirty days before the Committee meeting at which they are to be considered.



## ANNEX 2

### **2008/2009 SURVEY ON THE IMPLEMENTATION OF THE GLOBAL CODE OF ETHICS FOR TOURISM**

#### **I. OBJECTIVE OF THE SURVEY**

1. The survey was conducted for the purpose of updating the inventory of actions and measures taken by both public and the private sectors since the adoption of the Global Code of Ethics for Tourism in 1999.

#### **II. THE PROCEDURE**

2. The survey questionnaires were sent to different constituencies of the UNWTO Membership between September 2008 and February 2009. The questions were adapted to suit three categories of UNWTO Members, as follows: (A) Full and Associate Members, (B) Members of the Business Council and (C) Members of the Education and Science Council and other affiliated educational institutions.

#### **III. RESPONSE RATE (as of 1 July 2009)**

- A. Full and Associate Members: Replies were received from 27 countries and territories out of 154 Full and 7 Associate Members, representing a response rate of **16.8 percent**.
- B. Members of the Business Council: Out of the 206 Members of the Business Council, only 15 companies have responded, representing **7.3 percent** of this constituency.
- C. Members of the Education and Science Council and other affiliated educational institutions: Overall, the survey questionnaire was sent to 107 educational institutions of which 19 institutions have replied, corresponding to a response rate of **17.7 percent**.

#### **IV. SUMMARY OF THE PRELIMINARY FINDINGS**

##### **A. UNWTO Full and Associate Members**

3. The questionnaire sent to the National Tourism Administrations (NTAs) covered three major sections focusing on (a) the Dissemination of the Code, (b) the Implementation of the Code and (c) Best Practices.

4. From the 27 replies received from NTAs it appeared that the action most commonly taken by Member States to promote the Code had been the distribution of the Code to tourism stakeholders, which was followed by the translation of the Code into national languages. It should be noted that since the adoption of the Code in 1999 to the date, a total of 43 countries have reported to have translated this instrument into their national or local languages. Other promotional actions included, in descending order, national campaigns on specific aspects of the Code; the organization of meetings, workshops and round tables; training and capacity-building events for tourism personnel; press conferences; production of leaflets and guidelines; the distribution of the leaflet "The Responsible Tourist and Traveller" and, finally, the institutionalization of a monitoring system for the Code's implementation.

5. Main complementary actions reported were the organization of awareness raising seminars against sexual exploitation of children (in Brazil these were held in 69 cities and gathered overall as much as 32.000 attendees), the involvement of the tourism specialized media in the Code's dissemination, the adherence of key private sector stakeholders to the ECPAT Code of Conduct for the protection of children and campaigns in co-operation with UNICEF.

6. NTAs have further distributed the Code predominantly to tourism industry associations, tourism education/training institutions and regional or local tourism authorities, followed by tourism promotion boards, media, tourism workers' associations and NGOs. In certain countries the Code's principles were included in tourism development plans, as well as in multilateral action frameworks and forums aimed at fighting sexual exploitation of children.

7. More than a half of respondents expressed their formal acceptance of the Code, even at more than one official level. A significant number of countries (14) have approved or endorsed the document at institutional or governmental level or at the level of their respective tourism ministries and national administrations (12); Costa Rica, The Flemish Community of Belgium, Tanzania and Uruguay have adopted Parliamentary/Ministerial resolutions regarding the Code. Eleven countries reported that the text had been publicly presented by means of official statements at press conferences or similar public events.

8. Most of the responding States have indicated that they had either incorporated the principles of the Code into their legislative texts<sup>1</sup>, have used them as a basis for establishing national laws and regulations or have embarked on preparing national or sectoral codes of ethics for tourism<sup>2</sup>. The great majority of the NTAs (23) stated that their laws and regulations did include provisions specially related to tourism with respect to (a) sustainable development and (b) local community development and, in a lesser degree, these referred also to (c) improved understanding between cultures, (d) labor issues and (e) social issues.

9. Among sustainable development issues that have been incorporated in tourism legislation or regulations are the protection of natural environment and local culture (both 22 replies). In terms of local community development issues included in laws are the opening of local employment opportunities in tourism (19) and the investment in training and skills transfer (18).

10. In the field of the enhancement of understanding between cultures, the most noteworthy aspects included in laws and regulations are safety and protection of tourists (19), as well as entry, health and customs facilities (18). With regard to labour issues, the most commonly regulated topics were reported to be equal opportunities (18); whereas provisions related to social issues were associative tourism (18), as well as poverty alleviation, the improvement of quality of life and the protection of children (all 17).

## **B. UNWTO Business Council**

11. The questionnaire intended for the Business Council questions which have been grouped in seven sections: (a) Awareness of the Code, (b) its Formal Acceptance, (c) its Format Suitability, (d) the Implementation of the Code, (e) Dissemination, (f) Corporate Social Responsibility Policies, and, finally, (g) Awareness of the UN Global Compact.

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<sup>1</sup> Austria, Bangladesh, Costa Rica, Flemish Community of Belgium, Greece, Indonesia, Italy, Madagascar, Nigeria, Peru, San Marino, Senegal, South Africa, Tanzania, Uruguay and Venezuela.

<sup>2</sup> Brasil, Costa Rica, Indonesia, Latvia, Nigeria and Senegal.

12. All 15 respondents in this category indicated to be aware of the existence of the UNWTO Global Code of Ethics for Tourism, and the same also suggested that they would agree to a formal acceptance of it. The majority of the surveyed confirmed that the document was suitable for their type of business, and that they had already undertaken some implementation actions. Among the most relevant actions were the incorporation of some of the Code's principles in CSR policies (9) and the preparation of sector-specific codes (8), followed by the inclusion and integration of the Code's provisions in their respective codes of conduct and industry/training programmes. One hotel group and two travel agencies also included relevant provisions of the Code in contractual instruments.

13. Most of the companies (12) have embarked on some form of dissemination activities to promote the Code; mainly by distributing it to tourism stakeholders, launching communication campaigns on specific aspects of the Code (e.g. prevention of sexual exploitation of children) or organizing training and capacity building for tourism personnel.

14. The majority of respondents (80 percent) have disseminated the Code both to their staff at headquarters and to owners/shareholders. To a lesser extent it was distributed further to industry associations/employers, suppliers and tourists/visitors/clients.

15. Almost all respondents (87 percent) have adopted CSR policies in tourism which included provisions regarding mostly social responsibility aspects, followed by responsibility for the environment, local economy (community development) and cultural understanding.

16. Most of the Members of the UNWTO Business Council which have responded to the Survey are familiar with the UN Global Compact and its 10 principles.

### **C. UNWTO Educational institutions**

17. The Survey questionnaire has been disseminated to Members of the Education and Science Council and other TedQual certified centers, as well as to the rest of educational institutes affiliated to UNWTO. It consisted of the following sections: (a) Integration of Ethics in the Curriculum, (b) Knowledge and Integration of the Code of Ethics for Tourism in Curricula, (c) Dissemination of the Code and (d) Comments and Suggestions.

18. The majority of the 19 respondents reported to have one or more subjects related to CSR, total quality management, business ethics or to specific sectoral codes of ethics in their educational programme, the first two of these subjects being the most common. Most of the subjects are offered as a single course or as a part of another course. Other ways of integrating these subjects into the curriculum are through projects, seminars and training courses. As to the Code of Ethics, the great majority of respondents (15 institutions) had already integrated the Code into their curricula, usually as a part of a course. A few institutions discussed the Code within a single course on ethics, while outside reading, the organization of workshops, seminars, panels, and posting of the Code on the faculty or student bulletin boards have had minor importance. The institutions which had not yet integrated the Code expressed their intention to do so.

19. The general opinions expressed about the Code and the suggestions made for its promotion show that in general, the respondents had positive attitude about the Code, considering the text as a comprehensive framework, essential for the sound functioning of the tourism system. However, some also expressed concern about its applicability due to its general and broad content, as well as the insufficient mechanisms available for its implementation.

20. The respondents indicated that the major benefits of the Code and its integration in curricula are its significance for creating tourism policy, ensuring sustainability and ethical conduct, encouraging students to adopt best practices in tourism and providing guidelines for the development of tourism professionals. Nevertheless, a few institutions pointed out difficulties for the Code's integration such as the lack of students' interest, motivation, and experience, low relevance of the document and, finally, the present format which is not user-friendly.

21. Most of institutions willing to engage in the Code-related activities would like to introduce new courses, organize training programs for the workers in the industry regarding the Code, foster related research and publications, organize conferences/ seminars/ workshops to inform the tourism industry managers, local community, tourism information centres, media and tourists themselves. In addition, they would be eager to provide guidance to the local administration on the Code's promotion and implementation.

***Member Country Example: The Republic of Indonesia***

22. At the initiative of Prof. Gede I Ardika, Member of the World Committee on Tourism Ethics, Indonesia provided UNWTO with 31 questionnaires completed by 27 Indonesian universities and 4 government authorities with responsibilities in the field of education.

23. The great majority of institutions have incorporated the Code in their educational programs. Most comments on the applicability of the Code have been very positive, as universities stated that the Code played an important role in the education of future professionals and that it would be necessary to proceed with its further implementation. In addition, the respondents reiterated that the laws should be more strictly enforced by national authorities.

24. One government institution indicated that the Code was especially appreciated by foreign tourists. Conversely, some entities thought that the Code did not coincide with general business objectives, for that reason many universities and some government institutions stressed the difficulties for its implementation by the tourism industry.

25. A group of institutions would be interested in organizing training programs for tourism workers to educate them about the Code, as well as in promoting the GCET within local communities. Finally, the Ministry of Culture and Tourism suggested introducing an award winning system for those stakeholders committing to implement the Code, while another respondent proposed to gather representatives of all levels of tourism education in order to design a code of ethics in accordance with their own needs and interests.

**2008/2009 Survey on the Implementation of the Global Code of Ethics for Tourism**

**LIST OF RESPONDENTS**

(Replies received as of 1 July 2009)

**I. FULL AND ASSOCIATE MEMBERS BY REGIONAL BREAKDOWN**

Total: 27 countries and territories

<p><u>AFRICA</u></p> <ol style="list-style-type: none"> <li>1. Botswana</li> <li>2. Madagascar</li> <li>3. Nigeria</li> <li>4. Senegal</li> <li>5. South Africa</li> <li>6. Swaziland</li> <li>7. Togo</li> <li>8. United Republic of Tanzania</li> <li>9. Zambia</li> </ol>	<p><u>AMERICAS</u></p> <ol style="list-style-type: none"> <li>1. Brazil</li> <li>2. Chile</li> <li>3. Costa Rica</li> <li>4. Peru</li> <li>5. Uruguay</li> </ol>
<p><u>EAST ASIA AND THE PACIFIC</u></p> <ol style="list-style-type: none"> <li>1. Australia</li> <li>2. Indonesia</li> </ol>	<p><u>SOUTH ASIA</u></p> <ol style="list-style-type: none"> <li>1. Bangladesh</li> </ol>
<p><u>EUROPE</u></p> <ol style="list-style-type: none"> <li>1. Austria</li> <li>2. Flemish Community of Belgium</li> <li>3. Greece</li> <li>4. Italy</li> <li>5. Latvia</li> <li>6. Portugal</li> <li>7. San Marino</li> <li>8. Spain</li> <li>9. Slovakia</li> </ol>	<p><u>MIDDLE EAST</u></p> <ol style="list-style-type: none"> <li>1. Saudi Arabia</li> </ol>

**II. MEMBERS OF THE BUSINESS COUNCIL**

1. Air France
2. Asociación de Hoteles Roteiros de Charme
3. Brazilian Confederation of Convention & Visitors Bureaux
4. Bundesforum Kinder- und Jugendreisen
5. Fehgra
6. Freeway Brasil
7. H&RA
8. Kel 12 Tour Operator
9. Kuoni Travel Holding Ltd
10. Proexport
11. Skal International
12. Studios Reisen
13. TLB Destinations
14. Tourism Industry Association Canada
15. Travel Walji

### III. UNWTO AFFILIATE MEMBERS IN THE FIELD OF EDUCATION AND OTHER EDUCATIONAL INSTITUTIONS

UNWTO AFFILIATE MEMBERS	EDUCATION INSTITUTIONS IN INDONESIA
<ol style="list-style-type: none"> <li>1. Bocconi University, Italy</li> <li>2. Centro de Formación en Turismo (GENFOTUR), Perú</li> <li>3. Centro Español de Nuevas Profesiones (CENP), España</li> <li>4. Centro de Excelencia em Turismo (CET),Brazil</li> <li>5. CIC Tour GUNE, España</li> <li>6. The Chinese University of Hong Kong</li> <li>7. Escuela Superior de Turismo (IPN), México D.F</li> <li>8. Girne American University, Turkey</li> <li>9. Hospitality Industry Training &amp; Development Centre, Hong Kong, China</li> <li>10. Institute for Tourism, Macao</li> <li>11. Katowice school of Economics, Poland</li> <li>12. Minoan Educational college, Greece</li> <li>13. TSI- Turismo Sant Ignasi (ESADE URL), España</li> <li>14. University of Brighton, UK</li> <li>15. University of Calgary, Canada</li> <li>16. University of Hawaii, USA</li> <li>17. University of Johannesburg, South Africa</li> <li>18. Università del Molise, Italy</li> <li>19. Victoria Univeristy of Wellington, New Zealand</li> </ol>	<ol style="list-style-type: none"> <li>1. Bandung Tourism Academy</li> <li>2. Gorontalo University</li> <li>3. Indonesia University</li> <li>4. Indonesia Academy of Tourism</li> <li>5. 45 Institute of Tourism</li> <li>6. Jakarta University</li> <li>7. Makassar Tourism Institute</li> <li>8. Pusdiklat, Depbudpar</li> <li>9. Puslitbang Kepariwisataa, Depbudpar.</li> <li>10. Sahid University</li> <li>11. SMK Dharma Paramitha</li> <li>12. SMK Jaya Wisata 2</li> <li>13. SMKN 13 Jakarta</li> <li>14. SMKN 28 Jakarta</li> <li>15. SMKN 30 Jakarta</li> <li>16. SMKN 33 Jakarta</li> <li>17. SMKN 60 Jakarta</li> <li>18. SMKN 62 Jakarta</li> <li>19. SMK Paramitha 2</li> <li>21. SMK Pariwisata Paskita Global</li> <li>22. SMK Prima Wisata</li> <li>23. SMK Wisata Indonesia</li> <li>24. Trisakti Institute of Tourism</li> <li>25. Research Institute, Universitas Negeri Semarang.</li> <li>26. Universitas Padjadjaran, Bandung.</li> <li>27. Other Entities: <ul style="list-style-type: none"> <li>- Ministry of Culture &amp; Tourism</li> <li>- Indonesian Food &amp; Beverage Executive Ass.</li> <li>- Ministry of National Education</li> <li>- Directorate of Technical &amp; Vocational Educ.</li> </ul> </li> </ol>