

FIRST UNWTO REGIONAL SEMINAR ON ETHICS IN TOURISM

**Quito, Ecuador, 29-30 June 2006
Swissôtel**

Programme

Thursday, 29 June

09:30-10:00

Opening

*H.E. Mrs. María Isabel Salvador Crespo, Minister of Tourism, Ecuador
Mr. Francesco Frangialli, Secretary-General, World Tourism Organization*

10:00-10:40

Session I: An Ethical Framework for the Development of Tourism

The Global Code of Ethics for Tourism

- ▶ Prof. Mario Carlos Beni, University of Sao Paulo, Brazil, Representative for the Americas on the World Committee on Tourism Ethics

The World Committee on Tourism Ethics and the Procedures for Consultation and Conciliation for the Settlement of Disputes concerning the Application of the Global Code of Ethics and related instruments

- ▶ Prof. Alain Pellet, Legal Advisor, World Tourism Organization

10:40-11:00

Coffee break

11:00-13:00

Session II: Implementation of the Global Code of Ethics for Tourism

Status of the Implementation of the Code of Ethics at international level

- ▶ Ms. Marina Diotallevi, Head, Ethical and Social Dimensions of Tourism, UNWTO

Implementation of the Code of Ethics and best practices at national level

- ▶ Presentations by the National Focal Points of NTAs

Argentina: Mr. Leonardo Boto Álvarez, National Director of Tourism Quality Management, Secretariat of Tourism

Brazil: Ms. Fernanda Maciel, General Coordinator, International Relations Department, Ministry of Tourism

Dominican Republic: Mrs. Ebony Lafontaine, Office of the Undersecretary for International Affairs, State Secretariat for Tourism

Ecuador: Mr. Iván López Villalba, Undersecretary for Tourism, Ministry of Tourism

Nicaragua: Ms. Ilse Solorzano, Director of Tourist Services and Protection, Nicaraguan Tourism Institute

Peru: Mr. Miguel Zamora, National Director of Tourism, MINCETUR

Spain: Mr. Andrés Contreras Serrano, Deputy Director General for Cooperation and Tourism Coordination, General Secretariat for Tourism

13:00–14:30 *Lunch - Buffet*

14:30-18:00 **Session III: Environmental, Cultural and Socio-Economic Sustainability in Tourism: Practical Applications of Ethical Principles in Tourism**

14:30-16:00 **Panel 1: The Protection of Natural and Cultural Heritage**

Moderator: *Mr Carlos Ricardo Benavides Jimenez, Minister of Tourism, Costa Rica*

Presentation of Case Studies

- ▶ **Ecuador, Galapagos Islands:** Mr. Alfredo Carrasco, Undersecretary of Natural Resources, Ministry of Environment
- ▶ **Argentina, Visitors management in the Iguazú National Park:** Mr. Leonardo Boto Álvarez, National Director of Tourism Quality Management, Secretariat of Tourism
- ▶ **Peru, Machu Picchu:** Mr. Miguel Zamora, National Director of Tourism, MINCETUR

Discussion

16:00-16:20 *Coffee break*

16:20-18:00 **Panel 2: Corporate Social Responsibility**

Moderator: *Mr. Iván López Villalba, Undersecretary for Tourism, Ministry of Tourism, Ecuador*

Presentation of Case Studies

- ▶ **Towards a more responsible tourism industry:** Mrs. Lyndall De Marco, Executive Director Tourism Partnership IBLF (International Business Leaders' Forum)
- ▶ **CSR Programmes and Partnerships of Marriott International Corporation:** Mr. Rahul Vir, General Manager Renaissance Hotel, Sao Paulo, Brazil
- ▶ **G.A.P Adventures – A leader in responsible travel:** Mr. Bruce Poon Tip, President, GAP Adventures

Discussion

Reception / Dinner

Friday, 30 June

09:00-11:00 **Panel 3: The Prevention of Sexual Exploitation of Children in Tourism**

Moderator: *Ms. Marina Diotallevi, Chief of Ethical and Social Dimensions of Tourism (UNWTO) and Coordinator of the International Task Force to Protect Children from Sexual Exploitation in Tourism*

National Programmes and Campaigns

- ▶ **Programme for the prevention and eradication of commercial sexual exploitation of children and adolescents in Ecuador, Towards sustainable and responsible tourism:** H.E. Mrs. María Isabel Salvador Crespo, Minister of Tourism, Ecuador

- ▶ **Latest developments in the prevention of abuse and sexual exploitation of children and adolescents in the Dominican Republic:** Mrs. Ebony Lafontaine, Office of the Undersecretary for International Affairs, State Secretariat for Tourism, Dominican Republic

Regional Cooperation

- ▶ **Action Plan for the prevention of commercial sexual exploitation in Central America:** Mrs. Mercedes Meléndez de Mena, Technical Secretary of Central American Tourism Council (ICC) and Director for Tourism of the Central American Integration System (SICA)
- ▶ **Cooperation in South America and Regional Task Force:** Ms. Fabiana Gorenstein, Consultant of the Sustainable Tourism and Childhood Programme, Brazilian Ministry of Tourism

Action by the private sector

- ▶ **Hotels: Protecting those at risk - The Youth Career Initiative.** Mrs. Lyndall De Marco, Executive Director, Youth Career Initiative, International Business Leaders' Forum (IBLF)
- ▶ **The Code of Conduct as a mechanism of self-regulation in the Tourism sector, the Costa Rican experience:** Mrs. Milena Grillo, Executive Director, Paniamor Foundation

Discussion

11:00-11:20 *Coffee break*

11:20-13:00 Panel 4: Fair Trade in Tourism

Moderator: *Mr. Andrés Contreras Serrano, Deputy Director General for Cooperation and Tourism Coordination, General Secretariat for Tourism, Spain*

Presentation of Case Studies

- ▶ **Nicaragua, Finca Esperanza Verde:** Ms. Ilse Solorzano, Director of Tourist Services and Protection, Nicaraguan Tourism Institute
- ▶ **Chile, San Pedro de Atacama:** Ms. Alejandra Ruiz-Dana, Project RIDES – Resources and Research for Sustainable Development
- ▶ **ILO, Network for Community Sustainable Tourism for Latin America (REDTURS), Strategies for Fair Trade:**
Mr. Carlos Maldonado, Senior Officer, Enterprise Development Department, International Labour Organization

Discussion

13:00-13:15 Conclusions
Mrs Sietske Gras-Dijkstra, NHTV Breda University, Member of the World Committee on Tourism Ethics

13:15-13:30 Closing
H.E. Mrs. María Isabel Salvador Crespo, Minister of Tourism, Ecuador
Mr. Taleb Rifai, Deputy Secretary-General, UNWTO