

Programme



THURSDAY · 15 SEPTEMBER

08:30 REGISTRATION

09:30 OPENING CEREMONY

Joan Mesquida, Secretary General for Tourism and Domestic Trade of Spain

Miguel Ángel Villanueva, Area Delegate on the Economics and Citizen Participation, City Council of Madrid

Pedro Ortún, Director, DG Enterprise, European Commission

Dawid de Villiers, Chairman of the World Committee on Tourism Ethics (WCTE)

Taleb Rifai, Secretary General of World Tourism Organization (UNWTO)

10:30 INAUGURATION

Jorge Sampaio, High Representative of the United Nations for the Alliance of Civilizations

11:00 Coffee break

11:30 **1st SESSION: AN ETHICAL FRAMEWORK FOR THE RESPONSIBLE DEVELOPMENT OF TOURISM**

Moderated by Dawid de Villiers, Chairman of the World Committee on Tourism Ethics (WCTE)

Caterina Cittadino, Head of the Department for the Development and Competitiveness of Tourism, Presidency of the Council of Ministers of Italy

Freddy Ehlers, Minister of Tourism of Ecuador

Sebastián Escarrer, Vice President, Meliá Hotels International

Daniel Peyron, General Director, La Rochelle Business School

Debate

12:45 **2nd SESSION: THE GLOBAL CODE OF ETHICS AS A GUARANTOR OF EQUALITY AND A BULWARK AGAINST EXPLOITATION**

Moderated by Consuelo Crespo, President, UNICEF Spain

Aminata Traoré, Former Minister of Tourism and Culture of Mali

Javier Bustamante, President, Sociedad Estatal para la Gestión de la Innovación y las Tecnologías Turísticas, S.A. (SEGITTUR)

Kathleen Speake, Executive Director, ECPAT International

Jesús Hernández Galán, Director of Universal Accessibility, Fundación ONCE

Debate

14:00 Lunch

15:30 **3rd SESSION: FAIR TOURISM AND THE FIGHT AGAINST POVERTY**

Moderated by Zoltan Somogyi, Executive Director Member Relations and Services, UNWTO

Ezekiel Maige, Minister of Natural Resources and Tourism of Tanzania

Henk Mulder, Executive Director, Millennium Foundation

Harold Goodwin, Director, International Centre for Responsible Tourism

José María de Juan, Vice President, European Alliance of Responsible Tourism and Hospitality, (EARTH)

Debate

16:45 Coffee break

17:15 **4th SESSION: SUSTAINABLE TOURISM**

Moderated by Pedro Ortún, Director, DG Enterprise, European Commission

Marthinus Van Schalkwyk, Minister of Tourism of South Africa

Antonio Bernabé, General Director, Tourspain

Erika Harms, Executive Director, Global Sustainable Tourism Council

Gabriel Vioria, Programme Director Sustainable and Solidarity Tourism for Africa and Latin America, Banesto Foundation

Paulos Geroulanos, Minister of Culture and Tourism of Greece

Debate

20:30 Cocktail

Auditorium (Salón de Actos) Área de Economía, Empleo y Participación Ciudadana del Ayuntamiento de Madrid (Gran Vía, 24)

FRIDAY · 16 SEPTEMBER

09:30 **5th SESSION: CORPORATE SOCIAL**

RESPONSIBILITY

Moderated by Juan de la Mota, President, Spanish Network of the UN Global Compact

Hiran Cooray, Chairman of the Executive Board Members, Pacific Asia Travel Association (PATA)

Felipe González-Abad, Senior Advisor, EMEA & LA, Amadeus IT Group

Norberto Latorre, President, Hotel, Restaurant, Catering and Tourism Trade Group (IUF)

Berta Valverde, Publicity and Corporate Sponsorship Director, IBERIA

Andrew Cooper, Director of Government and External Affairs, Thomas Cook Group

Andreas Müseler, Chair of the Sustainability Committee, German Travel Association (DRV)

Debate

12:00 Coffee break

12:30 PRESENTATION OF THE GENERAL CONCLUSIONS OF THE CONGRESS

David Eades, Presenter, BBC World News

13:00 CLOSING CEREMONY

Signing of the Ethical Codes

Miguel Sebastián, Minister of Industry, Tourism and Commerce of Spain

Antonio Tajani, Vice President of the European Commission

Taleb Rifai, Secretary General of World Tourism Organization (UNWTO)

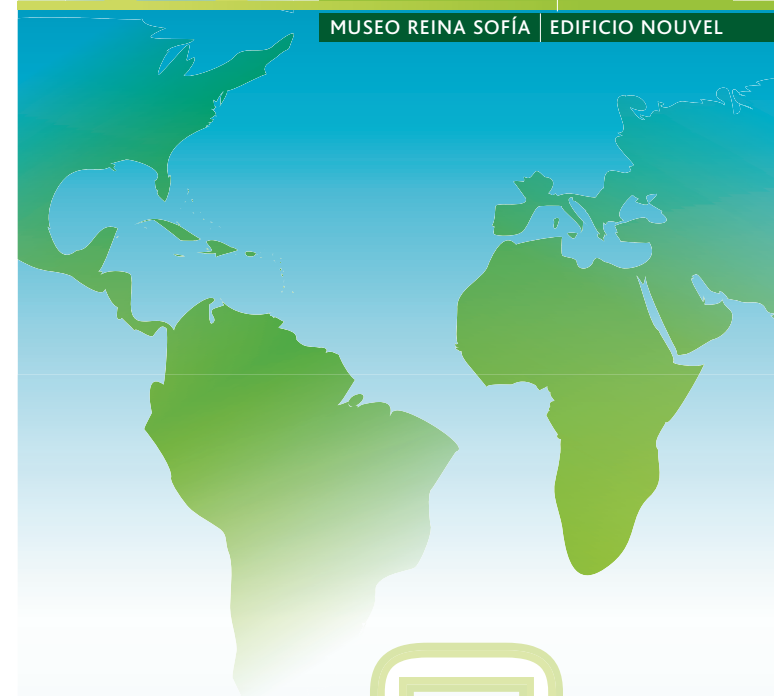
TT.AA.HH. the Prince and Princess of Asturias



1^{er} CONGRESO INTERNACIONAL DE ÉTICA Y TURISMO

15-16 SEPTIEMBRE 2011 MADRID ESPAÑA

MUSEO REINA SOFÍA | EDIFICIO NOUVEL



ORGANIZADORES



SECRETARÍA GENERAL DE TURISMO Y COMERCIO INTERIOR



GOBIERNO DE ESPAÑA
MINISTERIO DE INDUSTRIA, TURISMO Y COMERCIO



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EUROPEAN COMMISSION



SEGITTUR



PATRONATO (Hacienda) DE TURISMO

CO-ORGANIZADOR



MUSEO NACIONAL CENTRO DE ARTE REINA SOFÍA



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