



UN Tourism Confirms Marina Novelli as New Chair of the World Committee on Tourism Ethics

Madrid, Spain 13 November 2025 – The UN Tourism General Assembly has confirmed the appointment of Professor Marina Novelli as the new Chair of the World Committee on Tourism Ethics.

Professor Novelli's nomination was approved by Member States during the Assembly, marking the beginning of her four-year term as Chair.

Professor Novelli is an acknowledged expert in tourism and international development and serves as the Director of the Sustainable Travel and Tourism Advanced Research Centre at Nottingham University Business School.

She brings extensive experience in sustainable tourism policy, planning, and development, all grounded in ethical principles and practices. In her role, she will lead the Committee's work to actively promote responsible, sustainable, and universally accessible tourism. She will also oversee the implementation of the UN Tourism Global Code of Ethics for Tourism and provide guidance on ethical issues in tourism.

"It is a great honor to be entrusted with this role," said Professor Novelli. "Together with the Committee members, I look forward to advancing ethical principles that ensure tourism continues to be a force for good—benefiting people, communities, and the planet."

UN Tourism Secretary-General, Zurab Pololikashvili, congratulated Professor Novelli on her appointment, stating: "With her deep and diverse expertise and strong commitment to ethical and sustainable tourism, Professor Novelli will guide the Committee's efforts to ensure the Global Code of Ethics for Tourism remains a living instrument shaping the future of our sector."

New Committee Members Confirmed

The World Committee on Tourism Ethics is the independent body responsible for interpreting, applying, and evaluating the provisions of the UN Tourism Global Code of Ethics for Tourism and the Framework Convention on Tourism Ethics, once it enters into force. It works to promote responsible conduct across the tourism sector and to monitor implementation of ethical principles worldwide.

At the same session, the General Assembly approved the following new members of the Committee:

Full Members

- **Ms. Nancy MEJÍA Bonifazi**, Executive Director, Guatemalan Tourism Chamber
- **Ms. Eliana JANINEH**, General Manager, Jordanian Restaurant Association
- **Mr. Mokganele NTANA**, Environment and Eco-certification Manager, Botswana Tourism Organization
- **Ms. Michaela REITTERER**, Owner and CEO, Boutique Hotel Stadthalle
- **Mr. Amol Bobby TITUS**, CEO, PT Indonesia Wise

Alternate Members

- **Mr. Mekhak APRESYAN**, President, Armenian Tourism Federation
- **Ms. Almudena GONZÁLEZ** Gutiérrez de León, Lecturer and Researcher, Saxion University of Applied Sciences
- **Ms. Maria NCHAMA NZOHO**, Director General of Tourism Policies, Ministry of Tourism and Infrastructure, Equatorial Guinea

About the World Committee on Tourism Ethics

The Committee serves as an independent body of UN Tourism tasked with promoting and monitoring the implementation of the Global Code of Ethics for Tourism. Its work aims to ensure that tourism development worldwide is guided by principles of fairness, inclusion, and respect for human rights, the environment, and cultural heritage.

Related links:

[World Committee on Tourism Ethics](#)

[Global Code of Ethics for Tourism](#)

[UN Tourism Framework Convention on Tourism Ethics](#)