



Committee on Tourism Ethics

For Responsible Tourism



UN Tourism

What is the World Committee on Tourism Ethics?

Established in 2003, the World Committee on Tourism Ethics (WCTE) is an independent and impartial body under the aegis of the World Tourism Organization (UN Tourism), a specialized Agency of the United Nations responsible for the promotion of responsible, sustainable and universally accessible tourism. The Committee is a subsidiary organ of the UN Tourism General Assembly to which it reports on a regular basis.

Mandate

The WCTE is mandated to raise awareness, promote and monitor the implementation of the UN Tourism Global Code of Ethics for Tourism. The Code, endorsed by the United Nations General Assembly, addresses the socio-economic, cultural and environmental aspects of tourism and aims to guide all stakeholders in the development of sustainable and responsible tourism. The WCTE may also research and issue reports, recommendations and observation on ethical matters related to tourism, and propose and approve text of conventions and other legal instruments on specific issues related to the Code provisions.

Vision

The WCTE vision is to uplift the ethical dimension of tourism as a fundamental pillar of sustainable tourism development.

Objectives

WCTE works to promote and ensure the inclusion of socially responsible policies and fair practices in tourism development among all stakeholders – governments, companies, host communities and tourists.



Priorities for 2021–2025

In addition to the long-term goal of advancing responsible and ethical tourism, the current WCTE has identified the following priority areas of work for its 2021-2025 mandate:

1. Decent Work, Inclusive Growth and Community Empowerment
2. Technology and Digital Platforms
3. Climate Change and Environmental Sustainability
4. Social Sustainability and Intercultural Dialogues

Composition

The present Committee* was appointed by the 25th UN Tourism General Assembly in October 2023 and 26th UN Tourism General Assembly in November 2025 and is constituted of eight full and three alternate members in addition to the Chairperson. All Members of the Committee serve in their personal capacities. The Chair of the Committee is currently Dr. Marina Novelli, Professor of Marketing and Tourism, University of Nottingham and Director, Sustainable Travel and Tourism Advances Research Centre.

* Members of the WCTE: Chairperson, Marina NOVELLI; Members: Martina BIENENFLED (2023-2027), Nancy Mejía BONIFAZI (2025-2029), Julio FACAL (2023-2027), Eliana Bishara JANINEH (2025-2029), Mokganedi NTANA (2025-2029), Joseph Ngonde NZOMOI (2023-2027), Michaela REITTERER (2025-2029), Amol Bobby TITUS (2025-2029); Alternate Members: Mr. Mekhak APRESYAN (2025-2029), Ms. Almudena González GUTIÉRREZ DE LEÓN (2025-2029), Ms. Maria Milagrosa NCHAMA NZOHO (2025-2029).



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