

# World Committee on Tourism Ethics

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*Chair of the WCTE Committee*





1. **Independent and impartial body**, established in 2003 and reformed in 2011
2. Promote and monitor the implementation of the **UN Tourism Global Code of Ethics in Tourism**
3. Monitor the implementation of the provisions of the **Framework Convention on Tourism Ethics** (once it enters into force)
4. Reports directly to the UN Tourism General Assembly

**WORLD COMMITTEE ON TOURISM ETHICS**



**UN Tourism**



1. Set of principles **designed towards the development of a responsible and sustainable future;**
2. **Adopted in 1999 by the UN Tourism General Assembly** and acknowledged in 2001 by the UN GA;
3. Its Main Objective is **maximizing tourism's benefits** while **minimizing its potentially negative impact;**
4. Available in **and translated by 43** countries and territories into their **official national language.**

Governments

**Travel and Tourism Industries**

Communities

Tourists

**A public declaration** by tourism enterprises or associations to uphold and integrate the Code's principles in their corporate governance.

Signed by the **highest representative of the entity**



**Signatories pledge to:**

1. Observe the Principles of the Code
2. Disseminate the Code
3. Report on their Implementation of the Code



## **Private Sector Commitment to the Global Code of Ethics for Tourism**



**UN Tourism**



Since 2011

599 Signatories  
from 70 countries

Since 2026 - Excluding Suspension

228 Active Signatories from  
141 companies and 87 associations



**Private Sector Commitment to the Global Code of  
Ethics for Tourism**



**UN Tourism**



## ■ Article 1: Tourism's contribution to mutual understanding and respect

- Example: Cultural exchange programs that encourage tourists to learn local customs.



## ■ Article 2: Tourism as a vehicle for individual and collective fulfillment

- Example: Community-based tourism that empowers local residents



## ■ Article 3: Tourism as a factor of sustainable development

- Example: Conservancies System and Eco-lodges powered by renewable energy.



## ■ Article 4 :Tourism, a user of the cultural heritage of mankind and a contributor to its enhancement

- Example: Restoration projects funded through heritage tourism fees.



## ■ Article 5: Tourism, a beneficial activity for host countries and communities

- Example: Local hiring policies that prioritize residents.



## ■ Article 6: Obligations of stakeholders in tourism development

- Example: Operators prioritising community based environmental management and conservation.



## ■ Article 7: Right to tourism

- Example: Accessible travel services for persons with disabilities.



## ■ Article 8: Liberty of tourist movements

- : Example: Simplified visa processes for visitors - i.e. digitalisation.



## ■ Article 9: Rights of the workers and entrepreneurs in the tourism industry

- Example: Fair-wage policies in hospitality businesses. Fairer contractual obligations.



## ■ Article 10: Implementation of the principles of the Global Code of Ethics for Tourism

- Example: Companies reporting annually on ethical compliance.

## 5 Reporting Areas:



Social Equity and Human Rights

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Employment Quality

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Corporate Governance and Business Ethics

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Community Well-being

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Environmental Sustainability

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**Private Sector Commitment to the GCTE**



**UN Tourism**

## 4 Priority Areas:

**Priority 1:** Sustainable **Tourism Education** in the era of global disruptions

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**Priority 2:** Decent work, community empowerment for an inclusive & sustainable future

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**Priority 3:** Sustainable tourism in the era of **climate change, environmental disruptions & degradation.**

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**Priority 4:** Sustainable tourism in the era of **digital disruptions and AI**

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## WCTE Priority Areas (2026-2029)



**UN Tourism**



## FRAMEWORK CONVENTION ON TOURISM ETHICS

The **UN Tourism Framework Convention on Tourism Ethics**, inspired by the articles of the Code, was adopted, in the five official languages of the UN Tourism, by the UN Tourism General Assembly at its 23rd session, in September 2019.

Member States and other States shall deposit the instruments of ratification, acceptance, approval and accession.

After entering into force the Convention and the Global Code of Ethics will coexist.



**UN Tourism**

## Adhesions to the Framework Convention on Tourism Ethics

### 5 countries

Albania (May 2022)

Lebanon (July 2022)

Nigeria (April 2022)

Seychelles (August 2022)

Ecuador (January 2025)



*...5 more countries the Convention to get into force!*

## GENERAL PROVISIONS

|           |                         |
|-----------|-------------------------|
| Article 1 | Definitions             |
| Article 2 | Aim and scope           |
| Article 3 | Means of implementation |

## ETHICAL PRINCIPLES IN TOURISM

|            |                                                                                          |
|------------|------------------------------------------------------------------------------------------|
| Article 4  | Tourism's contribution to mutual understanding and respect between peoples and societies |
| Article 5  | Tourism as a vehicle for individual and collective fulfillment                           |
| Article 6  | Tourism, a factor of environmental sustainability                                        |
| Article 7  | Tourism, a user of cultural resources and a contributor to their enhancement             |
| Article 8  | Tourism, a beneficial activity for host countries and communities                        |
| Article 9  | Responsibilities of stakeholders in tourism development                                  |
| Article 10 | Right to tourism                                                                         |
| Article 11 | Liberty of tourist movements                                                             |
| Article 12 | Rights of employees and professionals in the tourism sector                              |

## WORLD COMMITTEE ON TOURISM ETHICS

|            |             |
|------------|-------------|
| Article 13 | Mandate     |
| Article 14 | Composition |
| Article 15 | Functioning |

## CONFERENCE OF STATES PARTIES

|            |                                  |
|------------|----------------------------------|
| Article 16 | Composition and responsibilities |
| Article 17 | Secretariat                      |

## FINAL PROVISIONS

|            |                                                 |
|------------|-------------------------------------------------|
| Article 18 | Signature                                       |
| Article 19 | Ratification, acceptance, approval or accession |
| Article 20 | Entry into force                                |
| Article 21 | Amendment of the Convention                     |
| Article 22 | Denunciation                                    |
| Article 23 | Dispute settlement                              |
| Article 24 | Authentic texts                                 |
| Article 25 | Depositary                                      |
| Article 26 | Registration                                    |

# Global

Code of Ethics for Responsible Tourism

World

Committee on Tourism Ethics

For Responsible Tourism



**UNWTO**  
World Tourism Organization

**FRAMEWORK  
CONVENTION  
ON TOURISM ETHICS**

# Thank you

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**UN Tourism**