



# Commitment of the private sector with the UNWTO Global Code of Ethics for Tourism



"In order for the positive effects of tourism to be long-lasting, it is necessary to invest in a responsible and sustainable sector that cares about the society in which it operates. The UNWTO Global Code of Ethics for Tourism is a roadmap for sustainable tourism development worldwide. Companies that commit themselves to the Code are key players in development of a more ethical and responsible tourism sector,

Zurab Rolotikashvili, Secretary-General of the UNWTO

The UNWTO Global Code of Ethics for Tourism is a set of principles designed to guide stakeholders in tourism development. Aimed at governments, businesses, communities and tourists, it aims to achieve or maximise the benefits of tourism, minimising its negative impact on the environment, cultural heritage and society.

The Code was adopted in 1999 by the General Assembly of the World Tourism Organisation and recognised two years later by the United Nations General Assembly. Although not legally binding, the Code incorporates a voluntary implementation mechanism, recognising the role of the World Committee on Tourism Ethics, an independent and impartial body to which the various parties can refer questions concerning its implementation and interpretation.

The principles of the Code cover the economic, social, cultural and environmental components of tourism and tourism: how tourism contributes to mutual understanding and respect between peoples and societies, tourism as an instrument of personal and collective development, as a focus of sustainable development, as a factor in the enhancement of the cultural heritage, and as a beneficial activity for countries and communities of origin, and the obligations of those involved in tourism development: the right to tourism, freedom of movement in tourism, the rights of workers and employers, and the application of the principles of the Ethical Code.

Texto completo del Código Ético Mundial: [www.unwto.org/ethics](http://www.unwto.org/ethics)

## THE GLOBAL CODE OF ETHICS AND CORPORATE SOCIAL RESPONSIBILITY

Provisions clearly relate to the priority section and the responsibility of the company:

ARTICLE 2: Tourism is a vehicle for promoting tolerance, equality between men and women and human rights, while combating the exploitation of all human beings, especially children.

ARTICLE 3: It is essential that tourism stakeholders protect the natural environment in order to achieve sustainable economic growth and meet the needs of present and future generations. The process of the management of tourist facilities and activities should include the protection of the natural environment, conservation of resources, as well as the prevention of excessive production of waste.

ARTICLE 5: The classification and operation of tourist complexes or developments must integrate the traditions of the place in the economic and social development of the destination, giving priority to the role of local workmanship when the competences be the most suitable. The companies and professionals of tourism must carry out studies of the impact of their projects, submit for transparent information on future programmes and their potential risks.

ARTICLE 6: The responsibility of the tourism professionals is to provide the tourists with objective and truthful information about their destinations and the conditions of travel, reception and stay. It is imperative that, in cooperation with the public authorities, they ensure the safety of their customers and their repatriation (in the case of Cuba), guaranteeing insurance cover and assistance and paying fair compensation for non-compliance with their contractual obligations. Tourism professionals should encourage the self-realisation of tourists in culture and spirituality and allow the practice of their religion.

ARTICLE 9: Multinationals should neither exploit their dominant position in the market, nor artificially impose cultural and social models. For the sake of investment and trade, they should be involved in the local economy and avoid the excessive expansion of their own business or their own imports. The fundamental rights of workers should be guaranteed. Local companies of equity relations between companies in sending and receiving countries contribute to social development and therefore need to be given an explicit way.

I hereby undertake that my company will comply with the UNWTO Global Code of Ethics for Tourism and for reporting to the World Code of Ethics for Tourism on the measures for the promotion and application of the Code of Ethics for Tourism on the implementation of these principles.

Firmado en Madrid, España el 17

January 2018



Carlos Calero  
CEO