

Global Code of Ethics for Tourism



Article 1: Tourism's contribution to mutual understanding and respect between persons and societies

Tourists should respect the social and cultural traditions and practices of all peoples and tourism activities should be conducted in harmony with their laws and customs

Article 2: Tourism as a vehicle for individual and collective fulfilment

Tourism activities should respect the quality of men and women, promote human rights and be free from exploitation in any form. The UNWTO Protect Children from Exploitation campaign draws attention to one of the world's most vulnerable groups; children caught up in child labour and sexual exploitation, and encourages the implementation of professional codes of conduct to protect them.

Article 3: Tourism, a factor of sustainable development

Tourism development should safeguard the natural environment, protect natural resources and minimize waste production. A large part of this goal involves striking the balance between the volume, timing and location of visits.

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

Tourism policies and activities should be conducted with respect for artistic, archaeological and cultural heritage. Financial resources from visits to cultural sites and monuments should be used for their upkeep, development and enhancement.

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

Local populations, in particular disadvantaged groups, should share in the economic, social and cultural benefits associated with tourism activities. This could be through the employment of the poor in tourism enterprises or the direct sale of local handicraft and products by the poor.

Article 6: Obligations of stakeholders in tourism development

Tourism professionals have an obligation to provide tourists with objective and honest information; governments should inform their nationals of the dangers they may encounter during their travels abroad; the press should issue honest and balanced information on events and situations that could influence the flow of tourists.

Article 7: Right to Tourism

The many recreational and educational benefits of tourism should be respected and made as widely available as possible. Everybody should have the opportunity to enjoy a safe and fulfilling trip, without discrimination for gender, race, disability or other issues.

Article 8: Liberty for tourist movements

Tourists should have access to places of transit and stay to tourism sites without being subject to excessive formalities of discrimination.

Article 9: Rights of the workers and entrepreneurs in the tourism sector

The fundamental rights of salaried and self-employed workers in the tourism sector and related activities should be guaranteed. In exchange for the freedom to invest and trade, enterprises should become involved in local development and avoid the excessive repatriation of their profits, thereby enabling local communities to benefit from the growth of tourism.

Article 10: Implementation of the Global Code of Ethics for Tourism

The public and private stakeholders in tourism development should cooperate in the implementation of these principles and monitor their effective application.

Further reading and resources:

- UNWTO Ethics & Social Tourism Programme - ethics.unwto.org
- Global Code of Ethics Tourism - ethics.unwto.org
- The Responsible Tourism and Traveller - ethics.unwto.org/en/content/responsible-tourist
- Protect Children from Exploitation in Tourism and Travel - ethics.unwto.org/en/content/protection-children-tourism