



Ministry  
of Sport and Tourism  
of the Republic of Poland

## **3<sup>rd</sup> International Congress on Ethics and Tourism:** Enhancing the sector's sustainability through shared responsibilities

Krakow, Poland, 27-28 April 2017

### **Programme Outline**

#### **Day 1: Thursday 27 April**

**14:00 – 14:30** Registration

**14:30 – 15:00** Opening ceremony

**15:00 – 15:30** Keynote speech

*16:00 – 16:30 Coffee Break*

**16:30 – 18:00** **SESSION 1: Tourism governance as a driver of the sustainability agenda**

This session will explore policy frameworks and models of governance that can efficiently guide all tourism stakeholders in putting into practice a sustainable, responsible and ethical development of the sector. Examples of policies implemented at international, national, regional and local level shall illustrate how public-private partnerships which take into account the voices of the civil society can contribute to more accountable institutions and yield concrete results on the ground. This session will clearly demonstrate that a solid regulatory framework alone is not sufficient to push for the global sustainability agenda if the society at large does not take the ownership of the entire process.

*20:00 Welcome reception*

*With the support of:*



## **Day 2: Friday 28 April**

### **09:30 – 11:00 SESSION 2: The imperative of advancing Tourism for All**

This session will address the importance of facilitating Tourism for All so as to enable all people, whatever their abilities or socio-economic circumstances may be, to experience travel and tourism. The initiatives to be showcased will illustrate how Tourism for All, besides being an issue of human rights and equality, also entails major economic opportunities for tourism destinations. Inclusive tourism environments, products and services that cater for a wide spectrum of customers' needs attract more people with disabilities, families with children or the ageing population on the rise. Similarly, an inclusive and diverse work place can make tourism businesses more innovative, and therefore more competitive, by bringing in new perspectives of the market trends emerging within our societies.

*11:00 – 11:30 Coffee Break*

### **11:30 – 13:00 SESSION 3: Key challenges in managing destinations' natural and cultural assets**

The aim of this session is to discuss innovative and multi-stakeholder management models that enable destinations to preserve their natural and cultural resources for future generations, while boosting their economic potential and ensuring a quality visitor experience. The challenges to be addressed here within will range from issues such as climate change, biodiversity, renewable energies and energy efficiency, as well as socio-cultural changes brought about by tourism, to maintaining authenticity and managing overcrowding. While this panel will point out some potential negative impacts of tourism if managed unsustainably and without adequate planning, it will certainly illustrate its contribution to preserving natural and cultural resources and safeguarding our common heritage.

*13:00 – 14:30 Lunch break*

### **14:30 – 16:00 SESSION 4: Companies as champions of a responsible tourism supply chain**

This session will feature successful stories of Corporate Social Responsibility (CSR) championed by the tourism industry, especially those which contribute to a sustainable and responsible supply chain throughout the sector. The panel will also highlight the linkages between ethical business practices with innovation, competitiveness and the overall service quality. In addition, it will explore how the ever-growing new business models and start-ups can act as society leaders in advocating human rights, community wellbeing and environmental protection. The session will lastly demonstrate how the enterprises can do their bit in raising the awareness among their customers on responsible consumption habits and informed decision-making in travel and tourism.

**16:00 –16:15 Signing Ceremony of the Private Sector Commitment to the UNWTO Global Code of Ethics for Tourism**

*Signing ceremony by a group of companies and trade associations which have in place sound CSR policies and strategies with regards to their day-to-day business operations. The signatories commit to observe the Code of Ethics, promote its principles among their partners, providers, staff and clients, and also to report to the World Committee on Tourism Ethics on concrete actions they are undertaking.*

**16:15 –16:30 Conclusions of the 3<sup>rd</sup> International Congress on Ethics and Tourism**

**16:45 – 17:15 Closing remarks**

**Day 3: Saturday, 29 April**

***Social programme and technical visits (TBC)***