



European hospitality industry commits to the UNWTO Global Code of Ethics for Tourism

The Hague, 5 November 2015 – On the occasion of its 71st General Assembly, HOTREC, the European association of hotels, restaurants and cafes, joined the Private Sector Commitment to the UNWTO Global Code of Ethics for Tourism in presence of Mr. Taleb Rifai, Secretary-General of the World Tourism Organization (UNWTO).

With this decisive step, HOTREC and the European Hospitality industry commit to promote a more sustainable and responsible tourism which maximises the sector's socio-economic benefits while minimising its impact on the environment, cultural heritage and societies.

“The European hospitality industry is committed to the principles embodied in the UNWTO Code of Ethics. It is our belief that our industry can play a responsible role in promoting and achieving the goals of this Code” said Ms. Kraus-Winkler, President of HOTREC.

“HOTREC’s signature of the Private Sector Commitment to the UNWTO Global Code of Ethics for Tourism testifies of the European Hospitality industry’s belief in the principles of sustainable and responsible tourism promoted by UNWTO. I look forward to working even more closely with HOTREC and its members to ensure the promotion and implementation of the principles of the Code” said Mr. Rifai.

The Global Code of Ethics for Tourism is UNWTO’s core policy document and serves as a roadmap for the development of responsible and sustainable tourism. Adopted by the UNWTO General Assembly in 1999 and endorsed by the United Nations General Assembly in 2001, it contains a set of principles designed to maximize the socio-economic benefits of the tourism sector while mitigating any negative impacts.

This commitment comes only a few months after HOTREC joined the Executive Committee of the World Tourism Network on Child Protection promoted by UNWTO, therefore showing the industry’s engagement to fulfil its societal responsibilities.



Mr. Taleb Rifai, UNWTO Secretary-General with Ms. Susanne Kraus-Winkler, President of HOTREC, signing the UNWTO Global Code of Ethics for Tourism during HOTREC General Assembly

What is HOTREC?

HOTREC represents the hotel, restaurant and café industry at European level. This industry includes around 1,8 million businesses, of which 99% are small and medium sized enterprises (91% of them micro enterprises, i.e. employing fewer than 10 people). These businesses make up some 59% of industry value added. The hospitality industry provides some 10.2 million jobs in the EU alone. Together with the other tourism industries, the sector is one of the largest industries in Europe. HOTREC brings together 42 national associations representing the sector in 28 different European countries.

For further information: www.hotrec.eu

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