

## THE SPIRIT OF BALI STATEMENT

Within the framework of the Global Code of Ethics for Tourism and in conjunction with the 10<sup>th</sup> meeting of the World Committee on Tourism Ethics, the Ministry of Culture and Tourism of Indonesia and UNWTO organized a Seminar on *Tourism Ethics for Asia and the Pacific: Responsible Tourism and its Socio – Economic Impact on Local Communities*, with a view to implementing responsible tourism development for poverty alleviation, public welfare and prosperity (Bali, Indonesia 11 June 2011).

We, the participants of the Seminar have reached the following conclusions:

1. Recognizing that countries are increasingly developing tourism as part of their national development strategies as an effective driver of economic growth and development, creating jobs and wellbeing for communities;
2. Mindful that in its implementation, tourism development faces numerous challenges and obstacles that are rooted in the lack of application of values, norms and ethics;
3. Call for the urgent implementation of the Global Code of Ethics for Tourism, by all tourism stakeholders, toward the realization of responsible tourism;
4. Point to the need for political will from governments (national and local) in order to realize the development of responsible tourism guided by the Code of Ethics. Political will can be manifested in the form of regulations, circulars, appeals, in accordance with the conditions of each country;
5. Affirm that businesses, communities, academics and tourists are directly responsible for the development of ethical and responsible tourism and so, “Professional Codes of Conducts” and other “Codes of Conduct” should therefore reflect the Code of Ethics as a guiding principle. This includes integrating the Code of Ethics into education and training curricula;
6. Acknowledge that the development of responsible tourism has been partially and voluntarily implemented by various stakeholders, specifically by local communities in the form of “best practices” based on their local knowledge. These best practices can be used as a complementary process between the global and local approach, or between the top – down and bottom – up process. The challenge is how to learn from the way in which local communities have interpreted the Code of Ethics and applied it to local practices and how to include their ideas in national development strategies that could effectively foster poverty alleviation, public welfare and prosperity;

7. Emphasize that the development of responsible tourism based on ethics should be encouraged through a planned and sustainable program. It is also considered necessary to analyse and map the implementation of “best practices”.