II International Congress on Ethics and Tourism of the UNWTO
Quito, Ecuador
11 and 12 September 2012

Provisional Programme

Tuesday, 11 September

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<th>08.30-13.00</th>
<th>Provisional Agenda (for members of the Commission and invited observers)</th>
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Joint Opening: 54th CAM Meeting, II International Congress on Ethics and Tourism and XX Inter-American Congress of Ministers and High Level Authorities of OAS

14.00 - 15.00  Authorities Greeting

**Augusto Barrera**, Mayor of Quito  
**Freddy Ehlers**, Minister of Tourism of Ecuador  
**Jorge Saggiante**, Executive Secretary for Integral Development, OAS  
**Taleb Rifai**, Secretary General, UNWTO

15.00 – 15.30  Keynote Speech by **Mathis Wackernagel**, President of Global Footprint Network, to be presented by Freddy Ehlers, Minister of Tourism of Ecuador

II International Congress on Ethics and Tourism of UNWTO

15.30 - 16.30  1st Session: Conscious Tourism for a new era

**Moderator:**  
**Carlos Vogeler**, Regional Director for the Americas, UNWTO

**Presentation by:**  
**Freddy Ehlers**, Minister of Tourism of Ecuador
Panelists:
Gloria Guevara, Secretary of Tourism of Mexico
Anna Pollock, Founder of the "Conscious Travel" Movement, United Kingdom
Marko Machicao Bankovic, Vice Minister of Tourism, Bolivia

16.30 – 18.00 2nd Session: An ethical framework for Responsible Tourism

Moderator:
Jennifer Griffith, Permanent Secretary, Ministry of Tourism and Entertainment, Jamaica

Panelists:
Dawid de Villiers, Chairman of the World Committee on Tourism Ethics (WCTE)
Antonio López de Ávila, President of the State Institute for the Innovation Management and Technology in Tourism (SEGITTUR)
Hermes Navarro Del Valle, Member of the World Committee of Ethics and Macro-processes Management Leader and Tourism Advisor, Ministry of Tourism of Costa Rica
Kathleen Matthews, Executive Vice President and Chief Global Communications and Public Affairs Officer, Marriott International, Inc.

Debate

Wednesday, 12 September

08.30-10.00 3rd Session: Tourism as a driver for Human Rights and Social Inclusion

Moderator: Maria Isabel Salvador, Ambassador, Permanent Representative of Ecuador to the Organization of American States (OAS)

Panelists:
Synthia Tamara, Executive Vice-President, Institute of Tourism, Honduras
Lucía Salamea, UN Women Representative, Andean Region
Tamara Briones, National Council of Childhood and Adolescence, Ecuador
Cristina Suaña, President of “Uros Khantati” Asociación de Turismo Vivencial, Perú

Debate

10.00-11.30 4th Session: Accessible Tourism

Moderator:
Lilliam Kechichán, Minister of Tourism, Uruguay
Panelists:
Alex Camacho Vásconez, Secretary General, Vice Presidency, Ecuador
Ramón Espinoza Sandoval, Mayor of Frutillar, Chile
Michel Trudel, Advisor, Kéroul, Canada
Jesús Hernández Galán, Director of Universal Accessibility, ONCE Foundation, Spain

Debate

11.30 – 12.00 Pause

12.00 - 13.15 5th Session: The Commitment of the Private Sector

Moderator:
Sergio Díaz Granados, Minister of Trade, Industry and Tourism, Colombia

Panelists:
Felipe González Abad, Representative of Amadeus
Enrique Ponce de León, General Director, Decameron Hotels, Ecuador
Esther Palacios, Director of Communication & CSR, LAN Ecuador

Debate

Signing Ceremony for the adherence of the Private Sector to the Global Code of Ethics in Tourism, presented by Mr. Márcio Favilla, Executive Director, Competitiveness, External Relations and Partnerships, UNWTO

13.15 - 13.20 Conclusions of the II International Congress on Ethics and Tourism

13.20-13.30 Closing Ceremony of the II International Congress on Ethics and Tourism by the Minister of Tourism of Ecuador, Freddy Ehlers, and intervention of Mr. Miguel Ruiz, Writer

XX Inter-American Congress of Ministers and High Level Authorities