



*Il Ministro per gli Affari Regionali,
il Turismo e lo Sport*

MEMORANDUM OF UNDERSTANDING BETWEEN THE WORLD TOURISM ORGANIZATION AND THE GOVERNMENT OF ITALY

Updating the Status of the Permanent Secretariat of the World Committee on Tourism Ethics (established in Rome in November 2008)

Whereas the World Tourism Organization (hereinafter referred to as "UNWTO"), represented by its Secretary-General, Mr. Taleb Rifai, is a specialized agency of the United Nations and the leading public international organization in the field of tourism, with a membership encompassing 161 countries and territories and more than 400 Affiliate Members representing the private sector, educational institutions, tourism associations and local tourism authorities;

Whereas the Italian Tourism Authority, represented by H.E. Mr. Piero GNUDI, Minister for Regional Affairs, Tourism and Sport, is a Member State of UNWTO;

Whereas the parties recognize the importance of maintaining the functioning of the Permanent Secretariat of the World Committee on Tourism Ethics (WCTE), which was established in Rome, Italy, in November 2008 following an Exchange of Letters between the former Department for the Development and Competitiveness of Tourism of the Italian Republic and the Secretary-General of the World Tourism Organization, and hosted since that date within the premises of the Italian National Tourism Authority at the Presidency of the Council of Ministers (located at Via della Ferratella in Laterano, 51 - ROME 00184, Italy);

Whereas the parties are willing to strengthen their coordination and adjust their cooperation in line with the recent UNWTO General Assembly Resolution 607(XIX) of 14 October 2011 relating to the reform of the World Committee on Tourism Ethics, including the revision of functions of the main actors involved in facilitating the work of the Committee;

Now therefore, the parties have agreed as follows:

Article I: Aims of Cooperation

1.1. The objective of this Memorandum of Understanding is to enhance cooperation between UNWTO and the Italian Tourism Authority and to update the status of the Permanent Secretariat of the World Committee on Tourism Ethics, established in Rome in November 2008, with a view to:

- Adapt the tasks of the Rome Secretariat to the role and functions of the reformed WCTE, whose members will be appointed at the 20th session of the UNWTO General Assembly, to be held in August 2013;
- Review the distribution of responsibilities linked to the operation of the Committee and the promotion of the Global Code of Ethics for Tourism between the Permanent Secretariat in Rome and the UNWTO Secretariat (Ethics Programme); and improve the coordination of activities carried out by these two bodies.

Article II: Areas of cooperation

2.1. UNWTO and the Italian Tourism Authority agree that the tasks of the Permanent Secretariat in Rome will be those already stipulated in the original Exchange of Letters of 2008, which have been included in General Assembly Resolution 607(XIX) of 14 October 2011, namely:

- (i) to promote and disseminate the Global Code of Ethics for Tourism among Member States and Affiliate members,
- (ii) to provide research and collect data on ethical questions, and
- (iii) to organize, in Italy, meetings of the World Committee on Tourism Ethics and international events related to the Global Code of Ethics for Tourism.

Article III: Modalities of cooperation

3.1. In the implementation of activities under this Memorandum of Understanding, the parties shall act in accordance with their respective rules, regulations and policies.

3.2. The Parties will make every effort to inform each other of all issues that might affect the implementation of this Memorandum of Understanding and the activities to be implemented.

3.3. The parties will hold regular meetings between their designated focal points, or their representatives, to review the outcomes and coordinate activities, to agree on priorities and issues for future cooperation and to identify new areas of collaboration.

3.4. Whenever appropriate and subject to such conditions as may be agreed upon, each of the parties will invite the other to participate in meetings arranged by one of the parties, in which the other party has expressed an interest and dealing with topics of common interest, including the areas of collaboration in Article II above.

3.5. In the development and implementation of any specific project related to any of the above areas of mutual interest, the Parties may work in conjunction with other partners as appropriate, the other party being informed of such work.

3.6. As stated in the above-mentioned General Assembly resolution, the Permanent Secretariat in Rome will attend the meetings of the World Committee on Tourism Ethics ex officio.

3.7. Nothing in this Memorandum of Understanding shall be deemed to represent any financial implication or commitment for any of the parties, with the exception of the expenses to be covered by the Italian Tourism Authority related to the holding in Italy of meetings of the World Committee on Tourism Ethics and other events linked to the UNWTO Global Code of Ethics for Tourism, including travel and accommodation in Italy for a maximum of 5 UNWTO officials, in case of meetings of the World Committee on Tourism Ethics, and for a maximum of 3 UNWTO officials in the case of other events related to tourism ethics; the exact number of officials is to be mutually agreed upon, subject to the importance and scope of the event. It is understood that this will only entail travel between Madrid and Italy or, in exceptional circumstances, within EU territory.

3.8. The objectives, expected results, commitments and modalities for the holding of specific meetings and events in Italy to be organized under the scope of this Memorandum of Understanding shall be agreed upon by UNWTO and the Italian Tourism Authority in specific project documents and approved through the conclusion of a corresponding cooperation agreement between the Parties.

Article IV: Use of the name, acronym, flag and emblem

4.1. The Permanent Secretariat shall be named, from the date of signature of this agreement, "Centre for the Promotion of the Global Code of Ethics for Tourism".

4.2. Any use of the name, acronym, flag and emblem of UNWTO by the "Centre for the Promotion of the Global Code of Ethics for Tourism" shall be subject to prior written authorization from the Secretariat and to the terms and conditions established by UNWTO. Any use of the logo specifically designed for ethics and approved by the World Committee on Tourism Ethics – featuring a heart crossed by a plane – is authorized by this MOU.

Article V: Entry into force, amendment and termination

5.1. This Memorandum of Understanding will enter into force on the date of its signature by both parties, and will remain in effect until 31 December 2015, unless terminated by either party six months prior written notice to the other party. No such termination will affect contractual obligations already entered into by either party under this Memorandum. This Memorandum of Understanding may be renewed by written agreement of the parties before 31 December 2015.

5.2. Any amendment to this Memorandum of Understanding will be effected by mutual agreement of the parties through an appropriate exchange of letters.

Article VI: Privileges and Immunities

6.1. Nothing in or relating to this Memorandum of Understanding shall be deemed to represent a waiver of the Privileges and Immunities of UNWTO.

6.2. The "Centre for the Promotion of the Global Code of Ethics for Tourism" is independent of UNWTO. Being legally separate from UNWTO, the latter shall not be legally responsible for the acts or omissions of the Centre and shall bear no liabilities of any kind, be they financial or otherwise.

6.3. This Agreement supersedes and replaces the Exchange of Letters between UNWTO and the Department for the Development and Competitiveness of Tourism of the Republic of Italy dated 13 March 2008 for the creation of the Permanent Secretariat of the World Committee on Tourism Ethics, the parties hereby agreeing to its termination in accordance with the final provision of this Agreement.

Agreement and acceptance of this Memorandum of Understanding are indicated by the signature of the duly authorized representatives of the parties.

Done in Milan, on 14 February 2013, in English.

On behalf of UNWTO

On behalf of the Italian Government



Taleb Rifai
Secretary-General

Piero Gnudi
Minister for Regional Affairs, Tourism and Sport

