

A window for the UNWTO Global Code of Ethics for Tourism



Since 2008 the Department for the Development and Competitiveness of Tourism hosts the **Permanent Secretariat of the World Committee on Tourism Ethics of the UN World Tourism Organization** with the task of defining a strategy for the dissemination, communication and implementation of the Global Code of Ethics for Tourism. In this view, work is in progress at the Observatory to build an "ad hoc" section on the website, where the Italian version of the Code is already available.

Principles of the Code:

- Art. 1
Tourism's contribution to mutual understanding and respect between peoples and societies.
- Art. 2
Tourism as a vehicle for individual and collective fulfilment.
- Art. 3
Tourism, a factor of sustainable development.
- Art. 4
Tourism, a user of the cultural heritage of mankind and contributor to its enhancement.
- Art. 5
Tourism, a beneficial activity for host countries and communities.
- Art. 6
Obligations of stakeholders in tourism development.
- Art. 7
Right to tourism.
- Art. 8
Liberty of tourist movements.
- Art. 9
Rights of the workers and entrepreneurs in the tourism industry.
- Art. 10
Implementation of the principles of the Global Code of Ethics for Tourism.



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Ministro del Turismo

OSSERVATORIO NAZIONALE DEL **TURISMO** NATIONAL TOURISM OBSERVATORY



ENGLISH

*Presidency of the Council of Ministers
Department for Development and
Competitiveness of Tourism*

The Institution of the Italian National Tourism Observatory

In 2001, the reform of article 117 of the Italian Constitution established the exclusive jurisdiction of Regional Authorities in tourism matters. In 2006 the Department for the Development and Competitiveness of Tourism (DSCT) was founded with the purpose of supporting the Prime Minister's Office ("Presidency of the Council of Ministers") in exercising national competences in the matter. In 2009 the political leadership of the Department was entrusted to the Minister of Tourism.

To guarantee an adequate alignment of data and statistical information between State and Regional levels, in 2007 the National Tourism Observatory (ONT) was instituted at the DSCT.

The activation of ONT, in the larger context of organising national tourism statistics responds to the need of having a stable organism to refer to for knowledge and monitoring, capable of rendering statistical production systematic, integrating it with different analyses and qualitative/quantitative investigations.

The Guidelines

The Observatory is founded on three guidelines, which affect each action:

- to enact **strategic planning** in the drafting of key documents for the economy and development of the tourism sector;
- to build and **integrated system** of information relative to the sector, updated in real-time;
- to promote every opportune initiative for aligning data retrieval criteria and for **statistical data homogeneity** on an European scale.

Fundamental Objectives

The priority objectives ONT aims to reach through its activity are:

- to **unify existing research** on tourism under a systematic vision of all sources and data, integrating it with specific works on under-investigated themes;
- to **divulge scientifically accredited information and data** on tourist trends and phenomena in real-time;
- to **provide useful indications for policy-makers** in strategies and interventions of promotion of the whole national economic system and for communicating the tourism offer;
- to **act as a connection between various institutional and territorial levels** in terms of knowledge on the tourism phenomenon, posing as a model, also replicable on a territorial scale.

Organization

The presidency of the Italian National Tourism Observatory is entrusted to the Head of the Department.

Operational activities are coordinated by a dedicated structure, which operates within the Department. Its tasks include the study, research and monitoring of economic/social dynamics regarding the tourism system and tourist flows, including forecasts.

In view of guaranteeing a shared governance, ONT makes use of **collaboration** of Region representatives and **partnerships** with ISTAT (Italian National Institute of Statistics), Banca d'Italia (the Italian Central Bank) and Unioncamere (Italian Union of Chambers of Commerce).

Partners

ISTAT provides ONT with information deriving from surveys on tourist flows and the consistency of reception structures. Furthermore, the DSCT together with ISTAT has undertaken projects for boosting statistical production on tourism, among which the compilation of the Tourism Satellite Account according to European guidelines.

Banca d'Italia, in coherence with the methodological standards set by international organisms, conducts a sample survey of flows at the borders aimed at the compilation of the national balance of payments.

For the ONT, **Unioncamere** runs specific studies as well as national monitoring and surveys on the tourism sector and the economic trends, with detailed analysis of the tourism flows also at local level.

Activities

ONT operations are based on **three main lines of activity**:

- The realisation of an **informative platform** through the conduction of investigations and the systematic gathering of information and statistical analyses on internal and international tourism;
- The updating of the **information system** with spot analyses, focus and competitiveness indicators by territory and product;
- The **support to strategic planning**, through:
 - the design of orientation documents and the interpretation of actual and emerging phenomena, in support of decision makers;
 - the drafting of reports and research requested by public and private bodies;
 - the realisation and management of the www.ontit.it institutional portal, providing global access to a wealth of tourism information, updated in real-time on the dynamics and trends in the sector.

Studies and Research

ONT carries out periodical **studies for the monitoring** of the most significant phenomena in the sector. The main investigations are:

- Monthly investigation into the tourism behaviour of Italian citizens;
- Quarterly investigation at reception structures, for monitoring reservations and overnights spent in tourist areas and product segments;
- Annual investigation on organised international tourism;
- Annual investigation on customer care and tourist expenditure.

Furthermore, the Observatory elaborates focus studies and inquiring articles on specific tourism topics, as well as news and trends. ONT researches are integrated with those conducted by authoritative national and foreign subjects. These are made freely available through the institutional portal www.ontit.it.

The Institutional Portal www.ontit.it

To ensure the best results in disseminating research and scientific studies, ONT has equipped itself with an **innovative technologically advanced portal**, easy consultation of data banks allowing.

The main **users** of the portal are national and international political and institutional bodies; tourism industry operators; local authorities; universities; research institutes; journalists; students; citizens.

The portal contains over two thousand documents from various sources which can be freely downloaded and two databases containing the main statistical data on Italian tourism, free to consult. Specifically, users can access in the following **areas**:

- the document library;
- the statistical database;
- the collection of the main national and regional norms;
- articles on current issues and events, as well as focus studies on the most noteworthy phenomena;
- a calendar of the main national and international professional events in the sector;
- a daily press review;
- the national map for tourism education and training institutions;
- a map with addresses and contacts in the tourism sector.

The portal provides users with the following functions:

- The **"My Page"** service, which allows users to manage a private archive of the most interesting documents for them;
- **interrogation of the statistical database** through filters which allow for cross-referencing and downloading of the results of searches in electronic format;
- **calculation of indicators** relative to tourism attraction and receptivity rates;
- carrying out **simple and advanced searches** on portal contents.