



www.humanrights-in-tourism.net

World's leading travel trade show ITB Berlin signs commitment on human rights

On 7 March 2014, ITB Berlin signed the *Commitment on Human Rights in Tourism* in the frame of *ITB CSR Day* in Berlin. This commitment was developed by the *Roundtable Human Rights in Tourism* as a management standard for the travel industry and was presented together with an implementation guideline to the international public.

ITB Berlin will act as powerful platform for human rights in tourism

“Having a strong commitment to social responsibility, ITB Berlin is happy to bring in its global networks for giving human rights a powerful platform” explains Rika Jean-François, commissioner of ITB Corporate Social Responsibility. Martin Buck, Vice President of Travel and Logistics at Messe Berlin, adds: “Humans are the very foundation for quality and business success in tourism – being it employees, workers of subcontractors or the local population at destinations. Hence it’s our duty as travel professionals to fight for their dignity on all levels.”

With its signature ITB Berlin becomes partner of the multi-stakeholder initiative *Roundtable Human Rights in Tourism* and helps distributing the concepts of human rights due diligence. “We welcome that ITB Berlin takes a pioneering role and puts this important topic for a sustainable future of tourism at heart of the professional debate.”, says Antje Monshausen of Tourism Watch – Bread for the World and German contact point of the Roundtable.

Multi-stakeholder initiative for know-how exchange and self-commitment

The *Roundtable Human Rights in Tourism* was founded in 2012 by non-governmental organisations and tour operators in the German-speaking area. The common goal of the multi-stakeholder initiative is to develop and disseminate concepts for tourism businesses to meet their responsibility of human rights due diligence. The know-how of all members enabled the elaboration of a standard which defines action fields for tour operators – the *Commitment on Human Rights in Tourism*. Further, the Roundtable published an *Implementation Guideline* with clear examples and simple checklists as well as a free online-training, thus making the implementation for committed businesses feasible. Seven tour operators and one travel association signed the commitment in October 2013, now followed by ITB Berlin as first international travel trade show being committed to human rights.

Management tools now available in English

The materials of the Roundtable were presented on 7 March 2014 during the *ITB CSR Day* for the first time to the international audience. The *Commitment on Human Rights in Tourism*, the *Implementation Guideline* and additional press information are available on the website of the Roundtable.

Website: www.humanrights-in-tourism.net

The *Roundtable Human Rights in Tourism* considers itself an open platform to advance human rights in tourism. It provides incentives for enterprises, organisations and institutions that are campaigning for the respect of human rights in tourism.

Current members:

a&e erlebnis:reisen, arbeitskreis tourismus & entwicklung (Working Group on Tourism and Development), Global Compact Network Germany, Forum anders reisen e.V., Gebeco, Hamburg Foundation for Business Ethics, Hauser Exkursionen, ITB Berlin, Kate - ecology & development, Kuoni Travel, One World, Naturefriends International, Studiosus, TourCert, Bread for the World - Tourism Watch, viventura.