

The Dutch Association of Travel Agents and Tour Operators (ANVR), representing 200 tour operators and 1,400 travel agencies in the Netherlands, has pledged to observe the principles of the UNWTO Global Code of Ethics for Tourism (Utrecht, the Netherlands, 9 January 2013). The ANVR joins the growing number of tourism companies and associations to sign a Private Sector Commitment to the UNWTO Code of Ethics, pledging to promote and implement the values of responsible and sustainable tourism development as championed by the Code. The signature took place during the ANVR event "Changes in Tourism", held at the Dutch travel fair Vakantiebeurs, with the participation of HRH Princess Laurentien van Oranje.

"We are delighted that the ANVR is adding its voice to those embracing the UNWTO Global Code of Ethics for Tourism," said UNWTO Secretary-General, Taleb Rifai, at the signing of the commitment in Utrecht. "As the only association in the world which has made it mandatory for all its members to appoint a trained sustainability coordinator, ANVR is a clear example of how the private sector can move forward in the implementation of the Code."

"On Behalf of the Dutch tour operators and travel agents we, as the Netherlands Association, are very proud that we have signed the code. We strongly believe that the tourism sector can and must play a very important role in improving and stimulating a sustainable future for the people at the various destinations. It is our conviction that tourism in that way is part of the solution by realising a sustainable future. Signing the Code plays a very important part in that vision. I strongly encourage other travel companies and organizations to sign the Code and I would like to thank the UNWTO for this wonderful initiative", said Frank Oostdam, Director of ANVR.

On his visit to the Netherlands, Mr. Rifai also handed Travelife Certified certificates to three Dutch Tour Operators – TUI Nederland, SNP Natuurreizen and Kuoni Specialists – an international certification scheme for tour operators and travel agents. Travelife for tour operators recently received, as the first certification scheme for tour operators, 'recognized' status from the Global Sustainable Tourism Council (GSTC), of which UNWTO is a founding partner and board member.

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Consultez la source sur Veille info tourisme: [L'Association néerlandaise des agents de voyages et tour-opérateurs s'est engagée à respecter les principes du Code mondial d'éthique de l'IOMT](#)