EIET INSTITUTION

Course: Tourism Law and Legislation

ASSIGNMENT 4

SUBMITTED BY:

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Question 1: Purpose and Importance of the Global Code of Ethics for Tourism

In no more than 500 words, explain: Discuss the purpose of the Global Code of Ethics for Tourism and explain its importance for promoting ethical tourism practices.

Purpose of the Global Code of Ethics for Tourism (GCET)

The Global Code of Ethics for Tourism (GCET), introduced by the World Tourism Organization (UNWTO), acts as a fundamental roadmap for building a responsible and sustainable travel sector. The main idea behind the Code is to guide governments, businesses, local communities, and tourists so that travel brings positive economic gains while keeping cultural, social, and environmental damage to a minimum. Made up of ten core principles, it sets out clear expectations for protecting human rights, preserving heritage sites, respecting local traditions, and ensuring fair working conditions across the industry.

Why the GCET Matters for Ethical Tourism

The Code plays a critical role in keeping tourism ethical and balanced in several key ways:

• **Balancing Growth with Sustainability:** Tourism can bring massive income, but unmanaged crowds often ruin natural habitats and disrupt local living. The GCET gives policymakers a practical framework to build travel models that protect the environment instead of depleting it.

• **Protecting Cultural Heritage:** By encouraging respect for host communities, the Code ensures that local traditions, historic sites, and indigenous customs are preserved with dignity rather than being turned into cheap commercial products.

• **Supporting Fair Treatment and Local Rights:** Ethical tourism relies on treating workers fairly and protecting vulnerable groups. The Code strictly opposes human trafficking and child exploitation, while pushing for fair wages so that local families truly profit from local tourism.

• **Creating a Universal Standard:** Since travel connects people across borders, having different rules in every country can get confusing. The GCET offers a shared global benchmark that encourages governments to write stronger local laws and inspires companies to run honest, responsible businesses.

Overall, the Global Code of Ethics turns high-level ideas of sustainability into practical actions. It helps ensure travel remains a force for good that benefits local hosts just as much as visitors.

Question 2: Case Study – Assessing Destination Sustainability and Recommendations

In no more than 500 words, explain: Case study: Select a tourism destination and assess whether tourism activities there follow the principles of responsible and sustainable tourism. Recommend

three measures to improve responsible tourism practices.

Case Study Destination: Amsterdam, Netherlands

Amsterdam is one of the most famous examples of a city dealing with severe overtourism. For years, massive crowds packed into the historic center, especially near the canal ring and Red Light District. This led to serious daily issues like trash, loud noise, high housing costs from short-term rentals, and feeling pushed out for local residents. These problems clearly went against the main ideas of sustainable tourism, which focus on keeping a healthy balance between visitor numbers and community well-being.

To fix this, the city council shifted its main policy focus. Instead of trying to attract as many tourists as possible, Amsterdam started actively managing crowd levels and enforcing stricter rules on visitor behavior.

Assessment against Responsible and Sustainable Principles

• **Community and Living Conditions:** In the past, high tourist volume hurt the quality of life for long-time residents. Recent caps on short-term holiday rentals, bans on tourist-only souvenir shops, and stricter noise rules show clear progress toward fixing this balance.

• **Economic Balance:** While tourism brings in plenty of money, hyper-concentrated crowds drove up everyday prices for locals. Recent rules aim to spread out visitor activity so that local neighborhoods are not overwhelmed.

Three Recommendations to Improve Responsible Tourism Practices

1. Use Smart Crowd Tracking to Spread Out Visitors: The city should use real-time visitor tracking apps to monitor busy spots. When places like De Wallen get overcrowded, live notifications can guide tourists toward lesser-known neighborhoods, helping local small businesses while reducing wear and tear on the center.

2. Use Tourist Taxes Directly for Local Community Projects: Amsterdam can adjust its tourist tax based on peak seasons and busy areas. Money collected from these taxes should go directly into building affordable housing, repairing local streets, and adding neighborhood parks to directly benefit residents.

3. Require Responsible Business Certification: The city government should require hotels, tour companies, and rental hosts to get a local sustainability certification. To keep their license, businesses would need to follow strict waste sorting rules, pay fair wages to staff, and enforce quiet hours for guests.