

General Assembly

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7-11 November 2025

Agenda item 12
Election of the members of the
World Committee on Tourism Ethics

A/26/12
Madrid, 27 October 2025
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**Executive summary**

The World Committee on Tourism Ethics (WCTE), a subsidiary body of the General Assembly, is composed of a chairperson and eight members and three alternates who are appointed by the General Assembly.

To ensure the continuity of the Committee's work, and in accordance with the Protocol of Implementation of the Global Code of Ethics for Tourism, the membership of the WCTE is renewed by half every two years for a four-year term. Exceptionally this year, the position of Chair, five full member positions and three alternate member positions are to be filled by the 26th session of the General Assembly until its 28th session in 2029.

A call was launched on 5 May 2025 by means of a communication of the Secretary-General addressed to Full, Associate and Affiliate Members of the Organization. A total number of 25 nominations have been received at the Secretariat, of which 7 were non-compliant.

In accordance with the Protocol of Implementation of the Global Code of Ethics for Tourism, the Selection Board has the task of selecting and proposing the names of the candidates to the General Assembly for their appointment.

DRAFT RESOLUTION¹

Agenda item 12

Election of members of the World Committee on Tourism Ethics
(document A/26/12)

The General Assembly,

Having considered the proposal of the Selection Board (composed of the President of the General Assembly, the Chair of the Executive Council and the Chair of the Board of the Affiliate Members, the Secretary-General, and the Legal Counsel of the UN Tourism) with regard to the Chair, five full members and three alternate members of the World Committee on Tourism Ethics for the period 11 November 2025 until the 28th session of the General Assembly in 2029,

1. *Takes note* that, in accordance with resolution 769(XXV), the members Martina Bienenfeld, Julio Facal, and Joseph Nzomoi, will continue their respective mandates until the 27th session of the General Assembly in 2027;
2. *Expresses its appreciation* to Ms. Phumzile Mlambo-Ngcuka, Chair of the World Committee on Tourism Ethics (2021-2023) and to Ms. Daniela Otero, interim Chair (2024-2025), for their valuable contribution to the work of the World Committee on Tourism Ethics;
3. *Endorses* the proposal of the Selection Board;
4. *Appoints* Dr. Marina Novelli as chairperson of the World Committee on Tourism Ethics for the period from November 2025 until the 28th session of the General Assembly in 2029;
5. *Further appoints* the following individuals as full members and alternate members of the Committee for the period from 11 November 2025 until the 28th session of the General Assembly in 2029:

Full Members:

- (a) Ms. Nancy Mejía Bonifazi, Executive Director, Guatemalan Tourism Chamber
- (b) Ms. Eliana Bishara Janineh, General Manager, Jordanian Restaurant Association
- (c) Mr. Mokganedi Ntana, Environment and Eco-certification Manager, Botswana Tourism Organization
- (d) Ms. Michaela Reitterer, Owner and Chief Executive Officer, Boutique Hotel Stadthalle
- (e) Mr. Amol Bobby Titus, Chief Executive Officer, PT Indonesia Wise

Alternate Members:

- (a) Mr. Mekhak Apresyan, President, Armenian Tourism Federation
- (b) Ms. Almudena González Gutiérrez de León, Lecturer and Researcher Saxion University of Applied Sciences

¹ This is a draft resolution. For the final resolution adopted by the Assembly, please refer to the Resolutions document issued at the end of the session.

- (c) Ms. Maria Milagrosa Nchama Nzoho, Director of Tourism Policies, Ministry of Tourism and Infrastructure, Equatorial Guinea

6. *Decides* that, consequently, the composition of the World Committee on Tourism Ethics is as follows:

Chair: Dr. Marina NOVELLI
Professor of Marketing and Tourism, University of Nottingham
Director, Sustainable Travel and Tourism Advances Research Centre

Members:

Ms. Martina BIENENFLED (2023-2027)
Chief Executive Officer
Zagreb Tourist Board

Ms. Nancy Mejía BONIFAZI (2025-2029)
Executive Director
Guatemalan Tourism Chamber

Dr. Julio FACAL (2023-2027)
Partner, Yelpo & Facal Law Firm and Tourism Law Teacher
Universidad de la República Carrera Abogacía

Ms. Eliana Bishara JANINEH (2025-2029)
General Manager
Jordanian Restaurant Association

Mr. Mokganedi NTANA (2025-2029)
Environment and Eco-certification Manager
Botswana Tourism Organization

Dr. Joseph Ngonde NZOMOI (2023-2027)
Dean, School of Business and Economics
South-Eastern University of Kenya

Ms. Michaela REITTERER (2025-2029)
Owner and Chief Executive Officer
Boutique Hotel Stadthalle

Mr. Amol Bobby TITUS (2025-2029)
Chief Executive Officer
PT Indonesia Wise

Alternate members:

Ms. Mekhak APRESYAN (2025-2029)
President
Armenian Tourism Federation

Ms. Almudena González GUTIÉRREZ DE LEÓN (2025-2029)
Lecturer and Researcher
Saxion University of Applied Sciences

Ms. Maria Milagrosa NCHAMA NZOHO (2025-2029)
Director of Tourism Policies
Ministry of Tourism and Infrastructure, Equatorial Guinea

I. Introduction

1. The World Committee on Tourism Ethics is a subsidiary body of the General Assembly. Pursuant to the Protocol of Implementation of the Global Code of Ethics for Tourism, the Committee is composed of a chairperson and eight members and three alternate members who are appointed by the General Assembly in their personal capacity for four years and their term of office may be renewed only once.
2. In addition to the three alternate member vacant positions, five full member vacant positions are exceptionally open (rather than 4) due to the passing of full member Mr. Gemunu Goonewardene whose mandate was until the 27th session of the UN Tourism General Assembly in 2027.
3. The Protocol also establishes that a Selection Board, composed of the President of the General Assembly, the Chair of the Executive Council and the Chair of the Board of the Affiliate Members, the Secretary-General and the Legal Counsel of UN Tourism, is the body entrusted with submitting recommendations to the General Assembly on the appointment of new members of the Ethics Committee.
4. By virtue of this same resolution, when selecting and appointing the members of the Committee, account shall be taken of the need for a balanced composition of this body from a regional, gender and sectorial perspective, and for a diversification of the qualifications and personal status of its members, from the economic, environmental and social and legal viewpoints.

II. Nomination of candidates

5. Following the call for nominations that was issued on 5 May 2025, nominations for 25 candidates were received by the UN Tourism Secretariat, of which 18 have been considered as eligible and 7 as non-compliant.
6. The Selection Board recommends Dr. Marina Novelli, Professor of Marketing and Tourism at the University of Nottingham, and Director of the Sustainable Travel and Tourism Advances Research Centre for the position of Chair of the World Committee on Tourism Ethics.
7. The Selection Board further examined the 18 eligible nominations received at the Secretariat for the five vacant full member and three alternate member seats, and subsequently provided the recommendation to the General Assembly on the appointment of the following candidates:

5 recommended members:

- Ms. Nancy Mejía Bonifazi, Executive Director, Guatemalan Tourism Chamber
- Ms. Eliana Bishara Janineh, General Manager, Jordanian Restaurant Association
- Mr. Mokganedi Ntana, Environment and Eco-certification Manager, Botswana Tourism Organization
- Ms. Michaela Reitterer, Owner and Chief Executive Officer, Boutique Hotel Stadthalle
- Mr. Amol Bobby Titus, Chief Executive Officer, PT Indonesia Wise

3 recommended alternate members:

- Mr. Mekhak Apresyan, President, Armenian Tourism Federation
- Ms. Almudena González Gutiérrez de León, Lecturer and Researcher, Saxion University of Applied Sciences
- Ms. Maria Milagrosa Nchama Nzoho, Director of Tourism Policies, Ministry of Tourism and Infrastructure, Equatorial Guinea
