

Giornate dell'Amicizia

The 3 E of Skål for tourism of the future. Economy - Ethics - Environment

24 giugno ore 10:30 - Online



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**The 3 E of Skal for tourism of the future:
Economy, Ethic, Environment**

Ethics

In tourism and in Skal

Ethics and business

An oxymoron?

**Big Companies often speak of ethics
only in official documents
But... business is business**

**Small Companies often
are founded on work and ethics
But... ethics is considered a weakness**

Why ethics is so important in business and in tourism?



Business is all about trust

Tourism is all about a trustfull environment, friendship, peace, communication and safe trips

**No ethics:
No trust, no trasparenza, no respect
for workers**

**No ethics:
No respect for rules
Bankrupt!!!**

**Ethics in tourism
is fundamental for the tourism of the
XXI century**



Skal is engaged to promote ethics in tourism



United Nations

Office on Drugs and Crime

World Day Against Trafficking in Persons



**All together Against Trafficking in
Persons next **July 30th!****

**Ethics is important also for the Skal of
the XXI century!!!**

**Skal must go on as in the past:
Friendship, transparency and trust**

**Skal must go on as in the past:
No protocols of non disclosure
No complex rules**

The Skål clubs are not property of SI

Is SI property of the Skål clubs!

We are not a franchising

We are an association of free clubs

**One day someone asked the great Arab mathematician Al-Khwarizmi about the value of the human being and he replied:
"if he has ethics, then his value is 1.**

If he is also intelligent, add a zero and his value will be 10. If he is rich add another 0 and his value will be 100. If on top of all these, he is a nice person add another 0 and his value will be 1000.

However,

if he loses the 1 which corresponds to ethics, he will lose all his value because he will only be left with zeros!!!

**We all know Al-Khwarizmi
Because the algorithms are named
from his name**

**WE MUST BE CAREFULL NOT TO
GO BACK TO ZERO!!!**



SKÅL

INTERNATIONAL
Connecting Tourism Globally

ROMA

ITALY
Next Generation Club

UNA SERATA ESCLUSIVA

CENA CON LA PRESIDENTE DI SKÅL

**INTERNATIONAL
ANNETTE CARDENAS**

Con la partecipazione di Alessandra Priante, Presidente ENIT ed autorità e imprenditoria del Turismo Comunale, Regionale e Nazionale.

Save the date! 25 giugno ore 19:45

Hotel Kolbe Roma
Via di San Teodoro 48

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**All clips and slides of Skal Academy seminars
are online**

THANKS A LOT!

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