















#### 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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www.skalitalia.org



















### 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 trasparence, 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



















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, transparence 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-Khawarizmi 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-Khawarizmi Because the algorithms are named from his name

















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







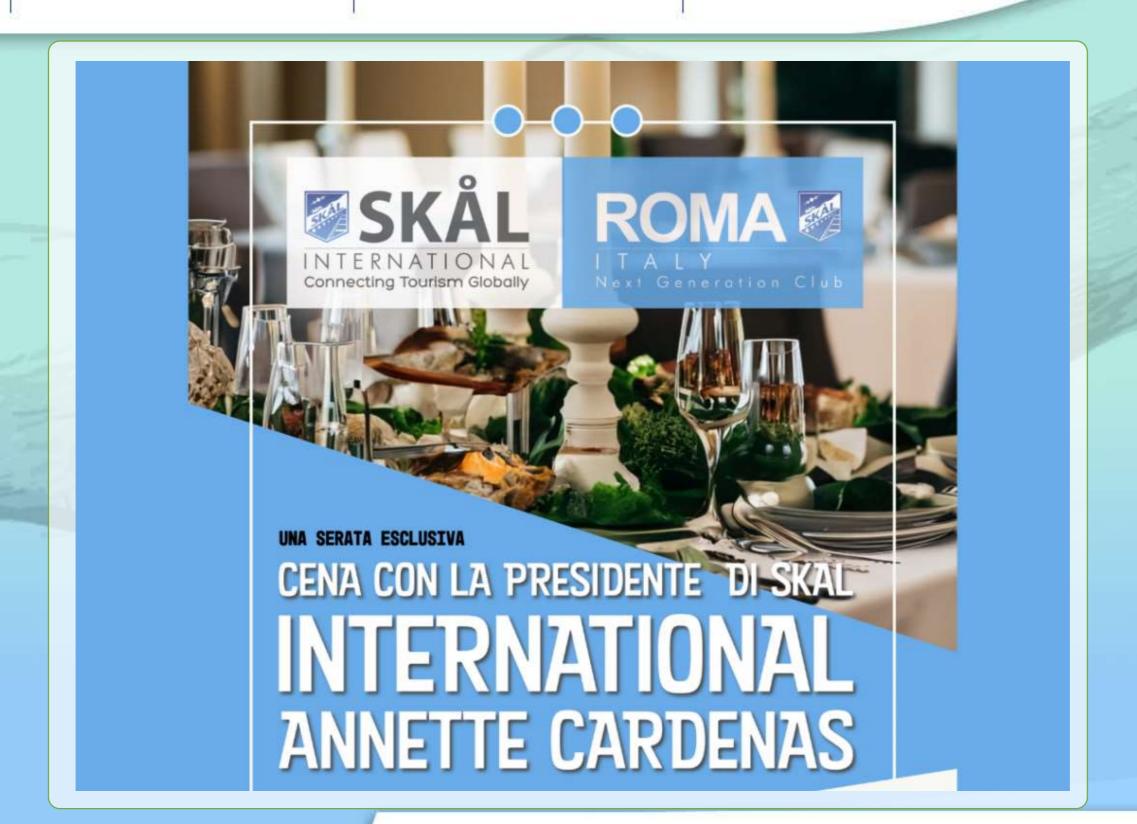




























Con la partecipazione di Alessandra Priante, Presidente ENIT ed autorità e imprenditoria del Turismo Comunale, Regionale e Nazionale.

Save the date! 25 giugno ore 19:45

Hotel Kolbe Roma Via di San Teodoro 48 RSVP +39 347 603 6461 luigi.sciarra@skalroma.org

















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



www.skalitalia.org



www.skaleurope.org

















#### **THANKS A LOT!**

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