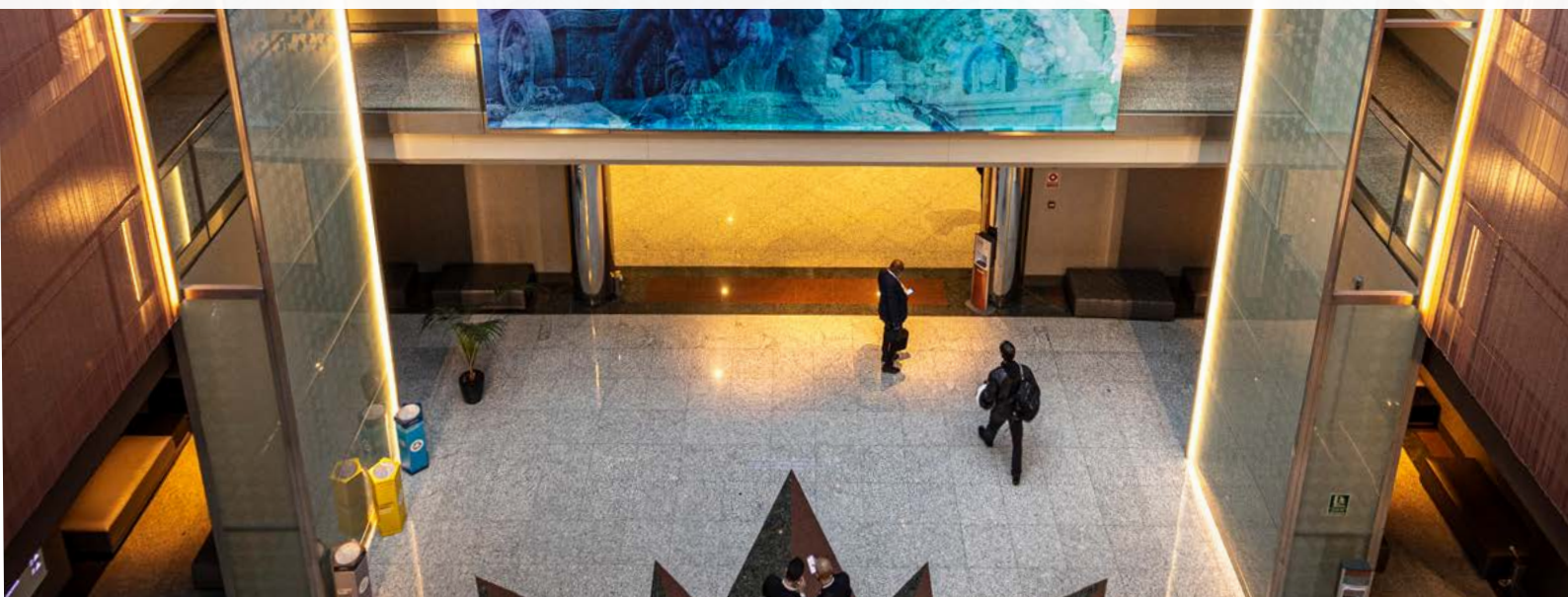




## HIGHLIGHTS FROM THE 24TH UNWTO GENERAL ASSEMBLY



Dear Affiliate Members,

I am pleased to share with you the Vol. 37 of our AM News Bulletin, a special edition focused mainly on the activities and outcomes of the 24th UNWTO General Assembly, held in Madrid from 30th November to 3rd December.

First of all, I would like to express my great appreciation to all those Affiliate Members who managed to be with us in Madrid to attend this crucial session of the General Assembly. More than 120 Affiliate Members participated in-person, making of it one of the UNWTO events with the largest representation of its Affiliate Membership.

Beyond this, I am pleased to highlight some of the main achievements of the Affiliate Members Department, which will hugely benefit our network. I refer in particular to the approval of the new Legal Framework of UNWTO Affiliate Membership, adopted by the General Assembly after being previously approved by consensus by the 43rd Plenary Session of the Affiliate Members. This is a landmark for our membership that I am convinced will increase the value we can offer to our network.

Moreover, I am very satisfied for the fruitful debate on the Programme of Work 2022 that arose during the Plenary Session. The PoW is the roadmap document outlining the main objectives and lines of action of our Department, and all the interventions made by our Affiliate Members showcased their interest to collaborate on projects and initiatives.

I would also like to highlight that we held another successful edition of the Affiliate Members Corner, a space for our Affiliate Members to promote their projects and initiatives contributing to the recovery of the tourism sector.

Lastly, at the General Assembly we welcomed 36 new Affiliate Members, and I am confident that they will bring real added value to the Organization thanks to their knowledge and expertise on a very diverse range of tourism's components.

I would like to reiterate my sincere appreciation to all those who accompanied us in Madrid and, for those who were not able to do so, I hope to meet you all at FITUR 2022!

I take this opportunity to wish you and your families a Merry Christmas and a great start into 2022.

Yours sincerely,

Ion Vilcu



## WHAT'S ON! AGENDA OF AFFILIATE MEMBER'S EVENTS 2021

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Check out the agenda of events organized by the UNWTO and the Affiliate Members in 2021! For your event to be featured in this section, please send us the details at [am@unwto.org](mailto:am@unwto.org).

2022

### **January, 19-23: International Tourism Fair of Madrid (FITUR)**

Organizer: IFEMA

[Website](#)

### **March 23-25: "11th World Congress on Snow and Mountain Tourism", Andorra**

Organizer: UNWTO and Ministry of Tourism of Andorra

[Website](#)

### **June 27 – July 2: "1st Global Youth Tourism Summit", Sorrento (Italy)**

Organizer: UNWTO and Ministry of Tourism of Italy

[Website](#)

### **September 27: "World Tourism Day – Rethinking Tourism", Bali (Indonesia)**

Organizer: UNWTO and Ministry of Tourism and Creative Economy of Indonesia

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### **(TBC): "3rd Mayors Forum for Sustainable Urban Tourism", Madrid (Spain)**

### **(TBC): "6th UNWTO Global Conference on Wine Tourism", Alba, Piedmont (Italy)**

Organizer: UNWTO, Piedmont Region and City of Alba

### **(TBC): "7th UNWTO World Forum on Gastronomy Tourism", Nara (Japan)**

Organizer: UNWTO and Nara Prefecture

## REGIONAL COMMISSIONS

### **TBC: "48th Regional Commission for the Middle East", Egypt (Hybrid)**

Organizer: UNWTO and Ministry of Tourism of Egypt

### **TBC: "67th Regional Commission for Europe", Armenia (Hybrid)**

Organizer: UNWTO and Ministry of Economy of Armenia

### **TBC: "67th Regional Commission for Americas", Uruguay (Hybrid)**

Organizer: UNWTO and Ministry of Tourism of Uruguay

### **TBC: "65th Regional Commission for Africa", Tanzania (Hybrid)**

Organizer: UNWTO and Ministry of Foreign Affairs and East Africa Cooperation of Tanzania

### **TBC: "34th Regional Commission for Asia Pacific and South Asia", Indonesia (Hybrid)**

Organizer: UNWTO and Ministry of Tourism and Creative Economy of Indonesia

## AMD NEWS

# AFFILIATE MEMBERS DEPARTMENT AT THE 24TH GENERAL ASSEMBLY – MAIN ACHIEVEMENTS

### THE GENERAL ASSEMBLY APPROVES A NEW LEGAL FRAMEWORK OF UNWTO AFFILIATE MEMBERSHIP

During the 24th General Assembly, on 2 December 2021, the New Legal Framework of UNWTO Affiliate Membership has been adopted by the General Assembly [A/RES/749(XXIV)]. Previously, the revised Rules of Procedure of the Committee of the Affiliate Members has been approved by the Plenary of the Affiliate Members at its 43rd session held on 30 November 2021.

The new Legal Framework of the UNWTO Affiliate Membership, as requested by the Board of the Affiliate Members, is composed of two separate documents:

- I. Rules of Procedure of the Committee of the Affiliate Members regulate exclusively the functioning of the Committee of the Affiliate Members, composed of the Plenary and the Board of the Affiliate Members.
- II. Charter of Affiliate Membership which includes all the content concerning the Affiliate Membership (definition Affiliate Members, Right & Obligation, Admission process, withdrawal) and the regulation of the new Committee on Matters Related to Affiliate Membership (CMAM).

The Main improvements through the Reform:

- Creation of a specialized Committee (CMAM) to serve as a much necessary institutional vehicle for an effective integration of the Affiliate Members with the Governments and within UNWTO.
- Provide the necessary tools to promote a quality-oriented expansion of the Affiliate Membership.
- Regulation of the functions and working methods of the Plenary and the Board
- Legal Framework with a coherent structure and plenty in accordance with UNWTO

For more details, you can download the document [A/24/18\(b\)](#) on the reform of the UNWTO Affiliate Membership Legal Framework which contains in the annexes the texts of the new legal framework.



## AMD NEWS

# AFFILIATE MEMBERS DEPARTMENT AT THE 24TH GENERAL ASSEMBLY – MAIN ACHIEVEMENTS

### THE UNWTO WELCOMES 36 NEW AFFILIATE MEMBERS STRENGTHENING THE ROLE OF THE TOURISM PRIVATE SECTOR

At the 24th session of the General Assembly, the UNWTO admitted 36 new Affiliate Members who joins the already existing network of more than 500 entities from the tourism private sector.

Destinations management organizations, tourism boards at the national, regional and local level, professional organizations, universities and research centres, NGOs and associations are just some of the profiles of the new Affiliate Members, that will contribute to strengthening the role of the private sector and add knowledge and expertise to the Organization.

The geographical distribution of the new members is very diverse and representative of all the regions of the world. We are pleased to welcome new members from 20 countries, namely Spain, United States of America, Italy, Georgia, Germany, Portugal, Austria, Switzerland, Russian Federation, Saudi Arabia, Bahrain, Mexico, Paraguay, Uruguay, Ghana, Uganda, Nigeria, Japan and the Republic of Korea.

Despite the complicated period all the tourism stakeholders faced, the high number of new Affiliate Members is a clear sign of the opportunities the UNWTO offers them to strengthen public-private partnerships, establish win-win collaborations, and develop joint initiatives to build a more responsible and sustainable tourism sector.

Also, this is the result of a very consistent promotional work carried out by the Affiliate Members Department aimed to expand its network and attract quality entities that will greatly contribute to the work of the whole Organization by providing knowledge and expertise in different segments of the tourism sector.

The UNWTO is very pleased to welcome its new Affiliate Members and look forward to working closely with all of them to support their efforts towards building a better tourism sector that benefits all the societies and communities around the world.



## AMD NEWS

### AFFILIATE MEMBERS DEPARTMENT AT THE 24TH GENERAL ASSEMBLY – MAIN ACHIEVEMENTS

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#### THE PRESIDENT OF THE BOARD OF THE AFFILIATE MEMBERS PRESENTS THE REPORT OF ACTIVITIES AT THE GENERAL ASSEMBLY

Ana Larrañaga, President of the Board of the Affiliate Members, presented before the General Assembly the main outcomes and achievements of the Affiliate Membership since September 2019, when the previous GA was held in Saint Petersburg.

Among the main points of her intervention, Ms. Larrañaga highlighted the important role of the Affiliate Members in the efforts carried out by the Organization to mitigate the impact of the crisis and support the recovery, as an example of strong public-private partnership. Moreover, she stressed the strengthened integration of the Affiliate Members in the initiatives of the UNWTO. For instance, their higher participation in the statutory meetings of the Organization which enabled to establish contacts with the governments and the UNWTO Regional Departments.

Furthermore, Ms. Larrañaga highlighted the valuable contributions by the Affiliate Members to the work of the Working Group for the Reform of the UNWTO Affiliate Membership Legal Framework. All their proposals were taken into account and many of them integrated in the document.

Lastly, the President applauded the development of the International Code for the Protection of Tourists, and stressed the involvement of the Affiliate Members as observers through the presence of the Vice-President of the Board Mr. Don Hawkins and other affiliated entities such as IATA, HOTREC, Expedia Group, Allianz Partners and ISTO.



## AMD NEWS

### AFFILIATE MEMBERS DEPARTMENT AT THE 24TH GENERAL ASSEMBLY – MAIN ACHIEVEMENTS

#### PROGRAMME OF WORK 2022

The 43rd Plenary Session of the Affiliate Members offered the ideal framework to debate on the Programme of Work 2022 (PoW), which is the roadmap document outlining the specific objectives of the Affiliate Members Department, in line with UNWTO's main goals and programmatic priorities.

Some Affiliate Members, like CaixaBank, EGEDA, CETT Barcelona, American Hotel & Lodging Educational Institute, Skål International, European Historic Thermal Towns Association (EHTTA), Sociedad de Promoción y Desarrollo Económico de La Palma (SODEPAL) or World Leisure Organization, presented their proposals for the PoW 2022 during the Plenary Session. The proposals presented also featured a wide range of formats such as research projects on sustainability, organization of awards, webinars or in-person thematic events, among others. Along with the interventions of the mentioned Affiliate Members, the agenda included a slot for open debate, where many members shared some of their main projects for 2022 and requested the institutional support of UNWTO / Affiliate Members Department.

The version of the Programme of Work 2022 presented during the 43rd Plenary Session is available [here](#).

List of interventions and proposals:

- 1: CaixaBank: Research study on the sustainability and digitalization of the hotel industry
- 2: Facility Concept: Promotion of the Affiliate Membership in Africa
- 3: EGEDA: Premios Platino del Cine Iberoamericano and Platino Educa
- 4: CETT: School of Tourism, Hospitality and Gastronomy: CETT Smart Tourism Congress Barcelona (6th Edition) and Terres CHECK-IN International Hospitality Film Awards
- 5: American Hotel & Lodging Educational Institute: COVID-19 Training Program for Hotels & Restaurants
- 6: Skål International: Sustainable Tourism Awards and Webinar series on selected topics
- 7: World Leisure Organization: 7th World Leisure Congress (WLC 2022), in Dunedin, New Zealand
- 8: European Historic Thermal Towns Association (EHTTA): International Congress on Thermal Tourism, Galicia, Spain
- 9: Sociedad de Promoción y Desarrollo Económico de La Palma (SODEPAL): Astrofest La Palma 2022



## AMD NEWS

### AFFILIATE MEMBERS DEPARTMENT AT THE 24TH GENERAL ASSEMBLY – MAIN ACHIEVEMENTS

#### 10 AFFILIATE MEMBERS PRESENTED THEIR INITIATIVES AT THE AM CORNER

A new edition of the “Affiliate Members Corner” was held in the framework of a UNWTO General Assembly, conceived as a visibility opportunity for the Affiliate Members to promote their projects and initiatives and to share contributions to a better post-COVID tourism scenario.

The topics covered a rich scope of priority areas, like the much-needed reduction of CO2 emissions in tourism, with the example of South Korea’s approach, how does the current state of travel industry look like thanks to data from TripAdvisor, how hotels and restaurants can become more resilient, the use of technologies in Public-Private Partnership or how can new and innovative tourism products contribute to diversity tourism offer at destinations, among other topics.

Below you can find the list of 10 Affiliate Members who presented their initiatives, and the complete presentations are available [here](#).

**Korea Tourism Organization:** Co2 emissions mitigations project in Korea Tourism Industry and Policy Measurement Building

Dr. Jang You Hyun, Director of International Cooperation Team

**Tripadvisor:** Ready to restart: the current state of the travel industry

Mr. Chris Henly, Senior Business Development Manager

**IGLTA - International LGBTQ+ Travel Association:** The IGLTA Foundation Impact Award: Sustainability for Small Business Success

Mr. Clark Massad, Vice President - Global Partnerships

**American Hotel & Lodging Educational Institute:** COVID-19 Training Program for Hotels & Restaurants

Mr. Ed Kastli, Channel Vice President of International Sales

**COTELCO - Hotel and Tourism Association of Colombia:** Challenges in Colombia after a year and half of Covid-19 and current tools to overcome the crisis

Mr. José Andrés Duarte, President

**Starlight Foundation:** The potential of Astro Tourism

Ms. Antonia Varela, General Director

**Solimar International:** Tourism Innovation Approaches by Solimar International

Dr. Donald Hawkins, Chairman

**Chameleon Strategies:** COVID Recovery Solution for Destinations

Mr. Gerrit Kruger, Managing Director

**Tourism Data Driven Solutions (TDDS):** Public-Private Partnerships using Blockchain and AI: The Ultimate Solutions for Tourism Recovery

Mr. Antonio López de Ávila, President & CEO

**Arab Regional Centre for World Heritage:** World Heritage Sites in the Arab Region Book

Mr. Ebrahim Alkhalifa, Deputy Director





## AMD NEWS

### OTHER DECISIONS BY THE GENERAL ASSEMBLY

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#### Zurab Pololikashvili will serve as UNWTO Secretary General until 2025

Member States voted in person to approve the UNWTO Executive Council's nomination of Mr. Pololikashvili to serve as Secretary-General for a second term. On the back of the strongly favorable vote, he will lead UNWTO from 2022 to 2025.



#### UNWTO Announces List of 'Best Tourism Villages' 2021

The best examples of villages embracing tourism to provide opportunities and drive sustainable development were awarded at the General Assembly in Madrid. A total of 44 villages from 32 countries across the five world regions were granted the recognition in 2021, upon evaluation by an independent Advisory Board based on an established set of criteria.

Some Affiliate Members took part in the award ceremony to receive the recognitions on behalf of some of the villages:

Cumeada, Portugal - Apolónia Rodrigues, Dark Sky Association  
Maní, Mexico - Michelle Fridman Hirsch, Secretary of Tourism of Yucatán

You can find here the list of [Best Tourism Villages by UNWTO 2021](#).



## AMD NEWS

### OTHER DECISIONS BY THE GENERAL ASSEMBLY

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#### Winners of the UNWTO's Students League 2021

Students from around the world have been recognized for ideas to make tourism more responsible and sustainable. The 2021 Global UNWTO Students' League Competition focused on addressing the issue of plastics pollution within the sector, as well as maximizing tourism's contributions to rural development.

The Affiliate Member Università Bocconi won the Tourism and Rural development Challenge under the Masters category. Other Affiliate Members have also been involved in the provision of mentorship to students and prizes for the winners such as Culinary Tourism Alliance, Eurecat or Hostelling International.

The full list of winners can be accessed [here](#).

#### Affiliate Members chosen to be present in the World Committee on Tourism Ethics

Ms. Daniela Otero Chief Executive Officer, Skal International and Ms. Susan Longley, General Secretary, International Union of Food, Agriculture, Restaurant, Catering, Tobacco and Allied Workers Associations (IUF) have been chosen as members of the committee until the 26th session of the General Assembly in 2025, and Prof. Marina Novelli, Professor of Tourism and International Development, University of Brighton has been chosen as an alternate member.

#### Uzbekistan to host the 25th UNWTO General Assembly in 2023

The next session of the UNWTO's General Assembly will be held in the Uzbekistan city of Samarkand. Portugal was the only other country competing to host the most important statutory meeting of the Organization, after the withdrawals by Egypt and the Kingdom of Morocco.

#### World Tourism Day 2022 and 2023

The General Assembly has designated: Bali, Indonesia as host of World Tourism day for 2022 under the theme "Rethinking Tourism", while Riyadh, the Kingdom of Saudi Arabia, will be host for 2023 and will focus on "Tourism and Green Investments".

#### New chairs elected for the Executive Council for 2022

Côte d'Ivoire will act as Chair of the Council, Kingdom of Saudi Arabia as first Vice-Chair of the Council and Mauritius as second Vice-Chair of the Council for 2022.

#### Approved the International Code for the Protection of Tourists

This new regulatory framework, result of the work carried out in the last months by the Committee for the Development of an International Code for the Protection of Tourists, was approved by the General Assembly. In all, 98 Members States and Associate Members as well as 5 non-member States, international organizations and leading private sector stakeholders actively participated on this landmark project.

Specifically, 5 Affiliate Members participated as observers in the Committee: Allianz Partners, Expedia Group, International Air Transport Association (IATA), HOTREC and the International Social Tourism Organization (ISTO).

Moreover, it is worth to mention that the direct participation of the Affiliate Members in the work of the Committee was guaranteed through the institutional representation of Don Hawkins, Vicepresident of the Board of the Affiliate Members, who collected and transmitted to the Committee the contributions by:

- Defensoria del Turista de la Ciudad Autónoma de Buenos Aires
- Kalam
- The National Confederation of Trade in Goods, Services and Tourism (CNC) of Brazil
- Fundación Mallorca Turisme

## UNWTO HIGHLIGHTS

### International tourism sees upturn but recovery remains fragile

According to the newest edition of the UNWTO World Tourism Barometer, international tourist arrivals increased by 58% in July-September 2021 compared to the same period of 2020. However, they remained 64% below 2019 levels. Europe recorded the best performance in the third quarter, with international arrivals 53% down on the same three-month period of 2019.

Considering the period between January and September 2021, worldwide international tourist arrivals stood at -20% compared to 2020, a clear improvement over the first six months of the year (-54%).

The uplift in demand was driven by increased traveler confidence amid rapid progress on vaccinations and the easing of entry restrictions in many destinations. In Europe, the EU Digital Covid Certificate has helped facilitate free

movement within the European Union, releasing significant pent-up demand after many months of restricted travel. The Americas recorded the strongest inbound results in January-September, with arrivals up to 1% compared to 2020 but still 65% below 2019 results.

Despite the improvements, the pace of recovery remains slow and uneven across world regions. This is due to varying degrees of mobility restrictions, vaccination rates and traveler confidence. It is clear that the safe resumption of international tourism will continue to depend largely on a coordinated response among countries in terms of travel restrictions, harmonized safety protocols and effective communication to restore consumer confidence.

You can find more information [HERE](#)



## UNWTO HIGHLIGHTS

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### UNWTO Calls Against Blanket Travel Restrictions

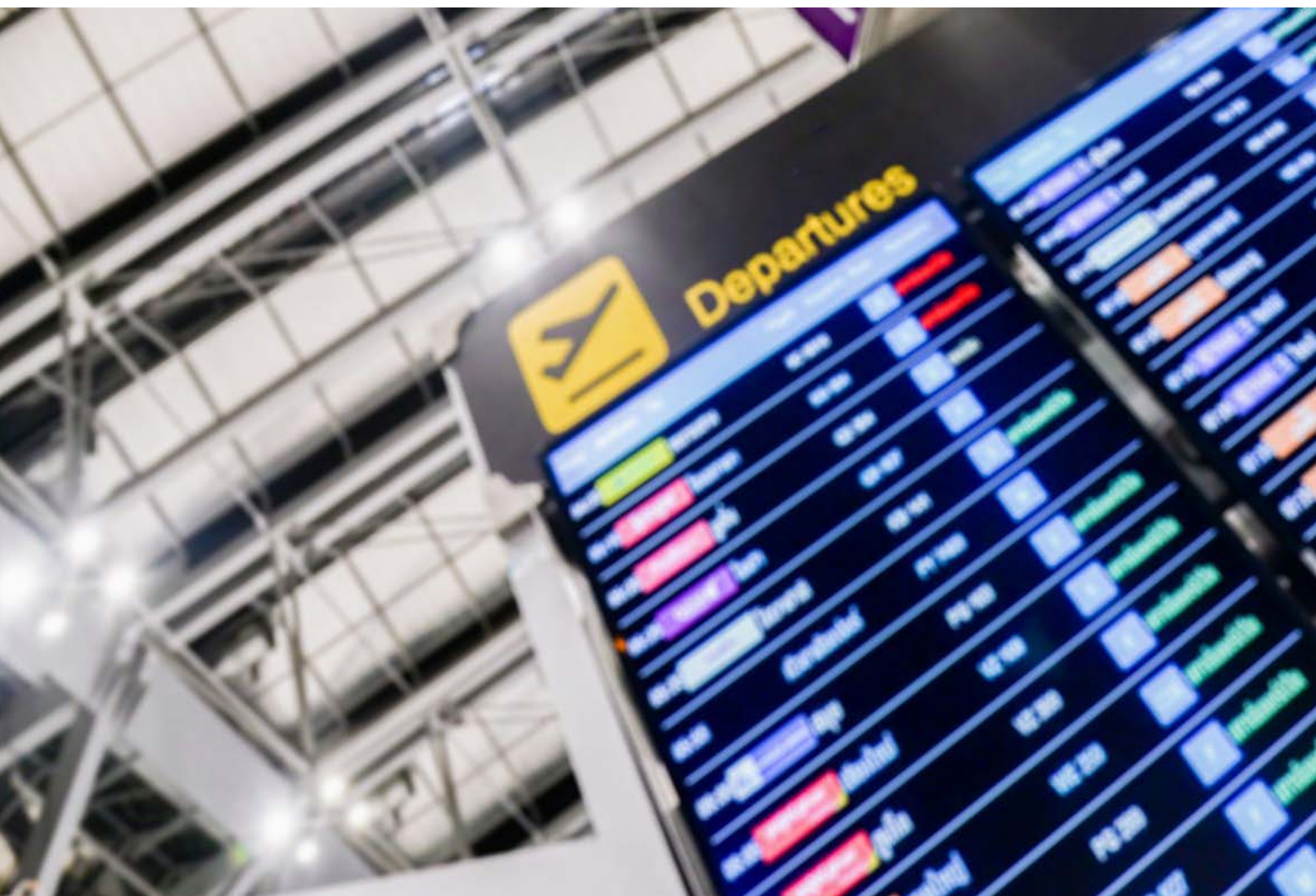
The World Tourism Organization (UNWTO) calls out against the introduction of blanket restrictions on travel, as witnessed in recent days. UNWTO has once again reminded countries that the imposition of blanket restrictions on travel is discriminatory, ineffective and contrary to the World Health Organisation's recommendations.

This call echoes the concerns raised by UNWTO Members during the 24th General Assembly, who expressed solidarity with Southern African states, calling for the immediate lifting of travel bans imposed on specific countries. Furthermore, it was stressed that if restrictions are introduced, they must be proportionate, transparent, and scientifically based.

They must also only be introduced with a full appreciation of what halting international travel would mean for the most vulnerable, including those developing countries and individuals who depend in tourism for their economies and livelihoods.

UNWTO continues to urge for coordinated and evidence-based approaches to balancing public health concerns with keeping the lifeline of tourism intact, which has been shown to be the most effective way forward.

For more information please access this [LINK](#)



## UNWTO HIGHLIGHTS

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### UNWTO and CAF Boost Sustainable and Innovative Tourism in Latin America

The Development Bank of Latin America (CAF) and UNWTO have agreed to strengthen their collaboration to accelerate tourism development through investments. The new agreement will see the two organizations build on their existing relationship, with the aim of attracting, promoting and mobilizing investments in tourism across Latin America.

It places special emphasis on enabling access to innovative financing mechanisms and also on promoting green investments that can accelerate tourism's shift towards greater sustainability. UNWTO Secretary-General, Zurab Pololikashvili, said: "Innovation in the way investments are promoted is the key to reshaping the tourism model. The UN Tourism Net Zero Fund will help UNWTO and CAF Member States in the Americas to lead the shift towards sustainable economic development."

UNWTO has recognized the potential of investments to boost the green transition in the tourism sector. The Glasgow Declaration for Climate Action, launched by UNWTO and partners at the COP26, recognizes financing as an essential pillar of a sector-wide commitment to halve carbon emissions within the next decade and reach net-zero by 2050.

Please find more information [HERE](#)



**MEMORANDO  
DE  
ENTENDIMIENTO**



## UNWTO HIGHLIGHTS

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### **UNWTO and the GSMA partners to improve digital skills of unserved communities in tourism**

The UNWTO and the GSMA, the global association unifying the mobile ecosystem, have announced a partnership to promote the upskilling of people in underserved communities engaged in tourism. With their combined expertise in responsible tourism and mobile connectivity, the two Organizations will help marginalised groups provide new tourism services to improve their livelihoods.

The partnership has been develop as part of the GSMA-led Digital Declaration, which unites CEOs from across industry sectors who are committed to acting ethically in the digital era and delivering what matters most to digital citizens, industry, and governments.

The GSMA and UNWTO recently provided the first training sessions, delivered in Chiapas and Veracruz and focused on digital marketing. These helped local women acquire new skills to identify new audiences and promote their artisan textiles online. These workshops form part of the UNWTO Weaving the Recovery project, delivered with partners from Mexico.

You can find more information [HERE](#)



## AFFILIATE MEMBERS NEWS

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### LGBTQ+ TRAVEL & HIV: NAVIGATING THE WORLD SAFELY

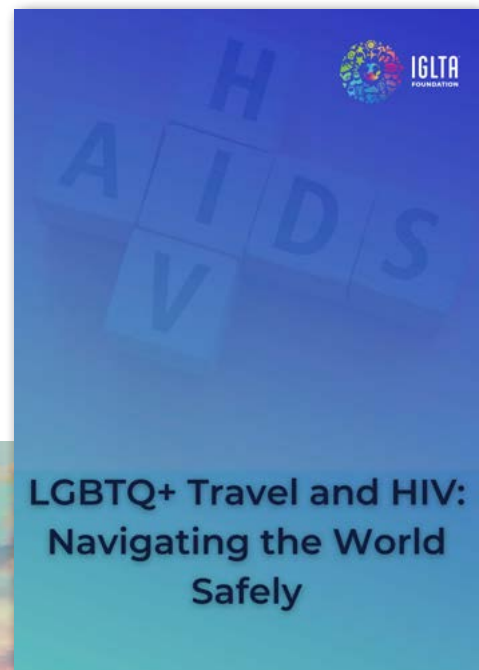
The long-standing mission of IGLTA, the International LGBTQ+ Travel Association, is to advance LGBTQ+ travel worldwide. One of the ways our charitable IGLTA Foundation supports that mission is by creating resources that focus on the safety of our traveling community, which often desires to explore more of the world than the general population.

Just as many countries present added considerations for LGBTQ+ travelers, many also require unique precautions for travelers with HIV. Our new guide, released to coincide with World AIDS Day, December 1, is designed to assist LGBTQ+ travelers with HIV with all stages of travel planning. As global tourism returns within the pandemic and beyond, we hope this contributes to safe, healthy travels.

[Download the free guide.](#)



**IGLTA**<sup>®</sup>  
FOUNDATION



## AFFILIATE MEMBERS NEWS

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### THE CROATIAN CONVENTION BUREAU AT THE IBTM WORLD

After a two-year hiatus, the Croatian Convention Bureau attended the IBTM World from 30.11. to 2.12.2021. and presented Croatia's MICE segment over 45 pre-arranged meetings with buyers from all over the world. The IBTM World in Barcelona is the leading global event for the meetings and events industry.

In addition to the CNTB as the main exhibitor, at the 72 sqm stand, seven Croatian co-exhibitors participated: Zagreb Convention Bureau, Dubrovnik Tourist Board Convention Bureau, Opatija Tourist Board - Convention Bureau, Spektr putovanja, Liburnia Hotels & Villas, Valamar and Le Meridien Lav Split.

If you are searching for a new, innovative, creative and stimulating destination for your business travel, discover Croatia - a rising star in Europe's MICE industry, named Business Destinations Travel Award winner in the category Best Destination for MICE, Europe 2018.

To learn more about Croatia as a potential MICE destination, visit [www.meetingscroatia.hr](http://www.meetingscroatia.hr) or contact [meetings@htz.hr](mailto:meetings@htz.hr).

**CROATIA**  
Full of life





## AFFILIATE MEMBERS NEWS

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### INVITATION TO ATTEND THE ANNUAL AFRICA TOURISM LEADERSHIP FORUM (ATLF) 2021

Organized by students at Swiss Hotel Management School, in partnership with imeethotel and Bidroom, the biannual World of Hospitality event took place online on December 2. This edition focused on the concept of “Human-oriented” and brought together hospitality experts who reflected on consumers’ values, needs, and expectations and discussed how the industry can respond to emerging challenges.

In an attempt to offset the event’s carbon footprint, students chose to partner with One Tree Planted, a non-profit organization that plants one tree for every dollar invested. The SHMS students set the ambitious goal of planting 1000 trees and raised funds to make this happen. Lauren Dalmatoff, the Environmental Education Program Coordinator at OneTreePlanted, has been invited to speak at the World of Hospitality on the topic of Human-Centric Sustainability in Hospitality.

Find out more about the event [here](#).



## AFFILIATE MEMBERS NEWS

### ADVENT ZAGREB CHRISTMAS MARKET TAKES YOU BACK TO YOUR CHILDHOOD: GRAB YOUR FAVOURITE TOY AND TRAVEL TO SOME OTHER TIMES!

Warm lights, smiling faces, snowflakes dancing with the notes of Christmas carols. It is the magic of Christmas that only Zagreb can offer during Advent. For three years in a row, the best Christmas market in Europe, takes us back to the past. It magically reveals to us the secret locations where its favourite childhood friends – toys are hidden.

A rich cultural and musical program dotted all over the city will, of course, be held in accordance with the latest official advice and measures, so we suggest you to keep an eye on

the official Advent Zagreb website: [www.adventzagreb.hr](http://www.adventzagreb.hr)

In the meantime, we invite you to save the date from November 27th to January 7th, 2022 and plan your visit to Zagreb – Croatian Christmas Capital!



## AFFILIATE MEMBERS NEWS

### THE RELEASE OF THE 11TH REPORT ON CITY LEISURE DEVELOPMENT IN CHINA

On Nov 26 2021, the 11th Report on City Leisure Development in China was released at the Shanghai Institute of Tourism, with the collaboration of Shanghai Cultural and Tourism Administration.

The report ranks 36 key cities in terms of their leisure development in 2020 by five dimensions: economic growth, leisure facilities, leisure consumption, public services and transportation supplies. Based on the 11-year concessive observation on the phenomenon, the report suggests gaps between top and bottom cities are substantially narrowed down especially in the leisure consumption, reflecting Chinese residents in large cities are formulating similar leisure lifestyle so as to increase the general life quality and well-being.

The public leisure facilities and services have improved significantly especially in the west and middle parts of China. Due to the impact of COVID-19, more people prefer to spend leisure time locally than making cross-county trips.



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# 第六届中国休闲与旅游发展论坛 暨2021中国城市休闲化指数发布会

主办：上海师范大学休闲与旅游研究中心  
华东师范大学工商管理学院休闲研究中心  
上海交通大学出版社  
上海市文化和旅游事业发展中心

媒体支持单位：新华社、中新社、人民网、社会科学网、中国文化报、  
解放日报（上观新闻）、文汇报、澎湃新闻、新民晚报、  
新闻晨报（周到上海）、青年报、东方网等

## AFFILIATE MEMBERS NEWS

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### **NOSU UNIVERSITY IS PLANNING TO HOLD THE INTERNATIONAL CONFERENCE “CONDITIONS AND PROSPECTS FOR THE DEVELOPMENT OF SPORTS TOURISM IN THE NORTH CAUCASIAN FEDERAL DISTRICT”**

The international conference will give a serious impetus to the development of tourism in the region. The main goal of the Conference: to draw attention to the development of active sports tourism in North Caucasian District among government bodies, tour operators and travel agency companies, the population of Russia, to increase tourist flows for the purpose of sports tourism to the district not only from the Russian Federation, but also from different countries of the world.

Currently, the North Caucasian District has unique tourist resources that are insufficiently used for the development of tourism in this region. The Conference will serve as a significant impetus for development of tourism in the region, further high-quality scientific research to create new tourist routes, develop tourism infrastructure and attract investment. The district has rich and diverse natural, cultural and historical resources, which is a serious potential for development of tourism in the area.



## AFFILIATE MEMBERS NEWS

### 3RD EDITION OF THE MERCOSUL CONFERENCE ON INTERNATIONAL COMMERCE AND SERVICES

On November 5th, the National Confederation of Commerce, Services and Tourism (CNC) hosted the third edition of the Mercosul Conference on International Commerce and Services, and the president of CNC, José Roberto Tadros, defended the integration between nations of all continents as a way to expand touristic activity and achieve economic recovery.

For the last six months, CNC temporarily assumed the coordination of the Council of Chambers of Commerce of Mercosul, and Tadros praised, in his speech, an international trade agreement signed between Mercosul and the European Union, after 22 years of negotiations. "Commercial relations between countries also play the

role of integrating cultures, bringing people together. This agreement shows that we are all on the same side".

In addition to business representatives from Mercosul, the vice president of the Federative Republic of Brazil, Hamilton Mourão, and the minister of the economy, Paulo Guedes, gave speeches at the Conference.



Cetur  
Cetur  
Cetur  
Cetur  
**Cetur**





The UNWTO Affiliate Members Department is responsible for the management of the partnership between UNWTO and the private sector.

Contact us at: [am@unwto.org](mailto:am@unwto.org)