



Dear Affiliate Members,

I would like to start by informing you that on the 27th and 28th of April in Madrid, UNWTO will hold an Extraordinary Session of the General Assembly to vote on the suspension of the Membership of the Russian Federation. This decision was taken by the Executive Council at its emergency session which took place on the 8th of March.

Focusing now on the Newsletter, this issue includes some of the most relevant activities carried out by the Affiliate Members Department in the last month, along with some future initiatives that will soon be held.

On the 21st of March we organized the first session of the UNWTO Briefing for Affiliate Members, this time focused on the upcoming Global Youth Tourism Summit. This is a new format aimed at offering first-hand insights on upcoming major UNWTO events and initiatives.

Moreover, I am very happy about the active role of the Affiliate Membership in the framework of the 48th UNWTO Regional Commission for the Middle East, held in Cairo on the 28th and 29th of March. I had the opportunity to present a report of the main activities implemented by the department in the past year, with a specific focus on the region, and I was accompanied by a representative of the Board of Affiliate Members, the Red Sea Development Company, who transmitted to the governments the main needs and priorities of the Affiliate Members.

Also, I would like to highlight that on the 5th of April we held a briefing session dedicated to the Members of the Board in which the Chair, Ms. Mar de Miguel, shared details about the debates which took place at the emergency session of the Executive Council on the issue of the possible suspension of the Russian Federation.

About the upcoming initiatives, it is worth to mention that on the 21st of April we will hold a new session of the Webinar on how to use the AMConnected platform, for the participants to get to know more about its basic functionalities and so get the best out of it.

Lastly, I am glad to say that we are already working with our Affiliate Members on the implementation of some of the initiatives and activities that were included in our Programme of Work 2022 and we are preparing the Affiliate Members' participation in the other upcoming UNWTO Regional Commissions.

As always, I am at your disposal and look forward to hearing any comments you might have.

Yours sincerely,

Ion Vilcu



AGENDA OF THE AFFILIATE MEMBERS – EVENTS 2022

UNWTO STATUTORY AND HIGH-LEVEL MEETINGS

UNWTO GENERAL ASSEMBLY

April 27-28	1st Extraordinary Session of the General Assembly	Madrid, Spain	In person
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UNWTO EXECUTIVE COUNCILS

March 8	Emergency session of the Executive Council	Madrid, Spain	In person
June 7-8	116th Session of the UNWTO Executive Council	Saudi Arabia	In person / hybrid
Q4 (TBC)	117th Session of the UNWTO Executive Council	TBC	In person / hybrid

UNWTO REGIONAL COMMISSIONS

March 28-29	48th Regional Commissions for the Middle East	Egypt	In person / hybrid
May 19-20	67th Regional Commission for the Americas	Punta del Este, Uruguay	In person / hybrid
June 1-3	67th Regional Commission for Europe	Yerevan, Armenia	In person / hybrid
July 5-7	34th Regional Commission for Asia Pacific and South Asia	Maldives	In person / hybrid
October 5-7	65th Regional Commission for Africa	Tanzania	In person / hybrid

UNWTO / AMD MAIN CONFERENCES AND EVENTS WITH PARTICIPATION OF AFFILIATE MEMBERS

June 27–July 3	1st Global Youth Tourism Summit	Sorrento, Italy	In person / hybrid
September 20-21	6th UNWTO Global Conference on Wine Tourism	Alba, Italy	In person / hybrid
September 27	World Tourism Day	Bali, Indonesia	In person / hybrid
October 20-21	3rd Mayors Forums for Sustainable Urban Tourism	Madrid, Spain	In person / hybrid
November (TBC)	UNWTO Global Conference on Cultural Tourism and Creative Industries	Lagos, Nigeria	In person / hybrid
November 17-19 (TBC)	1st World Forum on Rural Tourism	Mexico City, Mexico	In person / hybrid
November 23-25	Smart Destinations Conference	Valencia, Spain	In person / hybrid
December 12-15 (TBC)	7th UNWTO World Forum on Gastronomy Tourism	Nara, Japan	In person / hybrid

AGENDA OF THE AFFILIATE MEMBERS – EVENTS 2022

EVENTS ORGANIZED BY THE UNWTO AFFILIATE MEMBERS

Foundation for Environmental Education (FEE)	April 25	Welcoming nature as your guest – biophilic design in the hotel industry	Virtual
	May 12	My establishment in action – how to support biodiversity in the tourism industry	Virtual
	End of May (TBC)	Tourism – a force for good for biodiversity	Virtual
Asociación Internacional para la Cooperación Turística (ASICOTUR)	May 25-26	1st International Congress of Tourism Cooperation	Santiago de Compostela (Spain) + Online
Università degli Studi del Molise	May 11-12-13	Sustainable tourism, biodiversity and gastronomy. Smart Adria Spring School	Termoli (Italy) + Online
European Cities Marketing	June 2-3	11th City Cards Expert Meeting	Genoa, Italy
	June 9	City Fair Workshop	Virtual
	August 27-31	36th ECM Summer School	Turin, Italy
	September 8-9	17th TourMIS Users' Workshop & International Seminar	Wien, Austria
	November 24-25	9th TIC Expert Meeting	Gothenburg, Sweden
International Gay & Lesbian Travel Association	October 26-29	IGLTA 38th Global Convention	Milan, Italy
Fondazione Romualdo del Bianco	November 16-18	"The World in Florence" - International Festival World's Cultural Expressions	Florence, Italy

The Affiliate Members Department participated in the 48th UNWTO Regional Commission for the Middle East

The Affiliate Members Department reinforced its participation in the 48th UNWTO Regional Commission for the Middle East (CME), which was celebrated in Cairo, Egypt on the 28th and 29th of March.

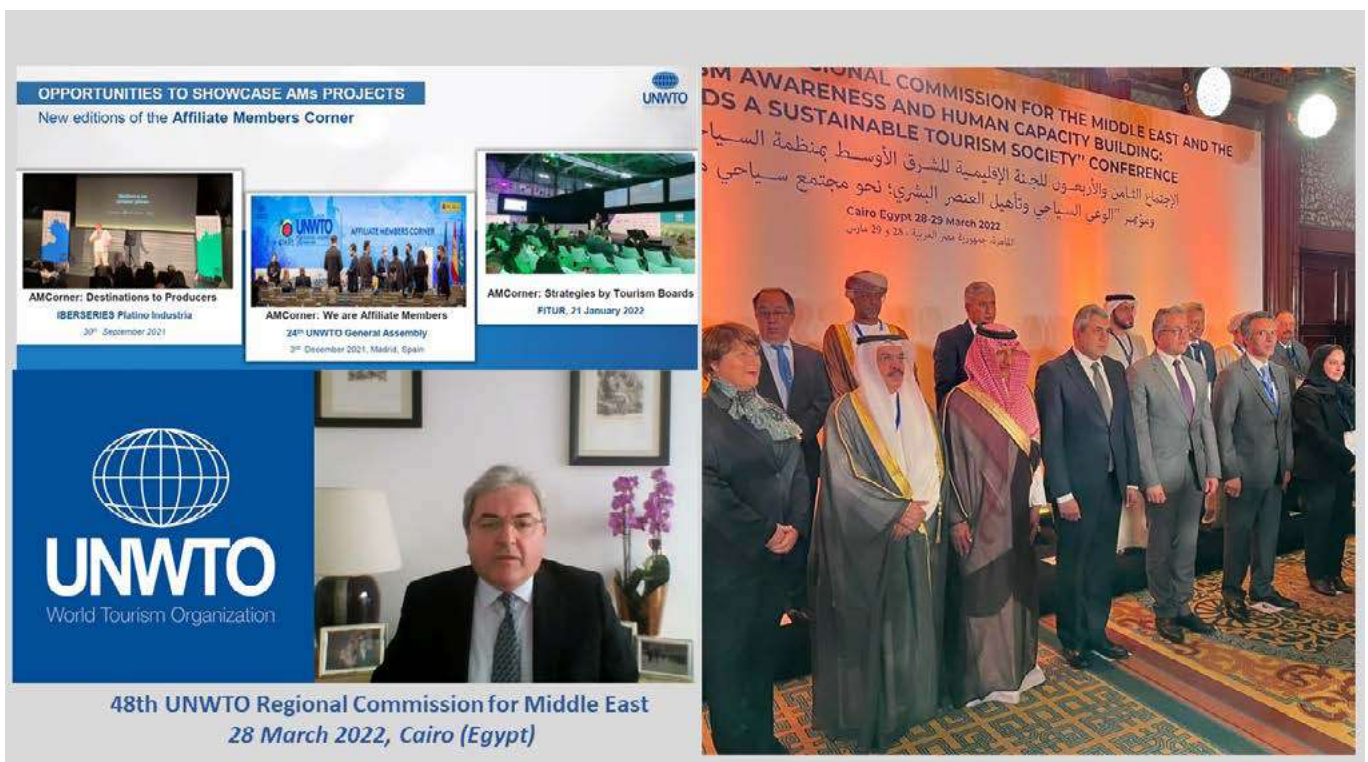
The Agenda of this important ministerial meeting included an item dedicated to the Affiliate Members, where the Director of the Department Mr. Ion Vilcu presented to the ministers a report of the most relevant activities and initiatives carried out during the last year by the Affiliate Members, with a focus on the Middle East region. Moreover, he outlined the main priorities and strategic objectives of the Department, which includes delivering better value to the Affiliate Members by incorporating their ideas and contributions within the UNWTO Agenda, and modernizing the management of the network, which looks to lead to a wider and stronger Affiliate Membership.

The same item of the agenda also included an intervention by a representative of the Board of Affiliate Members, this time in the person of Mr. Abdullah AlZahrani, Brand &

Marketing Executive Director of The Red Sea Development Company (Saudi Arabia). He underlined the main objectives and achievements of the Affiliate Members network, with a specific focus on strengthening networking opportunities with governments, along with the specific challenges of this membership in the Middle Eastern region.

It is also worth to mention that the Affiliate Member Egyptian Hotel Association participated in the Conference “Tourism Awareness and Human Capacity Building: Towards a Sustainable Tourism Society”, which took place on the 29th within the framework of the CME.

This Regional Commission offered an excellent opportunity to shine a spotlight before tourism ministers and other key regional institutions on the importance of reinforcing the partnership between UNWTO and the private sector to unlock the great region’s tourism potential and build a more competitive and sustainable sector.



The Affiliate Members Department organized a Briefing Session regarding the decisions of the 2nd Emergency session of the UNWTO Executive Council

On the 5th of April a Briefing Session dedicated to the Members of the Board of Affiliate Members was held to inform them on the debates that took place within the framework of the Extraordinary Executive Council, held in Madrid on the 8th of March 2022, as well as the decision adopted to convene an Extraordinary UNWTO General Assembly for the 27th and 28th of April to address the issue of the suspension of the membership of the Russian Federation.

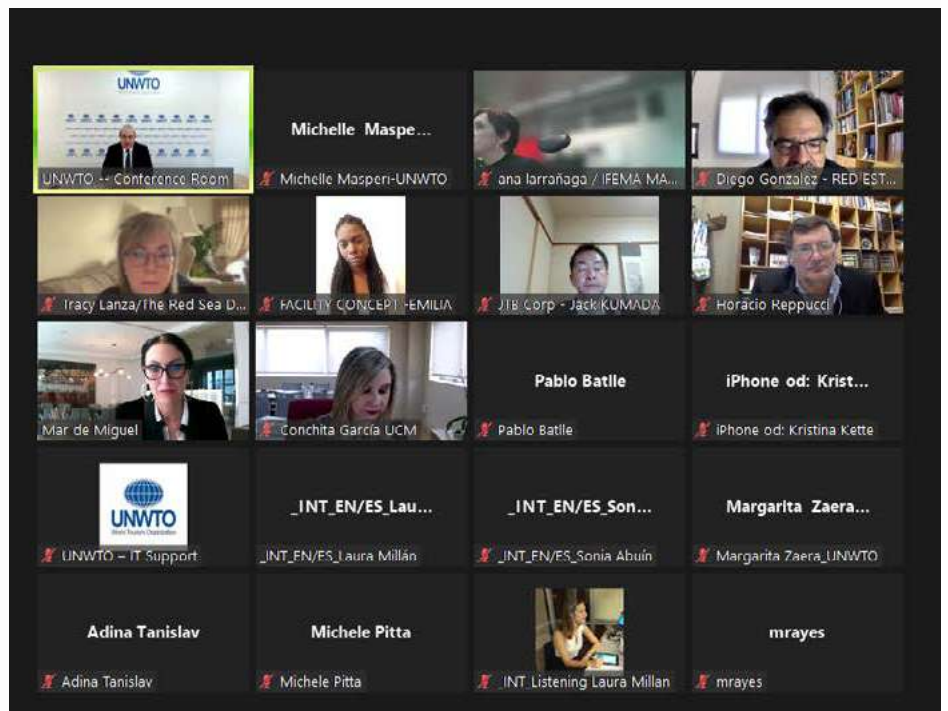
The Director of the Affiliate Members Department, Ion Vilcu, briefly explained the legal mechanisms enforcing the Executive Council to take the decision of conveying an

extraordinary session of the General Assembly, for the first time ever in the history of UNWTO.

The Chair of the Board of Affiliate Members, Mar de Miguel, who participated in the aforementioned meeting of the Executive Council, informed the other members on the debates which took place and read her intervention on behalf of the Board.

In the last part of the session several members intervened to transmit their position and thoughts and agreed on a common position on the issue that the Chair will bring to the General Assembly.

BRIEFING SESSION WITH THE BOARD OF AMS REGARDING THE DECISIONS OF THE 2ND EMERGENCY SESSION OF THE UNWTO EXECUTIVE COUNCIL



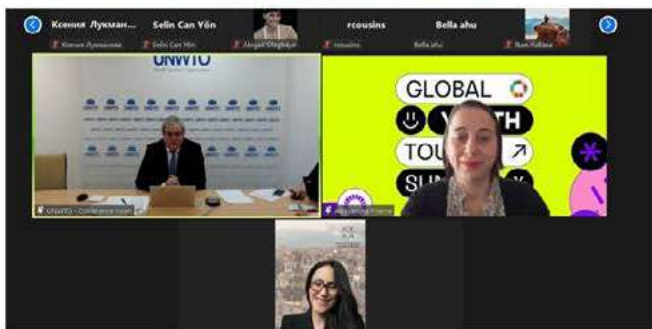
The Affiliate Members Department launched the new format UNWTO Briefing for Affiliate Members

On the 21st of March, the Affiliate Members Department held the first session of the UNWTO Briefing for Affiliate Members, focused on the upcoming Global Youth Tourism Summit (GYTS) that will take place in Sorrento, Italy on 27 June – 3 July, and will give youth a unique platform to share discuss ideas and shape their visions for the future of sustainable tourism and the Agenda 2030.

At the session, the participating Affiliate Members had the opportunity to get to know more about the specific content of the event and main activities scheduled, and in particular the opportunities for their engagement in terms of sponsorships, presentation of case studies, academic contributions, etc.

The session, which was moderated by the Director of the Affiliate Members, Ion Vilcu, counted as well with the participation of the Chair of the Board of Affiliate Members, Mar de Miguel, who delivered her opening remarks. The main part of the session saw the presentation by the Director of the Regional Department for Europe, Alessandra Priante, who provided the participants with in-depth information on the GYTS and the potential participation of the Affiliate Members. Lastly, the final segment was dedicated to a Q&A session where the Affiliate Members had the opportunity to make comments, questions, and proposals for their participation.

We would like to thank all the participants for attending this session and please be sure that the Affiliate Members Department is already working on the organization of the next sessions of this new format aimed at offering first-hand insights on upcoming major events and initiatives.



AMD NEWS

The Affiliate Members Department invites you to join the Webinar on how to use AMConnected

The Affiliate Members Department is organizing another session of the webinar on how to use the AMConnected platform. It will be held virtually on the 21st of April at 16:00 (CEST).

This webinar aims at showing basic functionalities of the platform such as, among other things, how to search and get in touch with other Affiliate Members, how to publish information, how to access our library etc. We want you to become more familiarized with the AMConnected and make the best out of it.

AMConnected is a virtual space dedicated exclusively to our Affiliate Members created to facilitate communication, information sharing, networking and for them to stay up-to-date with the latest news and events from UNWTO. It is the department's main channel for communication from where the Affiliate Members receive all the updates on the main activities and initiatives of the Department and the whole UNWTO.

The Affiliate Members who want to attend the Webinar can register [HERE](#)



 | **Affiliate Members Department
PRESENTS:**

Webinar on how to use AMConnected

An exclusive meeting space available to Affiliate Members, AMConnected is a platform to communicate and share information within the network, forge new business relationships and stay up to date on the latest news and events of UNWTO.

WEBINAR, THURSDAY 21 APRIL 2022 - 16:00 (CEST)

ESTIMATED LENGHT: 1 HOUR
We look forward to seeing you!

 **AMConnected**

Language: English

AMD NEWS

The Director Vilcu participated in the 68th Annual Assembly of Affiliates of the Affiliate Member COTELCO

On the 23rd and the 24th of March, in the Convention Center Valle del Pacifico of the City of Cali, was celebrated the 68th Annual Assembly of Affiliates of COTELCO 2022. The meeting counted on the participation of national and international representatives of the accommodation and tourism sector.

UNWTO was institutionally represented by the Director of the Affiliate Members Department, Mr. Ion Vilcu, who intervened through a video message. He highlighted the satisfaction for counting with such an important and active member of the Colombian tourism sector as it is COTELCO. Moreover, in his message Mr. Vilcu focused on the importance of continuing to foster sustainability as a key component of Colombia's competitiveness as a destination, built upon the solid basis of public-private partnership.

From the UNWTO we were glad to accompany COTELCO on such a special occasion and we are convinced that our collaboration will keep growing in the next future.



UNWTO HIGHLIGHTS

The first UNWTO Extraordinary General Assembly will be held on 27-28 April

For the first time in history, UNWTO convened an Extraordinary General Assembly to address the suspension of the membership of the Russian Federation. It will be held in Madrid on the 27th and 28th of April.

This came from a decision by the Executive Council, which took place in Madrid on the 8th of March, where its members decided to bring this issue to the vote of the General Assembly. According to UNWTO Statutes, a majority of two-third is required in order to suspend a member.

You can find more information [HERE](#)



UNWTO HIGHLIGHTS

UNWTO successfully celebrated the 48th session of its Regional Commission for the Middle East

UNWTO Middle East members met in Cairo on the 28th of March on the occasion of the 48th Regional Commission for the Middle East, which addressed the pressing challenges faced by tourism and looked to the future as the sector's recovery gathers pace across the region.

In his report, the Secretary-General of UNWTO, Zurab Pololikashvili, provided an overview of UNWTO's work in the Middle East and globally for the past year. The report also focused on UNWTO's strategic objectives and core priorities for the year ahead, including making tourism smarter, promoting green investments and entrepreneurship, supporting education and jobs, and protecting natural and cultural heritage.

Members warmly welcomed updates on UNWTO's actions in the region, designed to help the sector become more inclusive, sustainable and resilient. Through the Green Hotel Revitalization Programme, UNWTO is working with the International Finance Corporation to train more than 30 hotels in Egypt in adopting sustainable practices.

Delegates were also provided with a comprehensive overview of the Organization's work in this area, including through the creation of a UNWTO Knowledge Lab for the region and the provision of a new range of training and educational courses in the Arabic Language, most notably through a new e-learning project being implemented in partnership with the Kingdom of Saudi Arabia.

Also, UNWTO informed about the close collaboration with the Gulf Cooperation Council, the Arab Tourism Organization, the Organization of Islamic Cooperation and the Islamic Development Bank.

Members decided that the 49th Regional Commission for the Middle East will be held in Jordan in 2023, while Lebanon will host the 50th meeting in 2024.

Always within the framework of the Regional Commission, on the 29th it took place the Conference "Tourism Awareness and Human Capacity Building: Towards a Sustainable Tourism Society".

You can find more information [HERE](#)



UNWTO HIGHLIGHTS

Tourism enjoys strong start to 2022 while facing new uncertainties

International tourism continues its recovery in 2022, despite the Russian invasion of Ukraine adding pressure to existing economic uncertainties and confidence in global travel, coupled with many Covid-related travel restrictions still in place.

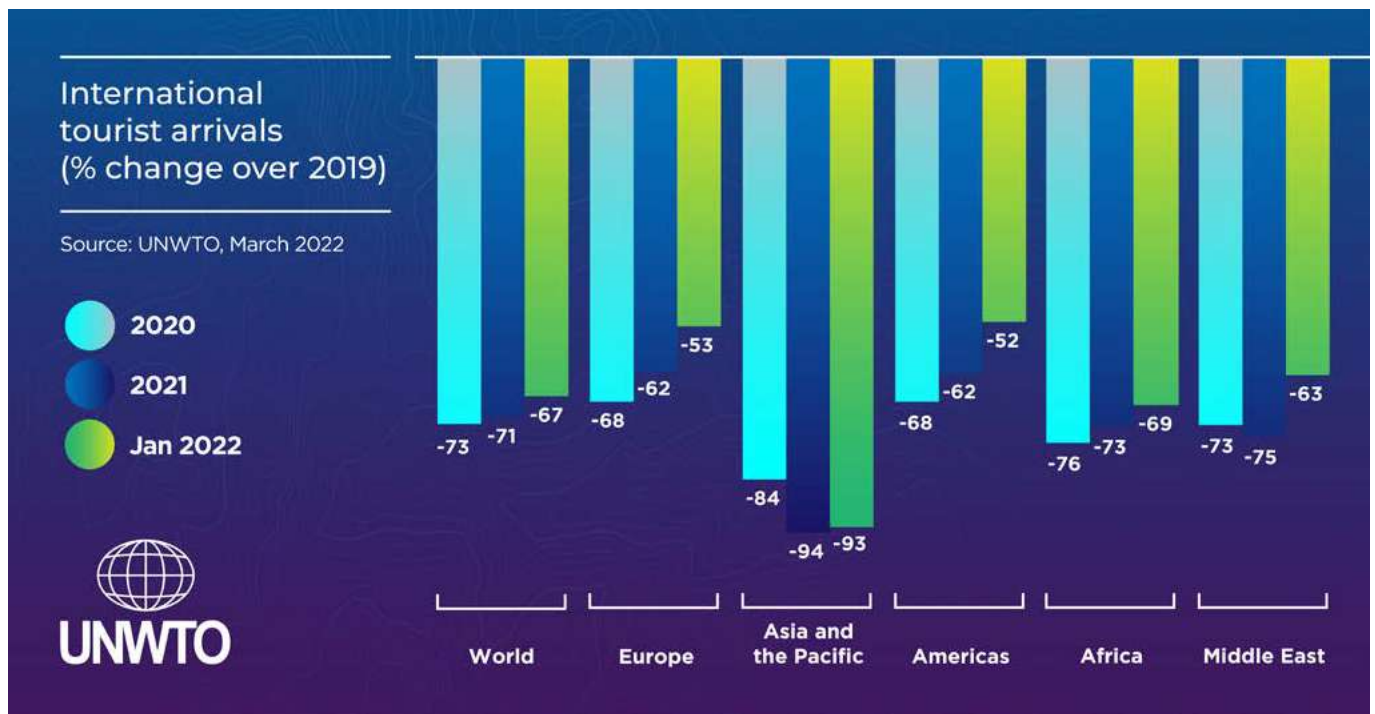
Based on the data of the latest UNWTO World Tourism Barometer, global international tourist arrivals doubled (+130%) in January 2022 compared to the weak start of 2021 - the 18 million visitors recorded worldwide in the first month of this year equals the total increase for the whole of 2021. While these figures confirm the positive trend already underway last year, the pace of recovery in January was impacted by the emergence of the Omicron variant and the re-introduction of travel restrictions in several destinations.

All regions enjoyed a significant rebound in January 2022, though from low levels recorded at the start of 2021. Europe (+199%) and the Americas (+97%) continued to post the strongest results, with international arrivals still around half pre-pandemic levels (-53% and -52%, respectively).

The Middle East (+89%) and Africa (+51%) also saw growth in January 2022 over 2021, but these regions saw a drop of 63% and 69% respectively compared to 2019. While Asia and the Pacific recorded a 44% year-on-year increase, several destinations remained closed to non-essential travel resulting in the largest decrease in international arrivals over 2019 (-93%).

After the unprecedented drop of 2020 and 2021, international tourism is expected to continue its gradual recovery in 2022.

You can find more information on the Barometer [HERE](#)



UNWTO HIGHLIGHTS

Mountain and snow tourism summit looks to sustainable future

As part of the UN Year of Sustainable Mountains, the 11th World Congress on Snow and Mountain Tourism, took place in Andorra from the 23-25 March. The Congress focused on the recovery of tourism and the approach to a future balancing tourists' needs while preserving natural and cultural resources, ensuring the well-being of mountain communities, and addressing innovation, sustainability, and digital transformation.

During his official visit to Andorra, UNWTO Secretary-General Zurab Pololikashvili highlighted the sector's unique ability to provide hope in challenging times. "We can show the world that tourism stands united, that our sector can offer answers and generate the trust that we all need in such difficult times," he said.

Prime Minister Xavier Espot Zamora added that: "The World Congress on Snow and Mountain Tourism, which is held biannually in Andorra, is an excellent forum for debate on the sustainable development of tourism. Our country works intensely with projects to improve the quality of tourist services, diversify the offers, and maximize the experience of tourists."

Over 400 participants from 23 countries gathered in Andorra, which has organized the bi-annual event in partnership with UNWTO since its inception, and more than 200 participants joined online.

The 11th World Congress on Snow and Mountain Tourism has concluded with a shared commitment to centre innovation and promote investment in green infrastructure and low-impact travel experiences.

You can find more information [HERE](#)



UNWTO HIGHLIGHTS

UNWTO addressed EU Ministers in Dijon

At an informal meeting of EU Tourism Ministers, UNWTO has been recognized for asserting the values of tourism and promoting the sector as a pillar of peace and recovery. All the delegates welcomed the leadership of UNWTO and noted the strong unity of the sector in the face of an historic challenge.

The UNWTO Secretary-General Zurab Pololikashvili warned of the 'triple threat' of the ongoing COVID-19 pandemic, the climate emergency and war in Europe. He stressed that, in the face of such challenges, "tourism has an active role to play in reasserting our shared values and promoting peace," adding that this is a role the sector is fulfilling.

As the Ministers of Tourism of the 27 EU states met in person for the first time since the start of the pandemic, UNWTO also made the case for enhanced cooperation and solidarity. All the delegates were urged to recognize the key role that the restart

of tourism will play in promoting international solidarity and in providing hope for millions of people in every global region.

Lastly, the UNWTO Secretary-General called on the EU governments to provide tourism with the support it needs to make a difference, while also commending the recovery plans of many EU member states. Now it is the time for tourism to step up its climate action commitments, with cooperation again cited as the essential foundation for building a more sustainable and resilient sector.

More information [HERE](#)



AFFILIATE MEMBERS NEWS

TRAVELING FOR HAPPINESS AWARDS 2022

The **Madrid Hotel Business Association** (AEHM) and **Connecting Heads** have announced the second edition of the **Traveling for Happiness Awards**, with the aim of rewarding the best national and international practices of social and environmental commitment in the tourism sector.

The aim of these awards is to raise awareness of the role played by the tourism sector at the economic, environmental and social levels, as well as to highlight the commitment of companies and the tourism sector to society and destinations.

As a novelty, in this second edition of '**Traveling for Happiness Awards**', all those companies dedicated to the hotel sector may submit their nominations, extending this time to the tourist transport sector such as airlines and cruises.

Those interested can consult the rules and apply for these awards through the official [website](#) of the Awards, until April 19, the deadline for entries.

A large banner image showing a person from behind, standing on a wooden pier or dock, looking out over a calm lake. The person has their arms raised in a gesture of joy or triumph. The background is a dense forest of evergreen trees reflected in the water. Overlaid on the top half of the image is the 'Traveling for Happiness' logo and the text '2022 AWARDS' in a large, white, sans-serif font.

TRAVELING
FOR
HAPPINESS
2022 AWARDS

AFFILIATE MEMBERS NEWS

ASICOTUR LAUNCHES ITS 1ST INTERNATIONAL CONGRESS OF TOURISM COOPERATION, WHICH WILL TAKE PLACE HYBRID – IN-PERSON AND ONLINE – ON MAY 25TH AND 26TH, 2022.

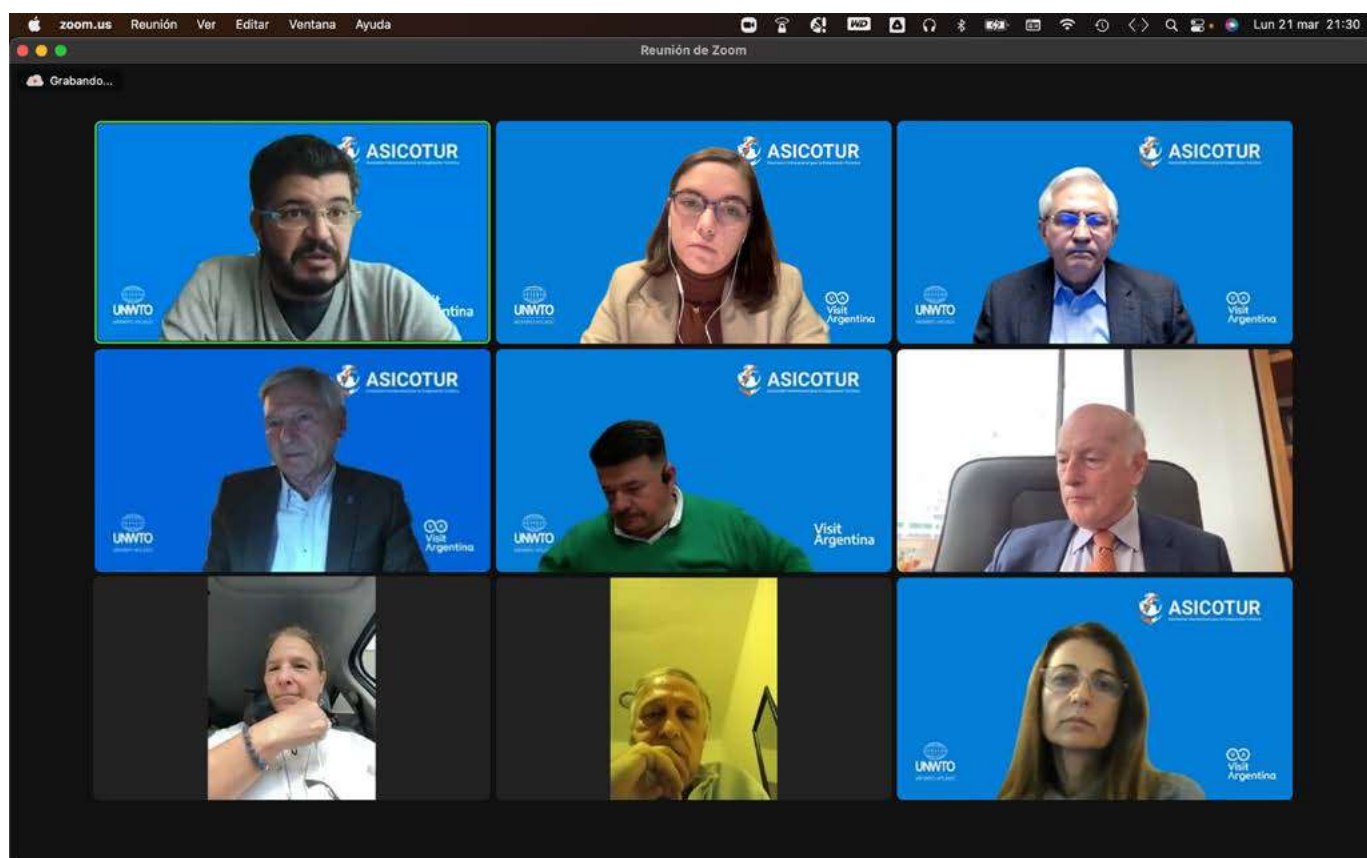
ASICOTUR, International Association for Tourism Cooperation, is represented in every Spanish and Portuguese speaking country in the world – and it has recently joined the UNWTO's Affiliate Members family. Our 2022 activity will focus on the implementation of various international tourism cooperation projects.

Within this area of work, ASICOTUR will host the 1st International Congress of Tourism Cooperation this late May 2022, both in-person from Santiago de Compostela (Spain) and online.

This congress, which will be the first forum of its kind, seeks to share case studies, present projects and build best practices so that African, American, Asian and European professionals and authorities can work cooperatively towards tourism's future.

Aside from conferences and round tables, ASICOTUR's Congress will also host a scientific competition on tourism cooperation, consolidating the Association's approach of supporting academic tourism research.

More information on the event can be found at ASICOTUR's [webpage](#).



AFFILIATE MEMBERS NEWS

GREEN KEY WITH A FOCUS ON THE PROTECTION OF BIODIVERSITY IN 2022

Following the Foundation for Environmental Education (FEE) GAIA 20:30 strategy focused on raising awareness about critical environmental threats, Green Key International is organising different initiatives to focus on the importance of biodiversity for the planet.

From April 5th, Green Key is holding a series of webinars on the importance of biodiversity for the tourism industry. Experts on sustainability from different organisations will share their thoughts on how to sustain biodiversity through tourism. The registration for the first webinar is open ([here](#)), and anyone interested in the topic is invited to participate.

In addition, a biodiversity activity will be conducted on Green Key social media platforms from May to highlight the surrounding biodiversity of Green Key certified establishments. Those interested in deepening their knowledge on Biodiversity can also enrol in the GAIA 20:30 [Biodiversity course of FEE Academy](#), focused on preserving and restoring biodiversity.



Green Key

A green banner with a decorative border of white line-art icons including leaves, a butterfly, paw prints, and hands. In the center, the GAIA 20:30 logo is displayed above the text 'GLOBAL BIODIVERSITY CAMPAIGN'. Below this, a yellow bar contains the hashtags '#GenerationRestoration #GAIA2030'. At the bottom, the text 'We support the' is followed by the logos for the 'UNITED NATIONS DECADE ON ECOSYSTEM RESTORATION 2021-2030' and the 'FOUNDATION FOR ENVIRONMENTAL EDUCATION FEE'.

AFFILIATE MEMBERS NEWS

JOURNAL OF TOURISM, HERITAGE AND DEVELOPMENT. (TURPADE)

The TURPADE journal is committed to the scientific communication about tourism, gastronomy, and heritage, that belongs to the “Confederación Panamericana de Escuelas de Hotelería, Gastronomía y Turismo” (CONPEHT), an association conformed by 111 universities and institutions in 20 countries of America and Europe, specialized in tourism and gastronomy.

The journal is addressed to universities, national and international committees, students, and professors that are interested in tourism culture, that includes different areas such as geographical, economic, sustainability, gastronomy, educational, urban, and rural. The journal is published twice a year in March and October.

This journal starts functions in 2003, at the Universidad De Las Americas in Puebla, Mexico; and in 2014 the publishing team was at the Universidad De Las Islas Baleares, in Spain and in 2018 they also the succeeded in achieve the index in Latindex. From July 2021, the journal is edited at the Universidad De La Salle Bajío, Leon, Guanajuato, Mexico, where an academic and editorial team oversees the publishing of the journal. In October 2021, this team released the first volume under their management, which includes changes in approach, and improvements for the future reviews that will be included in the next volume programed to be release in May 2022.

These changes lead to a rigorous and continue analysis of the journal performance and approach in scientific manners of tourism, to increase the quality and strengthen the opportunities of development to get a better positioning in the international tourism community.

It's important to observe that the magazine will have a new host in the Open Journal System (OJS), version 3.3 which involved an increase in the quality and scientific accuracy.

For additional information or collaboration, you can visit our Web sites:

revistaturpade@delasalle.edu.mx (until April 2022).

www.turpade.com

revistaturpade.delasalle.edu.mx From May 2022.



REVISTA TURPADE
Revista de Turismo, Patrimonio y Desarrollo

CONPEHT

Desde 1991

Confederación Panamericana de
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Gastronomía y Turismo

AFFILIATE MEMBERS NEWS

PURSUING SUSTAINABILITY IN ALIGNMENT WITH GLOBAL CRITERIA: A GROUNDBREAKING MOU BETWEEN JTB AND GSTC

As a proud, new member of the Global Sustainable Tourism Council (GSTC), the JTB Group signed a groundbreaking MoU with GSTC on March 3rd, 2022, heralding the beginning of a new chapter in JTB's journey towards sustainability in alignment with GSTC's sustainable global tourism criteria.

On March 12th, 2022, the JTB Group celebrates its 110th corporate anniversary. To mark this historic milestone, JTB is ramping up sustainability initiatives across all of its operating domains under a comprehensive sustainability strategy that reinforces JTB's commitment to "bringing people, places, and possibilities together" in ways that contribute to the preservation of the world's natural and cultural heritage. Under its MoU with GSTC, the JTB Group will seek to align its sustainability policies and practices with GSTC's global tourism criteria as a framework for promoting the long-term health and success of its business and the industry as a whole.

The JTB Group is committed to the development of a more peaceful, prosperous, and sustainable society through the delivery of excitement, wonder, results, and real value to its customer base around the world in alignment with the Group's mission, vision, and values.



AFFILIATE MEMBERS NEWS

BENIDORM JUMPS INTO THE METAVERSE

The Spanish company SIX3D creates and presents the pilot project aimed at promote Benidorm as tourist destination in the Metaverse, mainly focused on Generation Alpha and Generation Z.

Benidorm presents Benidorm Land in the new SIX3D Metaverse where will continue promoting the destination in tourism targeted at a digitalised public in the “gamer” field with future possibilities of expanding to a wider target. This is a pilot project between SIX3D and Benidorm, and this is a trial version of concept for a future application and a window of opportunities.

Benidorm Land will allow to broaden the experience previous to the trip, in an immersive way that we are now developing through the website and social media. It is an interesting way to inspire and emote with the future trip, to know Benidorm before traveling here, to know how it is, if it corresponds with your needs, to learn more about the place you are going to... Walk, fly over the Castell, go down the stairs to the round little square (Replaceta) and see it even from the sea (where only a drone could take you to this contemplation). And this virtual space only requires a computer or virtual reality glasses, technologies that now are so reachable for us.

The aim of this project is to create more unique and full experiences for the consumers that every day become more and more digital.

It will be possible to bring a reference in tourism such as Benidorm to the Gen Alpha and Gen Z and turn today's young gamers into tourists of the future. WE'RE TALKING ABOUT AN OPPORTUNITY TO REACH OVER 140 MILLION USERS ON STEAM, the gaming platform where the SIX3D Metaverse will launch in May.

Discover BenidormLand Metaverse in this [video](#)



AFFILIATE MEMBERS NEWS

SUSTAINABLE TOURISM, BIODIVERSITY AND GASTRONOMY

“Smart Adria Spring School” is an international training event, which aims to provide information and tools to address the main challenges related to the sustainable use of resources in marine-coastal areas and to disseminate knowledge and good practices for the territories facing the Adriatic Sea in the Mediterranean region. The Spring School will be held on 11-12-13 of May 2022, in Termoli | Italy (at the tourism-based campus of the University of Molise).

The event intends to strengthen the ability to plan and formulate new project proposals on the Blue Growth theme within the next European calls. The topics of discussion will concern the theme of Blue Growth with a focus on biodiversity, gastronomy, and sustainable tourism in the Mediterranean coastal areas. Training workshops

will be organized addressed to graduate students, doctoral students, workers, organizations, companies, and citizens. Prof. Alessandra Priante, Director of the Regional Department for Europe at UNWTO, is expected to intervene as a special guest speaker.



UNIVERSITÀ
DEGLI STUDI
DEL MOLISE



AFFILIATE MEMBERS NEWS

PUBLICATION OF THE STUDY “SUSTAINABLE TOURISM IN NOUVELLE-AQUITAINE” (NOUVELLE-AQUITAINE REGIONAL TOURISM BOARD / VOLTERE CONSULTING)

In 2021, the Nouvelle-Aquitaine Regional Tourism Board (CRT NA) conducted, in conjunction with Voltere Consulting (Egis group), a large-scale study dedicated to “sustainable tourism in Nouvelle-Aquitaine”, the largest region in France and the favorite destination for French tourists.

This study is part of the ambition defined by the Regional Tourism and Leisure Development Plan to “make Nouvelle-Aquitaine the leading sustainable tourist destination” on a national scale.

It is made of:

- An inventory and mapping of Nouvelle-Aquitaine professionals in sustainable tourism and their “good practices,” through the production of specific standards;
- A qualitative and quantitative study of the perception of sustainable tourism by current and potential customers (local, national and European targets);
- The development of prospective scenarios, questioning tourism in New-Aquitaine by 2030, and taking into account the projections currently made (climate, demography, biodiversity, digital, etc.).



The study highlights the growing sensitivity of French tourists to sustainable tourism (52%, including 15% who can be described as “very committed”). It also points out the importance of adapting the offer to meet their expectations but also to cope with current challenges (economic recovery after the COVID crisis, global warming, mobility issues, etc.). It is with that aim that a two-year project has recently been launched, in conjunction with ADEME (French agency for ecological transition), to create and promote “car-free holidays” in Nouvelle-Aquitaine.

The summary of the study (in French) is available on the professional [website](#) of the Nouvelle-Aquitaine Regional Tourism Board.

Press contact: [Amandine Southon](#), Sustainable tourism & Corporate social responsibility project manager, Nouvelle-Aquitaine Regional Tourism Board.

**Le tourisme durable
en région Nouvelle-Aquitaine**

SYNTHÈSE DE L'ÉTUDE

- Janvier 2022 -

CONTACT CRT NA : Amandine Southon
Responsable tourisme durable & RSE
amandine.southon@crtna-tourisme.com

CONTACT VOLTERE : Stéphanie Durand
Associée | sdurand@voltere-consulting.com

Voltere
Shaping Tomorrow's Tourism

AFFILIATE MEMBERS NEWS

EQUATORIAL GUINEA PLANS TO IMPLEMENT THE ELECTRONIC VISA TO PROMOTE NATIONAL TOURISM

Equatorial Guinea's Vice President Teodoro Nguema Obiang Mangue wants to make tourism a profitable sector in the Equatorial Guinean economy.

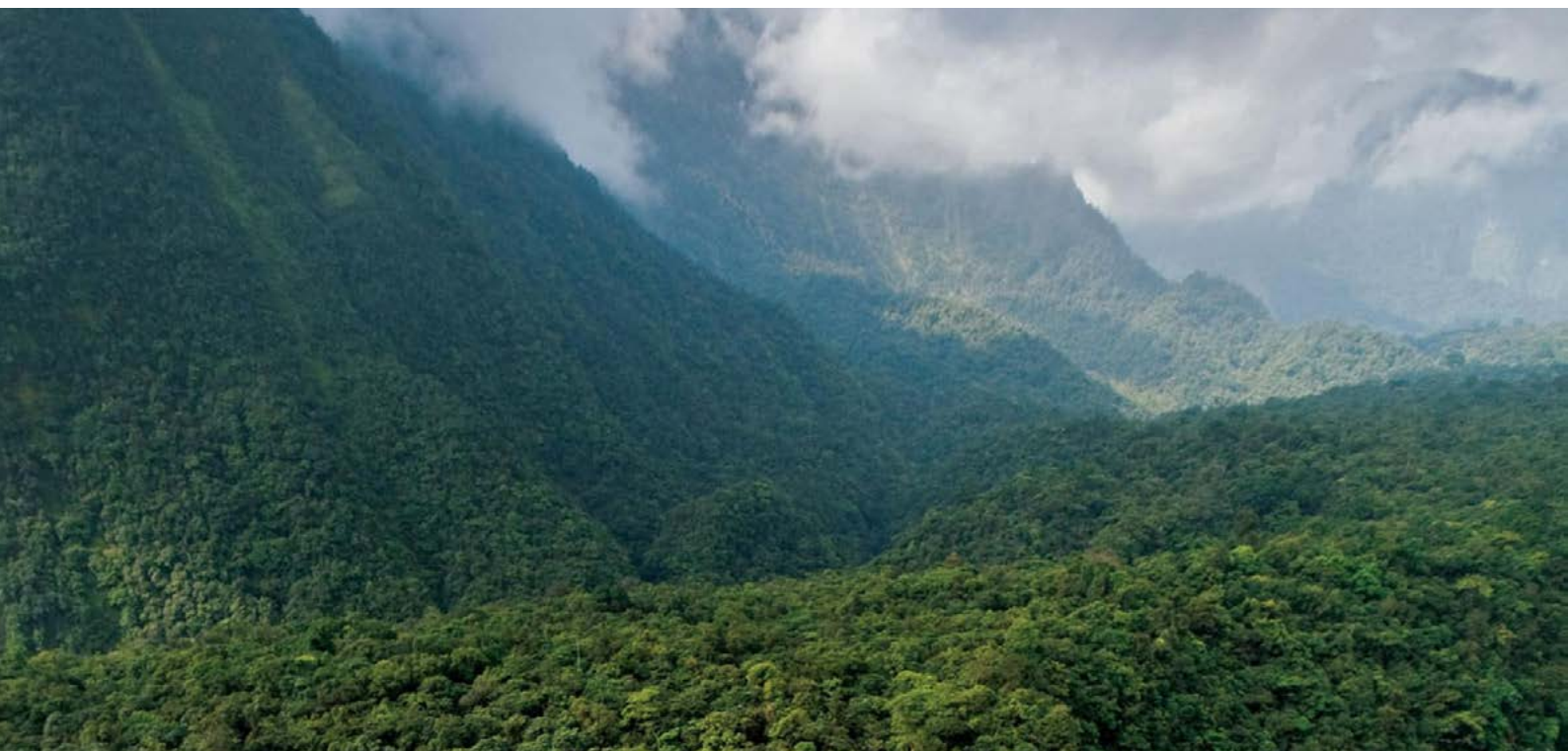
This vision was presented this Tuesday in a working session that the Vice President of the Republic held at the Africa Palace in Bata, with various members of the Government of the departments involved, including Catalina Martinez Asumu, Secretary of State for tourism and founder of Guineatur, together with Vincenzo Presti, CEO of Luxury Hotels Management, which boasts the management of 7 of the most important hotels in the country, including Grand Hotel Djibloho, the most big hotel in Central Africa.

The initiative, arises to study and seek mechanisms that allow tourism to boost in Equatorial Guinea.

The Government has invested large sums of millions in the construction of tourist attractions that the country has, and for the Vice President of the Council of Ministers it is necessary to make this sector more profitable in the Equatorial Guinean GDP. For this, the country will implement

the electronic visa system and facilitate the entry of tourists and investors.

Equatorial Guinea, in its National Economic Development Program, is committed to economic diversification, and tourism appears as one of the priorities. To promote this domain, projects and procedures for the implementation of this online visa system will be presented before the end of this year.



AFFILIATE MEMBERS NEWS

“ZAGREB BE THERE.” CAMPAIGN ON ALL CROATIA AIRLINES FLIGHTS

The national flag carrier Croatia Airlines (CA) and the Zagreb Tourist Board (ZTB) will collaborate during the summer flight timetable and promote Zagreb's tourist attractions on all CA's flights.

The summer flight timetable starts on the 27th of March and lasts until the end of October, during which Zagreb will be connected directly with Barcelona, Amsterdam, Athens, Vienna, Brussels, Dublin, Frankfurt, Copenhagen, London, Munich, Paris, Rome, Sarajevo, Skopje, and Zurich.

The ZTB has prepared a special promotional campaign on all CA flights, and the director of the ZTB, Martina Bienenfeld, said: “Our joint promotions are important for further positioning of Zagreb on world's tourist and business map. Daily connections with major hubs are the basis for planning our activities which we carry out, both, in the segment of promotion of direct flights to Zagreb and in the segment of promotion in aircrafts.”



AFFILIATE MEMBERS NEWS

NOSU UNIVERSITY WILL HOLD AN INTERNATIONAL SCIENTIFIC AND PRACTICAL CONFERENCE

“Prospects for the development of tourism in the North Caucasus Federal District”

In September 2022 NOSU University in collaboration with the Academy of Tourism and International Relations is planning an international scientific and practical conference “Prospects for the development of tourism in the North Caucasus Federal district”. The event is included in the UNWTO Working Plan for 2022.

Participants of the conference will talk about the prospects for the development of tourism in their countries. The leaders of travel companies and hotels will identify pain points and ways to resolve issues for the development of tourism business. Employees of higher educational institutions will share their experience in training tourism personnel and the organization of scientific work for the tourism sector in higher educational institutions.

Target audience - foreign participants, employees of state authorities in charge of tourism, representatives of the tourism and hospitality industry, employees of educational organizations at all levels of education, students, and other interested parties.





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