UNWTO welcomes the City of Ceuta as an Affiliate Member to promote a more sustainable tourism

The World Tourism Organization (UNWTO) welcomes the Autonomous City of Ceuta as an Affiliate Member to promote shared values and a common vision on sustainable tourism.

Madrid, May 11, 2022. The Autonomous City of Ceuta joins the World Tourism Organization (UNWTO) to promote sustainable tourism and boost the competitiveness of the tourist destination. The incorporation of the company Servicios Turísticos de Ceuta to the Organization will be ratified during the 116th Session of the Executive Council of the UNWTO, to be held next on 7 and 8 June in Saudi Arabia.

On the occasion of its affiliation, the President of the Autonomous City of Ceuta, Juan Jesús Vivas, visited the UNWTO headquarters today to learn first-hand about the work of the Organization with its Affiliate Members. During his visit, they laid the foundations of a joint roadmap to, among other issues, enhance the aspects that can help the tourist destinations to advance in achieving the Sustainable Development Goals of the 2030 Agenda.

Affiliate Members Department Director, Ion Vilcu, explained that the unprecedented impact of the pandemic on the industry has highlighted the need for tourism to transform itself into a more sustainable sector, while responding to the new tourists’ demands.

The UNWTO welcomes the decision of the authorities of the Autonomous City of Ceuta to join this international entity, which will allow the destination to develop joint projects related to the sector.

La Organización continúa trabajando en colaboración con sus Miembros Afiliados para ofrecer herramientas que les permitan adaptarse a los nuevos desafíos planteados al sector y adoptar así un nuevo modelo de desarrollo turístico más respetuoso con el medio ambiente y las personas.

The Organization continues to work in collaboration with its Affiliate Members to provide tools that will enable them to adapt to the new challenges facing the sector and thus adopt a new model of tourism development that is more respectful of the environment and people.

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UNWTO Affiliate Members