



Dear Affiliate Members,

This edition of the monthly newsletter includes some of the most relevant activities carried out by the Affiliate Members Department in the last month and some future initiatives, as well as important achievements of the UNWTO.

On the 24th of May, we will be hosting the 56th meeting of the Board of the Affiliate Members and on the 26th of May, we will be hosting the first meeting of the Committee on Matters Related to Affiliate Membership (CMAM), during which the election of the Chair and the Vice-Chair of the Committee for the period 2022-2023 will take place, along with the revision and approval of the new candidatures for Affiliate Membership.

I would like to take this opportunity to remind you of the upcoming meeting for the 67th Regional Commission for the Americas, that will take place in Punta del Este, Uruguay, on the 19-20 of May. This event will be an excellent opportunity for Affiliate Members to share their initiatives, and exchange information and knowledge with the authorities representing the Member States from the Americas.

I am very happy about the active role of the Affiliate Members during the recent 48th Regional Commission for the Middle East, and I am confident in counting on the same commitment for future appointments.

Lastly, I am glad to keep working with our Affiliate Members to implement some of the initiatives and activities included in our Programme of Work 2022. We are always available to explore potential collaborations with all of you.

As usual, 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	Jeddah Saudi Arabia	In Person
Q4 (TBC)	117th Session of the UNWTO Executive Council	TBC	In Person

UNWTO REGIONAL COMMISSIONS

March 28-29	48th Regional Commission for the Middle East	Cairo, Egypt	In Person
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
June 14-16	34th Regional Commission for Asia Pacific and South Asia	Republic of Maldives	In Person / Hybrid
October 5-7	65th Regional Commission for Africa	Arusha, Tanzania	In Person / Hybrid

AGENDA OF THE AFFILIATE MEMBERS - EVENTS 2022

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 UNWTO 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)	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
Università degli Studi del Molise	May 11-13	Sustainable tourism, biodiversity and gastronomy. Smart Adria Spring School (www.unimol.it)	Termoli, Italy & Online
Tourism Development Institute of Uzbekistan (TDI)	May 20-21	Forum - New stage of cooperation between the SCO countries: Tourism and cultural heritage	Tashkent, Uzbekistan & Online
Asociación Internacional para la Cooperación Turística (ASICOTUR)	May 25-26	1st International Congress of Tourism Cooperation (www.asicotur.com)	Santiago de Compostela, Spain & Online
Observatorio Turístico del Estado de Guanajuato	June 2-3	9th National and International Meeting of Tourism Observatories Guanajuato 2022	Guanajuato City, Mexico

AGENDA OF THE AFFILIATE MEMBERS - EVENTS 2022

EVENTS ORGANIZED BY THE UNWTO AFFILIATE MEMBERS

City Destinations Alliance	June 2-3	<u>11th City Cards Expert Meeting</u>	Genoa, Italy
	June 9	<u>City Fair Workshop</u>	Virtual
	August 27-31	<u>36th CityDNA Summer School</u>	Turin, Italy
	September 8-9	17th TourMIS Users' Workshop & International Seminar	Wien, Austria
	October 19-22	CityDNA Autumn Conference	Tell Aviv, Israel
	November 24-25	9th TIC Expert Meeting	Gothenburg, Sweden
International Gay & Lesbian Travel Association (IGLTA)	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

Call for participation in upcoming meetings of the Regional Commissions

The Affiliate Members Department would like to remind all Affiliate Members of the upcoming meetings of the UNWTO Regional Commissions.

- The **67th Regional Commission for the Americas** is the most imminent event and will be held on 19 and 20 May 2022, in Punta del Este, Uruguay. In the framework of the Regional Commission, which annually brings together the tourism ministers of the region, the UNWTO is organizing together with the Ministry of Tourism of Uruguay a Seminar on the International Code for the Protection of Tourists.

You can find more information about this event [HERE](#)

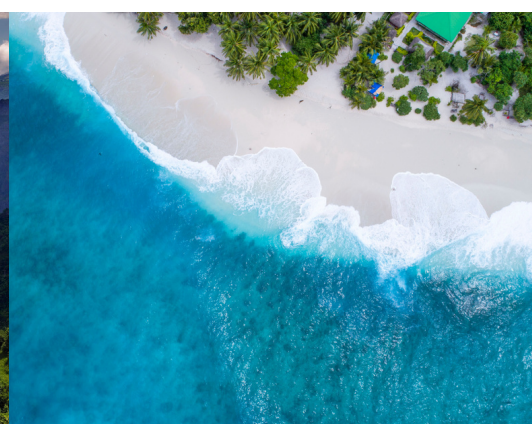
- Next on the agenda is the **67th Meeting of the Regional Commission for Europe**, which will be held in Yerevan, Armenia from 1-3 June 2022. This event will be an excellent opportunity for Affiliate Members to share initiatives, and exchange information and knowledge with the authorities representing the Member States from Europe.

The Commission meeting will be followed by a thematic conference on "Tourism and Rural Development: how local experiences build the image and value of a destination".

You can find more information about this event and how to register [HERE](#)

- Coming next, the Republic of Maldives will host the 34th Joint Meeting of the **UNWTO Commission for East Asia and the Pacific and the UNWTO Commission for South Asia (34th CAP- CSA)** from 14-16 June 2022. To celebrate the 50th anniversary of the Maldives' tourism industry, within the framework of the Joint Regional Commission Meeting, the following events will be held: UNWTO Ministerial Roundtable on Tourism Resilience through Innovation and Digitalization in Asia and the Pacific, and UNWTO Global Summit on Community-based Tourism.

You can find more information about this event and how to register [HERE](#)



AMD NEWS

The Affiliate Members Department organizes a webinar on how to use AMConnected

On the 21 of April, the Affiliate Members Department hosted a webinar on how to use AMConnected.

AMConnected is the exclusive online platform accessible to all Affiliate Members and the main tool for communication and networking within the AM network, currently counting more than 500 entities and over 800 professionals from the tourism industry.

The virtual meeting provided the opportunity to explain to all participants, specifically to the newly admitted Affiliate Members, what are the services and benefits of the platform, and how to make the best out of them.

Among the functionalities of AMConnected, it is worth highlighting the access to the complete lists of Affiliate Members and the possibility to filter them by region, country, or activity in order to easily contact them and establish business relationships.

Additionally, it provides access a virtual space to post information on main activities and projects carried out by the Affiliate Members and the Affiliate Members Department; offering the best way to stay up-to-date with the events and initiatives organized by the UNWTO and access the most relevant documents published by our department.

You can find more information about the Webinar [HERE](#)

THE AFFILIATE MEMBERS DEPARTMENT PRESENTS:

WEBINAR ON HOW TO USE



AMConnected



UNWTO
AFFILIATE MEMBER

AMD NEWS

The Committee on Matters Related to Affiliate Membership (CMAM) meets for the first time

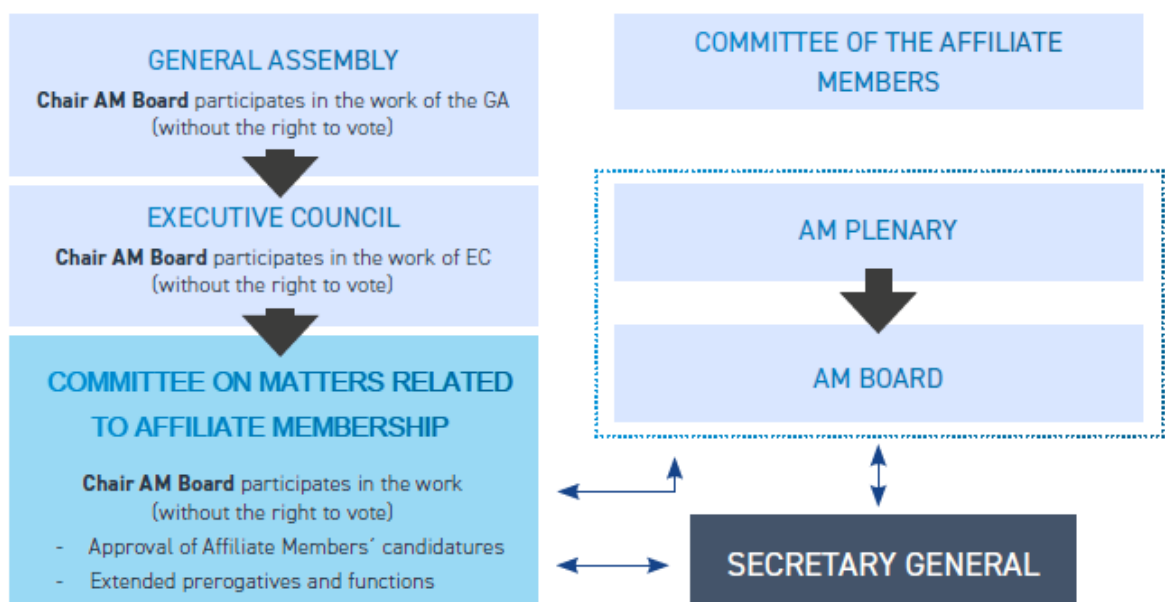
The first meeting of the Committee on Matters Related to Affiliate Membership (CMAM) will be held on the upcoming 26 May, prior to the 116th Executive Council (7-8 June 2022, Jeddah, Saudi Arabia).

The purpose of the new CMAM is to operate as a specialized body to offer to Affiliate Members the necessary support and an operational mechanism to network, dialogue, and collaborate with the Governments, particularly to interact with the UNWTO statutory bodies. This allows representatives of the Affiliate Members to debate with the Member States and to bring their proposals to the consideration of the Executive Council and the General Assembly.

The agenda of the first meeting includes the election of the Chair and the Vice-Chair of the Committee for the period 2022-2023, and the revision and approval of the new candidatures for Affiliate Membership received since the previous Executive Council.

Among other functions, the CMAM oversees and makes recommendations regarding the Programme of Work prior to its submission to the General Assembly, establishes, in accordance with the Board of AMs, the main objectives of the Affiliate Membership, receives the Annual Report on Affiliate Members activities, and reports to the Executive Council new applications and suspensions of Affiliate Memberships.

Following the recent reform of the legal framework of the Affiliate Members, the creation of this specialized committee serves as an institutional vehicle for an effective integration and interaction of the Affiliate Members with the Governments and Member States while strengthening the ongoing partnership between UNWTO and the private sector.



UNWTO HIGHLIGHTS

World Tourism Organization (UNWTO) Members vote to suspend Russia

The Russian Federation has been suspended from the World Tourism Organization (UNWTO), losing with immediate effect its rights and privileges as part of the United Nations specialized agency.

Meeting for the first extraordinary UNWTO General Assembly on 27-28 April, Members debated the suspension of Russia from the Organization, as decided by the UNWTO Executive Council at its emergency meeting last month. The Russian delegation declined to step up and defend its position, and instead announced its withdrawal from UNWTO before the debate took place.

The Assembly voted in favor of suspension, far exceeding the two-thirds majority required. The decision is effective immediately, while voluntary withdrawal is only effective one year after a Member submits the official communication through the appropriate channels.

UNWTO Secretary-General Zurab Pololikashvili said: "UNWTO's Members have sent a clear message: Tourism is a pillar of peace and international friendship, and Members of UNWTO must uphold these values or face consequences, with no exceptions. This emergency General Assembly shows that Russia's actions are indefensible and contrary to the very principles of UNWTO and of international governance."

The Russian Federation will not be able to exercise the rights or enjoy the privileges of UNWTO membership. This means it will not be able to receive services from the Organization, including Technical Assistance, nor will the Russian Federation be able to participate in any UNWTO meetings or events, be permitted to put forward any candidates to serve on UNWTO's statutory bodies, or to vote in elections to UNWTO organs or to propose a candidate to serve as Secretary-General.

You can find more information [HERE](#)



UNWTO HIGHLIGHTS

67th meeting of the UNWTO Regional Commission for the Americas

The World Tourism Organization (UNWTO), along with the Ministry of Tourism of Uruguay, is organizing the 67th meeting of the UNWTO Regional Commission for the Americas, to be held on 19 and 20 May 2022, in Punta del Este, Uruguay.

In the framework of the Regional Commission, an event that annually brings together the tourism ministers of the region, the UNWTO is organizing together with the Ministry of Tourism of Uruguay a Seminar on the International Code for the Protection of Tourists, which will take place in the same location on 20 May 2022.

The objective of the Seminar is to address gaps in existing legal frameworks and disparities between countries in terms of the protection of tourists in emergency situations and the rights of tourists as consumers, as well as to explore opportunities for the harmonization of minimum international standards for the protection of tourists in the post-COVID-19 world.

Uncertainty and a lack of trust in travel are among the biggest challenges for the to restart of the tourism industry. The International Code for the Protection of Tourists is a landmark step towards addressing this issue.

The 67th meeting of the UNWTO Regional Commission for the Americas and Seminar will be held at the Enjoy Punta del Este Casino & Resort in Punta del Este, Uruguay.

You can find more information [HERE](#)



UNWTO HIGHLIGHTS

"Leading the Transformation" Summit looks to more sustainable tourism

The Palacio de Congresos de Palma hosted the Summit of Sustainable Destinations organized by UNWTO in partnership with the Mallorca Tourism Foundation. The conference, followed by more than 300 attendees in person and online, shared the best practices of environmental, social, and economic sustainability developed around the world by leading organizations and companies in these initiatives.

During her opening speech, the President of Consell de Majorca, Catalina Cladera, expressed her pride for Majorca being "the world capital of sustainable tourism during the celebration of this international summit" and underlined the potential of the island as a benchmark of sustainability within the tourism sector.

Representing UNWTO, Isabel Oliver highlighted the importance of "promoting sustainable tourism that respects human rights" and highlighted the weight of Majorca as a benchmark in terms of sustainability for "its ability to innovate, the professionalism of its entrepreneurs and the management of its governments". On the other hand, the Mayor of Palma, José Hila, announced in his speech the recent approval of the Sustainable Urban Mobility Plan for the city.

The President of the Balearic Islands, Francina Armengol ended the closing ceremony by pointing out the importance of the new tourism law that is being processed by the Parliament focused on sustainability from the triple perspective of business competitiveness, environmental sustainability and care for workers.

You can find more information [HERE](#)



UNWTO HIGHLIGHTS

UNWTO invites applications for Best Tourism Villages 2022

The Best Tourism Villages aims to recognize villages that qualify as outstanding examples of a rural tourism destination with recognized cultural and natural assets, that preserves and promotes community-based values, products, and lifestyles and a clear commitment to sustainability in all its aspects.

The initiative of the UNWTO will return for a second year as it establishes itself as the world's leading network focused on tourism for rural development. UNWTO Members States are invited once again to present candidacies through their National Tourism Administrations (NTAs).

Announcing the launch of the second edition on the occasion of its 48th Commission meeting for the Middle East in Cairo, UNWTO Secretary-General Zurab Pololikashvili said: "Tourism brings immense opportunities to communities around the world to build new businesses, promote and protect their culture. I look forward to seeing examples of villages working to realize tourism's unique potential to foster sustainability and create opportunities for all."

Launched in 2021, Best Tourism Villages by UNWTO promotes and enhances the role of tourism in safeguarding rural villages, along with their landscapes, natural and cultural diversity, knowledge systems, and local values and activities, including gastronomy.

The initiative also promotes transformative approaches to the development of tourism in rural destinations that contribute to the Sustainable Development Goals (SDGs).

Applications will be evaluated by an external independent Advisory Board consisting of experts in the different fields based on the nine evaluation areas covering natural and cultural resources as well as initiatives in the three pillars of sustainability – economic, social, and environmental.

Applications will be open until 28 June 2022 and the chosen villages will be announced at the end of the year.

You can find more information [HERE](https://www.unwto.org/tourism-villages)



BEST TOURISM VILLAGES INITIATIVE

<https://www.unwto.org/tourism-villages>



UNWTO HIGHLIGHTS

UNWTO launches Digital Futures Programme for SMEs

UNWTO has announced the launch of the Digital Futures Programme, designed to accelerate the adoption of new technology among tourism enterprises.

Developed in collaboration with some of the world's leading technology, finance, and business companies, like Mastercard, the initiative is focused on small and medium-sized enterprises (SMEs), which make up 80% of all tourism businesses.

UNWTO aims to reach at least 1 million tourism SMEs over the lifetime of the Programme, providing them with the foundational skills and knowledge needed to harness the power of new and emerging technologies.

UNWTO Secretary-General Zurab Pololikashvili says: "Small businesses are the backbone of tourism. The Digital Futures Programme will help them to recover from the impacts of the pandemic and drive the sector forward, powered by innovation and new technology."

In order to provide SMEs with tailored guidance and tools, the Programme is built on a Digital Readiness Diagnostic Tool that benchmarks SMEs across five key digital dimensions – Connectivity, Business Growth, E-Commerce, Big Data and Analytics, and Payments and Security.

The launch event, held at IE Tower in Madrid, was attended by around 200 participants including the Ambassadors to Spain of UNWTO's Member States, as well as investment and promotion Agencies, and SMEs themselves.

You can find more information [HERE](#)



AFFILIATE MEMBERS NEWS

HECHO EN MADRID / MADE IN MADRID

Madrid City Council's Tourism Department has just launched its successful second edition "Made in Madrid"

What does "Made in Madrid" mean?

Sustainability, legacy, and positive impact are three key aspects of Madrid's Tourism strategy. "Made in Madrid" is a creative and sustainable initiative that strives to promote tourism development that supports, in equal measure, promotion, employment, and diffusion of local crafts between our visitors.

How do we do it?

Inviting our artisans to participate in creating personalized craftsmanship, inspired by our city and culture, we contribute to sustainable growth helping to maintain our economic and social fabric and projecting an international careful and sophisticated tourist image.

This initiative implements two different lines of action:

- EXHIBITION of Madrid local crafts located in a special place in our Madrid Official Tourist Office Shop
- COMMERZALIZATION through our different emplacements, presential and online

What will we get?

On one hand, creating this campaign and inviting to everyone, who is interested to show their creations to international visitors and local ones, we obtain a belonging feeling of community and help to promote the image of the capital as a sustainable destination.

On the other hand, the initiative is committed to creating legacy, by promoting our craftsmen's creations. In this way, it encourages positive impact actions from a social, environmental and cultural point of view.

Facing the future

Due to the increase in the number of applications and the interest raised during the current edition, for the third one we are steadily working on going one step ahead, including visits to artisan's studios to get an immersive and inspiring new tourist experience.

The goal is to increase the scope and visibility and to share this idea of Madrid as a potential enjoyable craft destination.

With initiatives like these, Tourism Department aims to consolidate Madrid's as a leading international tourism destination and a sustainable, efficient and responsible city.



AFFILIATE MEMBERS NEWS

TRAVELIFE CERTIFIED SUSTAINABILITY AWARD FOR JTB GLOBAL MARKETING & TRAVEL INC.

JTB Global Marketing & Travel Inc (JTBGMT), a subsidiary of JTB Corporation, has received the Travelife Certified award on Mar. 22, 2022.

The award is a recognition for the long-term efforts and sustainability and corporate social responsibility leadership JTBGMT has demonstrated.

JTBGMT is in compliance with more than 200 criteria relating to a tour operators' sustainability practices in office management, product range, international business partners and customer information. The Travelife standard covers the ISO 26000 Corporate Social Responsibility themes, including environment, biodiversity, human rights and labor relations; and is formally recognized as in full compliance with the UN-supported Global Sustainable Tourism Criteria.

Mr. Naut Kusters, General Manager of Travelife for Tour Operators stated: "I am delighted to see that sustainability in the tour operators' sector is gaining momentum.

The award of the trailblazer JTBGMT will inspire other companies in Japan to follow the same path".

Mr. Shinya Kurosawa, President and CEO of JTBGMT commented, "We are honored to receive the Travelife Certified award. Considering the immense effect which tourism has upon the environment, culture, and social economy on a global level, we recognize that as the leading company in the Japanese inbound travel industry it is indispensable for us to push forth sustainable tourism within our country as well. We take this opportunity to accelerate our actions towards sustainable tourism with the help and cooperation of our partners within our industry and to further contribute to the development of tourism with SDGs in focus."

As a Travelife Certified tour operator, JTBGMT is committed to pursue the realization of sustainability in tourism and to create connections between international visitors and our destinations. We are also committed to providing solutions for the promotion of SDGs within the Japanese tourism industry at large.

Sustainability Certificate

This is to certify that

JTB Global Marketing & Travel Inc.

Higashi-Shinagawa, Shinagawa-ku 2-3-14, 140-8602 Tokyo, Japan

is in compliance with the Travelife Certified standard for travel companies (version 2017). The Travelife standard has integrated the EMAS III environmental management and tourism sector specific requirements, the ISO 26000 Social Responsibility guidance and themes, the Global Reporting Initiative Tour operator sector supplement, the OECD Guidelines for Multinational Enterprises and the Global Sustainable Tourism Council (GSTC) Industry Criteria. The Travelife auditing and certification procedures are GSTC Accredited.

All management and performance requirements are met and exceeded to earn the title of

Travelife Certified

Date of first certification 22 March, 2022
Valid from 22 March, 2022
Valid until 22 March, 2024
Certificate number: JP0110
Website: www.travelife.info

A.H.H. Kusters
Travelife for Tour Operators
Manager



Travelife
CERTIFIED
Excellence in sustainability



Travelife
CERTIFIED
Excellence in sustainability



Perfect moments, always

Worldwide Partnership

Global Marketing & Travel

AFFILIATE MEMBERS NEWS

VIENNA'S SIGMUND FREUD TAKES TO THE METAVERSE

The new “Get Me Out, Freud” virtual experience leads to real chances to win a trip to Vienna

Vienna (April 12, 2022): Virtual visits are so 2020, but Vienna is using virtual spaces to create a very real chance to visit the Austrian capital in person.

Together with the Sigmund Freud Museum, the Vienna Tourist Board is resurrecting one of the city's icons to generate interest in the city. The founder of psycho-analysis can now be found in the Metaverse – and talked to directly. From April 11-29, 2022, every Monday to Friday from 12 pm to 2 pm EDT at the Genesis Plaza of Decentraland, the virtual platform hosting “Get Me Out, Freud.”

While the digital Freud's questions are in no way intended to act as a therapy, a visit to Vienna is a healthy approach to wellness all the same. Participants will earn an entry into a contest to win one of 10 free trips to Vienna or one of a 100 free entries into the Sigmund Freud Museum.

More than just a way to generate buzz, the effort aims to remind the world to take a break, take a step back and take a critical look at everything that is happening around us. A loft goal? Perhaps, but Freud would likely approve.


Vienna is rife with experiences linked to Freud, a local celebrity who fled from the Nazis in 1938. With the newly renovated Sigmund Freud Museum opened in 2020 at the iconic address Berggasse 19, Vienna boasts countless places to visit, including the coffee shops Freud visited.

“Get Me Out, Freud” launched April 11, 2022, and more information can be found on getmeoutfreud.vienna.info.

VIENNA
NOW ♦ FOREVER

**GET ME OUT,
FREUD!**

Every Monday to Friday
from 12pm to 2pm EDT at Genesis Plaza.



DrSigmundFreud: Losing your mind drinking beer you can't taste? Talk to me and get a prescription for a free trip to Vienna!

VIENNA
NOW ♦ FOREVER

AFFILIATE MEMBERS NEWS

GANGWON-DO PROVINCE OF SOUTH KOREA LAUNCHES A NEW SERVICE NAMED G-SAFE TRAVELS FOR INTERNATIONAL TOURISTS IN THE POST-COVID ERA

As fellow UNWTO Affiliate Members, Gangwon Tourism Organization (GWTO) is delighted to share about G-Safe Travels service. As a great benefit for foreign tourists who visit Gangwon-do, we are operating a G-Safe travels service for building a 'safe tourism response system' in advance.

The service is mainly aimed at relieving anxiety about C-19 when tourists visit Gangwon-do. This supports all fees for C-19 test and offers sanitary goods for prevention of C-19 for those tourists and travel packages satisfying qualifications below. A safe and speedy C-19 fast track system is also operating for the first time in Korea through the working relationship with Gangwon-do province, The Korean National Tuberculosis Association, Korea Association of Travel Agent (KATA) and Korea Tourism Organization (KTO).

We are planning to select approximately 20 safe tourism destinations within Gangwon-do province and to monitor the destinations to contribute to safe journey of international tourists. In addition, joint development of travel package related with this is scheduled and SNS / Outdoor advertising will be undertaken as well.

**** Qualifications:**

- 1) Stay at Gangwondo-province for two days or longer.
- 2) Taking foreign tourists more than 4.

For additional information or collaboration, you can contact wspark@gwto.or.kr



AFFILIATE MEMBERS NEWS

FORUM: A NEW STAGE OF COOPERATION BETWEEN THE SCO MEMBER STATES: TOURISM AND CULTURAL HERITAGE

Within the framework of the chairmanship of the Republic of Uzbekistan in the SCO, on May 20, 2022, an International Forum "A new stage of cooperation between the SCO member states: tourism and cultural heritage" is planned to be held in Tashkent with the participation of academic and business circles, as well as representatives of the tourism industry and rectors of universities of the SCO countries who they will make their reports.

Cooperation between the tourism administrations of the Shanghai Cooperation Organization member states makes a significant contribution to strengthening friendly and cultural ties, increasing the role of tourism as a multiplier of economic growth.

We believe that in an atmosphere of friendship and mutual understanding, the Forum participants will hold a fruitful discussion of the current state and prospects

for the resumption of international tourism, the expansion of projects for the preservation and popularization of cultural heritage, the development of scientific and technical cooperation in the field of tourism and cultural heritage.

We are confident that the Forum will become an effective platform for developing new initiatives to expand tourism exchange within the SCO, enhance scientific, technical and investment cooperation in the field of tourism, and will also contribute to the development of tourism infrastructure.



**TOURISM DEVELOPMENT
INSTITUTE**



AFFILIATE MEMBERS NEWS

9TH NATIONAL AND INTERNATIONAL MEETING OF TOURISM OBSERVATORIES GUANAJUATO 2022

The Guanajuato Tourism Observatory, was born in 2011, bringing together the Academy, Public sector and Private Initiative, with the aim of monitoring the behavior of the State's Tourism Industry, through the generation and analysis of indicators. This Observatory is an Affiliate Member of the International Network of Sustainable Observatories (INSTO) of the UNWTO.

Since 2013, the National and International Meeting of Tourism Observatories (ENIOT) has been held in the State, covering topics of interest to the different sectors, with the participation of measurement experts from more than 7 countries;

including Argentina, Guatemala, Ecuador, Perú, Colombia, Spain and more than 20 states of México.

This year, the 9th Edition of the ENIOT, will be held on 02-03 June 2022 in a presence format in Guanajuato City, Guanajuato México under the theme, "Impact of tourism on the Environment", seeking to highlighting the importance of the good practices that have been carried out in this sector and the important challenge of its measurement for the best development of tourism.



Guanajuato
Vive Grandes Historias
Secretaría de Turismo



GUANAJUATO.MX



#ViveGrandesHistorias

AFFILIATE MEMBERS NEWS

BOOSTING TRAVELLERS' CONFIDENCE AND PROPELLING CARIBBEAN'S TOURISM RESILIENCY, RECOVERY AND SUSTAINABILITY THROUGH CARPHA'S CARIBBEAN TRAVELLERS HEALTH ASSURANCE STAMP FOR HEALTHIER, SAFER TOURISM

Caribbean travellers now have the added assurance of a *Healthier, Safer Option* for accommodations and services that have been awarded the Caribbean Travellers' Health Assurance Stamp for Healthier Safer Tourism (HST Stamp).

The HST Stamp is a measurable and verifiable travellers health assurance and recognition award for tourism entities implementing the recommended proactive COVID-19 health monitoring and safety measures, including COVID-19 training, monitoring of health events via the Tourism and Health Information System (THIS) and utilisation of Hospitality Health, Safety and Environmental Sanitation (HSE) Standards. To date, 106 facilities have been awarded the Stamp.

The HST Stamp is endorsed by the Caribbean Tourism Organization (CTO), Caribbean Hotel and Tourism Association (CHTA), Global Tourism Resilience and Crisis Management Centre (GTRCMC) and World Travel and Tourism Council (WTTC).

Awardees with the HST Stamp are eligible for the WTTC Safe Travels Stamp.

The HST Stamp is one of the many regional public health tools developed by the Regional Tourism and Health Program (THP). THP is an innovative program which addresses HSE threats to tourism, aiming to strengthen countries' capacity to prepare and respond to public health threats, enhance health and safety of visitors and locals and thereby, improve the quality, competitiveness, and resilience of Caribbean tourism (<http://carpha.org/THP>).

THP is being executed by the Caribbean Public Health Agency (CARPHA), the Caribbean's sole public health agency responsible for preventing disease, promoting and protecting health, in collaboration with CTO and CHTA. THP adopts a multi-faceted, multisectoral approach for implementation (surveillance, response, guidelines, capacity building, standards, policy, advocacy and partnerships, and a travellers health award and app). The THP is elevating Caribbean tourism by building traveller's confidence and reinstating healthier, safer travel to the Caribbean.



CARPHA's Regional Tourism and Health Program

Ensuring the health and safety of our visitors and locals

>>>>>



Tourism and Health Information System (THIS)



Caribbean Vessel Surveillance System (CVSS)



Caribbean Travellers' Health Assurance Stamp for Healthier, Safer Tourism



Regional Guidelines (Passenger Ships and Accommodations)



Capacity Training and Certification



Caribbean Travellers Health App



Regional Hospitality Health, Safety and Environmental Standards



Regional Travellers Health Policy Framework



Multisectoral, Multiagency Partnerships



[tourismandhealth_carpha](https://www.instagram.com/tourismandhealth_carpha)

www.carpha.org/THP



[@CARPHATHP](https://www.facebook.com/CARPHATHP)



CARPHA-Tourismandhealth@carpha.org



[CARPHA-Tourismandhealth@carpha.org](https://twitter.com/CARPHATHP)



AFFILIATE MEMBERS NEWS

CITY DESTINATIONS ALLIANCE IS BORN!

City Destinations Alliance is the new name and identity of *European Cities Marketing*. The rebranding marks a key shift that has been underway for several years, and accelerated by the pandemic, namely that destination leadership involves much more than marketing.

Today, it is more important than ever to stand together and to stand up for our shared values. *City Destinations Alliance* is *for* and *by* its members. Members are coming together not only around their shared identity as European city destinations, but more importantly, together to form an alliance that celebrates and empowers the thriving visitor ecosystems and economies.

City Destinations Alliance's President, Petra Stušek says; "As a community of European urban tourism professionals, we share the passion and love for urban experiencing and city life in general. As an alliance, our purpose is to improve the quality of life in Europe's cities. We are committed to a sustainable and responsible visitor economy that works for people, place, and planet."

Over the last decade, the business of DMOs has changed significantly.

**CITY
DESTINATIONS
ALLIANCE**

Whereas most DMOs used to focus on city marketing and visitor welcome, they are now tasked with ensuring sustainable and responsible practices in the visitor economy, understanding, and managing visitor behaviour, facilitating public engagement, and ensuring usage of smart applications across the urban landscape.

The Association's Board has led a collaborative process of member engagement and dialogue, market research, and analysis of the global association landscape. It was important that this brand like everything else in the Alliance was developed for and by the members. The association's community is a unique culture with a high degree of trust, engagement, and professional curiosity – all of which help catalyze the power to share... the new brand identity reflects the familiar, yet progressive spirit of this community.

You can find more information at the following link:

<https://citydestinationsalliance.eu>



BECOMES

**CITY
DESTINATIONS
ALLIANCE**

AFFILIATE MEMBERS NEWS

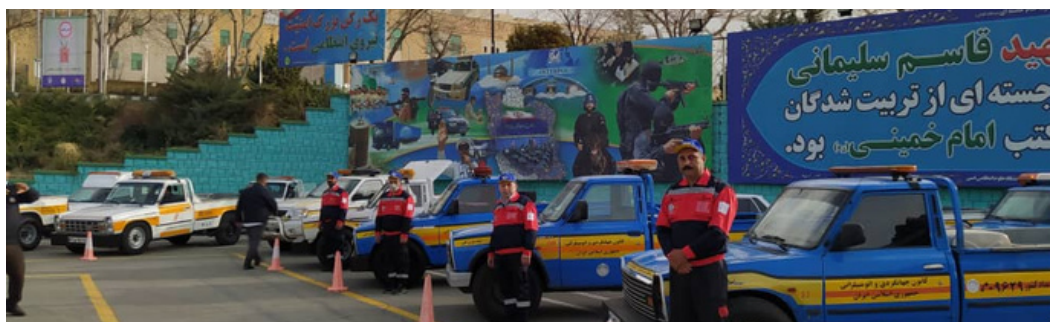
NOWROUZ PERFORMANCE OF TACI

As we know, Nowrouz is an ancient feast of Persian New Year for Persians around the world, which starts from March 21th for 13 days. Due to the diversity of Iranian cultures and ethnicities, there are many festivals and celebrations all over Iran, and also countries around.

Touring and Automobile Club of the Islamic Republic of Iran has been performing many tourism rallies, festivals and exhibitions on this matter, during the Nowrouz. To be specific in mobility, TACI organized campers and caravans' tour through tourism creative cities in Hamedan, Kermanshah, and Sanandaj, classic cars' tourism rally in Tehran, Isfahan, and East Azerbaijan, establishment of a classic car's exhibition in Tabriz, establishment of one hundred free off-road roadside assistants all over Iran, and also received 11,382 calls for roadside assistance or on-phone consultancy.

Moreover in tourism, TACI set up a Festival of Iranian ethnic groups in cooperation with Niavaran Historical Complex, which also contained of an exhibition of local handicrafts. The main focus of this festival, was to bring joy and happiness for Niavaran Complex's visitors during Nowrouz, and also promoting the Iranian ethnics potential for attracting tourists, by performing local (folk) dances and music.

Furthermore, TACI's Tourism call center (09629 national platform) has answered more than 93,000 calls for traveling and tourism consultancy, which would represent it as a credible tourism facilitator in Iran.



AFFILIATE MEMBERS NEWS

ZAGREB ONCE AGAIN WELCOMES AIR TRANSAT'S SEASONAL NONSTOP DIRECT FLIGHTS FROM TORONTO

Non-Stop Flights Will Start in May, in Time for Croatia's Busy Tourist Season

Zagreb, Croatia's capital city and gateway to the rest of the country, will again welcome Canadian Air Transat just in time for the upcoming tourist season. Air Transat, Canadian's third-largest airline, will resume nonstop flights to Croatia after a 2-year hiatus due to the pandemic. The nonstop seasonal flights to Croatia will commence on May 7 between Toronto and Zagreb and continue to October 29. The airline will offer flights once a week from May 7 to June 4 and twice a week from June 8 to October 29.

Zagreb continues to be a popular destination for Canadians, and with Air Transat reactivating its nonstop flights to Zagreb, this is expected to meet pent-up demand for travel to Croatia from this important market. As the Covid-19 restrictions loosened and travel rebounded this summer, twenty well-known European and international airlines will operate on regular routes to Zagreb.

On this occasion, Martina Bienenfeld, CEO of Zagreb Tourist Board said: "The reestablishment of regular flights between Toronto and Zagreb is particularly gratifying. Given the fact that Croatia's capital is primary air destination, this renewed route brings back optimism. The optimism is also boosted by the announcement of new direct routes to and from Zagreb by Croatia Airlines, our national airline, and Turkish Airlines has already renewed its pre-pandemic number of flights by reconnecting our city with the world twice a day, all seven days a week. Given the fact that Croatia's capital is primary air destination, the significance of direct flights is unmeasurable because they help to foster tourism and establish real economic connections."



AFFILIATE MEMBERS NEWS

GUINEATUR AND UNDP: TOGETHER TO SUPPORT THE BLUE AND GREEN ECONOMY

Our latest project, with which we have won the contest for innovative ideas within the framework of the green and blue economy with the UNDP, is an ecotourism project, known as Glamping-Batete, the first camping accommodation in a natural area with 5-star services in Equatorial Guinea.

Glamping is the new, more ecological tourist alternative: reduce to the minimum the use of concrete and cement, we opt for natural and organic materials such as wood and its derivatives, straw, bamboo, cork, textile elements, among others, guaranteeing a unique natural experience in nature, creating employment and wealth in rural areas with all the comfort services.



As the demand for this type of accommodation is high throughout the country, the glamping site will provide a new and exciting accommodation option to the Bioko region.

This site will especially look to provide a place to stay for tourists who want to experience the wild nature of Equatorial Guinea without sacrificing the luxuries and comfort of 5-star accommodation, and those who wish to take part in outdoor activities such as fishing and walking. This development will increase footfall for local businesses and through correct marketing, should increase the length of time tourists remains in the area.

With this project, Guineatur, bets on local labor and will offer training, cultural activities, outdoor leisure, fishing, and agriculture for consumption, manufacturing, and sale of the same in markets, thus promoting the blue and green economy in Balete, near the city of Luba – Bioko Sur.

Guineatur is ready to coordinate and guarantee all national and international tourists who want to discover authentic Equatorial Guinea in a safe, natural, and healthy destination.

AFFILIATE MEMBERS NEWS

A SIMPLE IFTAR TABLE ON THE TABIAT BRIDGE

Every year during Ramadan, Muslims fast for a month and abstain from eating and drinking from the morning call to prayer until sunset.

This year, on Ramadan 14 (April 16), the Abasabad Renovation Company spread a simple 270-meter-long iftar table for the public on the Tabiat Bridge and invites the public to break their fast at the same table during iftar.



AFFILIATE MEMBERS NEWS

BOGOTA WILL HOST THE 36TH NATIONAL MEETING OF REGIONAL TOURISM AUTHORITIES

Bogotá will host the 36th National Meeting of Regional Tourism Authorities, on May 5th and 6th, an event organized by the Ministry of Commerce, Industry and Tourism, in coordination with the District Tourism Institute, which will bring together authorities from 32 departments of Colombia.



ALCALDÍA MAYOR
DE BOGOTÁ D.C.

INSTITUTO DISTRITAL DE
TURISMO


BOGOTÁ



AFFILIATE MEMBERS NEWS

NOSU UNIVERSITY WILL HOST IN JUNE PARTICIPANTS OF THE PROGRAM OF YOUTH AND STUDENT TOURISM

Students will be able to travel to North Ossetia, staying at the university campus at affordable prices. Everyone interested will be able to take advantage of this offer.

Young travelers will be able to choose one of three directions:

- Popular scientific tourism. Go on a trip for an internship, to scientific events, to write scientific papers.
- Vocational tourism. It will allow to get acquainted with specialties of interest, change the direction of study or specialization, and gain new skills.
- Cultural, educational and recreational tourism. Students who choose this direction will be able to go on a journey for cultural and personal development.

Students will also be introduced to the cultural and historical heritage of modern Ossetians.

The NOSU University program includes an excursion to the mountainous areas of the region. The guests of the region will be able to visit unique natural objects of continental importance along the route "Travel to the valley of waterfalls".

The trip can be both group and individual.





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