Dear Affiliate Members,

I am pleased to share with you the July Edition of the Newsletter, which focuses on the latest developments achieved by the Affiliate Members Department and future events and initiatives carried out by the UNWTO, the Affiliate Members Department, and the Affiliate Members themselves. Also included is the updated calendar of UNWTO events and the ones carried out by or with the participation of our Affiliate Members scheduled for the second half of 2022.

Regarding the Affiliate Members Department activities, on 21 June, we hosted the second Briefing for the Affiliate Members to provide first-hand information and explore options for engagement and participation for the Affiliate Members during the upcoming 7th UNWTO World Forum on Gastronomy Tourism, scheduled for 13-15 December in Nara, Japan.

On 22-24 June I had the pleasure to deliver a speech at the opening ceremony of the 6th edition of Conecta Fiction & Entertainment, held in Toledo, Spain. This provided the perfect stage to present our work on Screen Tourism, strengthening the link between the Audiovisual Industry and Tourism, and exploring potential new collaborations in this priority field.

Focusing now on the upcoming initiatives and activities, I am pleased to greet again the 15 new Affiliate Members who have been admitted to the Membership by the latest Executive Council. To welcome the new members, we have organized an online Induction Session for Affiliate Members on 12 July, during which the Affiliate Members Department team will also explain the main benefits and resources of the UNWTO Membership to all participants.

I am happy to share with you that my department has planned to attend the following important events, where we will have the opportunity to offer dedicated spaces to our Affiliate Members:
- JATA Tourism Expo Japan 2022, 22-25 September (Tokyo, Japan),
- World Tourism Day, 27 September (Bali, Indonesia),
- Iberseries & Platino Industria, 27-30 September (Madrid, Spain).

We will provide you with all the details on how to get involved through the platform AMConnected!

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

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
<th>Location</th>
<th>Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>April 27-28</td>
<td>1st Extraordinary Session of the General Assembly</td>
<td>Madrid, Spain</td>
<td>In Person</td>
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#### UNWTO EXECUTIVE COUNCILS

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
<th>Location</th>
<th>Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>March 8</td>
<td>Emergency Session of the Executive Council</td>
<td>Madrid, Spain</td>
<td>In Person</td>
</tr>
<tr>
<td>June 7-8</td>
<td>116th Session of the UNWTO Executive Council</td>
<td>Jeddah, Saudi Arabia</td>
<td>In Person</td>
</tr>
<tr>
<td>Q4 (TBC)</td>
<td>117th Session of the UNWTO Executive Council</td>
<td>Morocco, Africa</td>
<td>In Person</td>
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#### UNWTO REGIONAL COMMISSIONS

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
<th>Location</th>
<th>Type</th>
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<tbody>
<tr>
<td>October 5-7</td>
<td>65th Regional Commission for Africa</td>
<td>Arusha, Tanzania</td>
<td>In Person / Hybrid</td>
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#### COMMITTEE ON MATTERS RELATED TO AFFILIATE MEMBERSHIP (CMAM)

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
<th>Location</th>
<th>Type</th>
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<tbody>
<tr>
<td>Q4 (TBC)</td>
<td>2nd Meeting of the Committee on Matters</td>
<td>Online</td>
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<tr>
<td></td>
<td>Related to Affiliate Membership (CMAM)</td>
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#### BOARD OF THE AFFILIATE MEMBERS

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
<th>Location</th>
<th>Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nov. 9 (TBC)</td>
<td>57th Meeting of the Board of the Affiliate Members</td>
<td>London, UK (World Travel Market)</td>
<td>In Person / Hybrid</td>
</tr>
</tbody>
</table>
## UNWTO THEMATIC EVENTS WITH THE PARTICIPATION OF AFFILIATE MEMBERS

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
<th>Location</th>
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</thead>
<tbody>
<tr>
<td>June 27–July 3</td>
<td>1st Global Youth Tourism Summit</td>
<td>Sorrento, Italy</td>
<td>In Person / Hybrid</td>
</tr>
<tr>
<td>Sept. 20-21</td>
<td>6th UNWTO Global Conference on Wine Tourism</td>
<td>Alba, Italy</td>
<td>In Person / Hybrid</td>
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<tr>
<td>Sept. 27</td>
<td>World Tourism Day</td>
<td>Bali, Indonesia</td>
<td>In Person / Hybrid</td>
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<tr>
<td>Oct. 20-21</td>
<td>3rd UNWTO Mayors Forums for Sustainable Urban Tourism</td>
<td>Madrid, Spain</td>
<td>In Person / Hybrid</td>
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<tr>
<td>Nov. 14-16</td>
<td>UNWTO Global Conference on Linking Tourism, Culture and Creative Industries</td>
<td>Lagos, Nigeria</td>
<td>In Person / Hybrid</td>
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<tr>
<td>Nov. 23-25</td>
<td>Smart Destinations Conference</td>
<td>Valencia, Spain</td>
<td>In Person / Hybrid</td>
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<tr>
<td>Dec. 13-15</td>
<td>7th UNWTO World Forum on Gastronomy Tourism</td>
<td>Nara, Japan</td>
<td>In Person / Hybrid</td>
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## AFFILIATE MEMBERS’ EVENTS WITH UNWTO SUPPORT

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
<th>Location</th>
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<tbody>
<tr>
<td>JATA Tourism Expo</td>
<td>Sept. 22-25</td>
<td>Tokyo, Japan</td>
</tr>
<tr>
<td>Iberseries Platino Industria</td>
<td>Sept. 27-30</td>
<td>Madrid, Spain</td>
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<tr>
<td>International Congress on Thermal Tourism</td>
<td>Sept. 27-29</td>
<td>Galicia, Spain</td>
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<tr>
<td>4º Congreso Gastronómico “Culinaria Castilla La Mancha”</td>
<td>Oct. 17-18</td>
<td>Cuenca, Spain</td>
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<tr>
<td>2nd F.I.C.C. World Congress</td>
<td>Oct. 27-28</td>
<td>Verrières-le-Buisson, France</td>
</tr>
<tr>
<td>CETT Smart Tourism Congress (6th Edition)</td>
<td>Nov. 9-10</td>
<td>Barcelona, Spain</td>
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<tr>
<td>Organization</td>
<td>Date</td>
<td>Event Description</td>
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<tr>
<td>City Destinations Alliance</td>
<td>Aug. 27-31</td>
<td>36th CityDNA Summer School</td>
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<td></td>
<td>Sept. 8-9</td>
<td>17th TourMIS Users' Workshop &amp; International Seminar</td>
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<td></td>
<td>Oct. 19-22</td>
<td>CityDNA Autumn Conference</td>
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<td></td>
<td>Nov. 24-25</td>
<td>9th TIC Expert Meeting</td>
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<tr>
<td>Africa Tourism Partners</td>
<td>July 27-29</td>
<td>4th Africa Youth in Tourism Summit and Innovation Challenge 2022</td>
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<td></td>
<td>Oct. 24-26</td>
<td>Africa Tourism Leadership Forum 2022</td>
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<tr>
<td>International Gay &amp; Lesbian Travel</td>
<td>Oct. 26-29</td>
<td>IGLTA 38th Global Convention</td>
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<tr>
<td>Association (IGLTA)</td>
<td></td>
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</tr>
<tr>
<td>Fondazione Romualdo del Bianco</td>
<td>Nov. 16-18</td>
<td>“The World in Florence” - International Festival World’s Cultural Expressions</td>
</tr>
</tbody>
</table>
The Affiliate Members Network counts 15 more entities

The extensive Affiliate Members Network welcomes 15 new entities, whose candidatures have been approved during the UNWTO 116th Executive Council, hosted in Jeddah, Saudi Arabia on 7-8 June.

The new members represent a rich variety of profiles including five For-Profit Organizations, three Universities, three DMOs, two professional associations, and two NGOs.

Regarding their geographical distribution, ten come from Europe: Croatia, Italy, Portugal, Turkey, and six from Spain; four from the Americas: Chile, Ecuador, Canada, and the USA; and one from East Asia and the Pacific: Malaysia.

In compliance with the recent update of the legal framework, the candidatures received since November 2021, have been revised by the Committee on Matters related to Affiliate Membership (CMAM), and then submitted for consideration and approval by the Executive Council. The final step of the candidatures will be obtaining the ratification during the 25th session of the UNWTO General Assembly, scheduled for 2023.

The quality expansion of the Affiliate Membership is a priority objective of the UNWTO, that recognizes the private sector as a fundamental partner in fulfilling the general mandate for the promotion of sustainable tourism development and the achievement of the 2030 Agenda.

You can find more information HERE
The Affiliate Members Department organizes the second Briefing for Affiliate Members about the 7th UNWTO World Forum on Gastronomy Tourism

On 21 June, the Affiliate Members Department held the second session of the UNWTO Briefing for Affiliate Members, focused on the upcoming 7th UNWTO World Forum on Gastronomy Tourism that will take place in Nara, Japan on 13-15 December.

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

The session, moderated by the Director of the Affiliate Members Department, Ion Vilcu, included the presentation by the Chief of Tourism Market Intelligence and Competitiveness Department, Sandra Carvão, who provided the participants with in-depth information on the Forum 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.

You can find more information and the recording of the session [HERE](#).
The Affiliate Members Department organizes an Induction Session for Affiliate Members

Affiliate Members Department organized an online Induction Session to explain the benefits and resources of the Membership and welcome the newly admitted Affiliate Members.

The Induction Session is scheduled for Tuesday, 12 July at 16.00 (CEST), and will be held in English.

Participation in the session is open to all Affiliate Members and it is particularly recommended to those who recently joined the network as it provides important information on how to make the best out of the Membership.

The agenda include information and guidelines on the benefits and resources of the membership, such as:

- Structure of the UNWTO
- Role of the Affiliate Members Department
- Composition of the Board of Affiliate Members
- Committee on Matters Related to Affiliate Membership
- Use of the Logo
- Access to the E-Library
- Programme of Work
- Opportunities for participation in UNWTO events and activities
- How to use the AMConnected platform

You can find more information and the registration details [HERE](#).

The Affiliate Members Department presents:

**Induction Session for Affiliate Members**

Affiliate Members are invited to join the online session and learn about the benefits and resources to make the best out of their UNWTO Affiliate Membership!

1. Welcome Remarks
2. UNWTO & AMD Organization
3. Membership Benefits & Resources
4. How to use AMConnected
5. Q&A

Webinar - Tuesday, 12 July, @16:00

Looking forward to seeing you!
Director Vilcu speaks up about Tourism and Audiovisual Industry connection

The 6th edition of Conecta Fiction & Entertainment took place in Toledo, Spain, on 22-24 June, and counted on the intervention of the UNWTO Affiliate Members Executive Director Ion Vilcu.

Organized by the Government of the Autonomous Community of Castilla-La Mancha, Turismo Castilla-La Mancha, and Castilla-La Mancha Film Commission, with the support of the World Tourism Organization, the event aims to boost investment and high-quality audiovisual productions through the exchange of best practices, innovative projects, and training workshops with industry experts.

"Tourism and the audiovisual industry have a natural link," stressed Director Vilcu during the opening. "Travelers connect directly with the environments of film and television series making, which become of considerable value in supporting the sustainable development of the tourism sector."

Director Vilcu highlighted the positive effects of the audiovisual industry on the tourism sector in promoting new destinations and increasing diversification, developing and supporting local communities, and increasing tolerance, understanding, and comprehension between people from different cultures.

The UNWTO showed its commitment to deepening the link between Tourism and the Audiovisual Industry through the participation in the 2019 Platinum Awards, the collaboration with the Affiliate Member Netflix for the organization of a panel of experts on Film Tourism at FITUR 2021 and the publication of the Global Report on Cultural Affinity and Film Tourism, presented during "Beyond the traditional concept of Film Tourism", within the framework of the 2021 Iberseries & Platino Industria event.

The UNWTO will continue to work on this line of action to generate knowledge and help Affiliate Members implement successful strategies to position themselves as attractive destinations for filming and productions.

You can find more information HERE
UNWTO and the Affiliate Member Allianz Partners sign a Memorandum of Understanding

The Director of the Affiliate Members Department, Ion Vilcu, and other officials of the UNWTO met with the representatives of Allianz Partners Spain on 15 June.

The main reason for the meeting was the signing of a Memorandum of Understanding consolidating the joint commitment between the World Tourism Organization and the Allianz Partners to continue to promote safe, responsible, and accessible tourism; and to cooperate in the following areas:

- promoting the values of sustainable, inclusive, and accessible tourism;
- the digital transformation of tourism;
- tourism education and training;
- knowledge exchange between key players in the tourism sector.

The agenda of the meeting included a presentation by Allianz Partners, followed by the display of the main areas of collaboration between the two entities and, to conclude, the official signature of the MoU by Director Ion Vilcu and Mr. Borja Díaz, CEO of Allianz Partners Spain.

Director Ion Vilcu said: “The cooperation with Affiliate Members such as Allianz Partners is one of the objectives of the Organization, and issues such as sustainable tourism development, accessibility, training, and capacity building in tourism are among the priorities of the UNWTO. We thank Allianz Partners for its contribution as a member of the Working Group for the elaboration of the International Code for the Protection of Tourists.”

You can find more information [HERE](#)
TOURISM RECOVERY GAINS MOMENTUM AS RESTRICTIONS EASE AND CONFIDENCE RETURNS

Tourism continues to recover at a strong pace: destinations welcomed almost three times as many international arrivals in the first quarter of 2022 as in the same period of 2021. According to the latest UNWTO World Tourism Barometer, international tourism saw a 182% year-on-year increase in January-March 2022, with destinations worldwide welcoming an estimated 117 million international arrivals compared to 41 million in Q1 2021.

UNWTO data shows that during the first quarter of 2022, Europe welcomed almost four times as many international arrivals (+280%) as in Q1 of 2021, with results driven by strong intra-regional demand. In the Americas arrivals more than doubled (+117%) in the same three months. The Middle East (+132%) and Africa (+96%) also saw strong growth in Q1 2022 compared to 2021. Asia and the Pacific recorded a 64% increase over 2021.

Despite the Russian-Ukrainian conflict is causing major economic repercussions globally resulting in higher transport and accommodation costs, the gradual recovery is expected to continue throughout 2022, as more destinations ease or lift travel restrictions and pent-up demand is unleashed. 45 destinations (of which 31 are in Europe) have no COVID-19-related restrictions in place.

According to the latest UNWTO Panel of Experts survey, an overwhelming majority of tourism professionals (83%) see better prospects for 2022 compared to 2021, as long as the virus is contained, and destinations continue to ease or lift travel restrictions. A higher number of experts (48%) now see a potential return of international arrivals to 2019 levels in 2023 (from 32% in the January survey), while the percentage indicating this could happen in 2024 or later (44%) has diminished compared to the January survey (64%).

You can find more information HERE
UNWTO HOSTS FIRST GLOBAL YOUTH TOURISM SUMMIT (GYTS)

The first UNWTO Global Youth Tourism Summit brought together more than 130 young people aged between 12 and 18 from 60 countries to Sorrento, Italy, giving them a unique platform to play a leading role in the future of the sector and uniting them with leaders from across the sector, including politicians and key figures from the worlds of sport, gastronomy, entertainment and innovation.

The event was organized by UNWTO and hosted in Italy from 27 June to 3 July in collaboration with the Ministry of Tourism and the National Tourism Agency (ENIT).

UNWTO Secretary-General Zurab Pololikashvili said: “The Global Youth Tourism will celebrate and empower the next generation of tourism leaders. It will help build a lasting legacy by providing young people with the skills and knowledge they need to transform tourism not only in their communities but everywhere”.

The Summit featured a simulation of the UNWTO General Assembly, as well as six Masterclasses, two evening talks, interactive sessions focusing on key challenges and opportunities facing global tourism right now, with an emphasis on the sector’s role in achieving the UN 2030 Agenda and its 17 Sustainable Development Goals (SDGs).

During the Summit, His Holiness welcomed the young participants’ commitment to peace and solidarity and to build a better future for tourism and for their home communities.

“The experiences that you will make [in Sorrento] will be enshrined in your memories,” Pope Francis said. “This is how you will grow and will be prepared to assume more important roles. I wish that you will be messengers of hope and of rebirth for the future. I send you my blessings and my greetings.”

UNWTO Ambassador of Responsible Tourism and footballing legend Didier Drogba helped bring the first Global Youth Tourism Summit to an inspiring close with a special masterclass, engaging in a dialogue covering many topics ranging from his personal journey to fame, the importance of giving back through his own philanthropic Foundation, and the vital role of tourism as a driver of mutual respect, sustainability, and for bringing together sports fans from all over the world.

GYTS concluded with the launch of the Sorrento Call to Action, a bold and ground-breaking vision for young people to be active participants in tourism’s restart and growth as a pillar of sustainable and inclusive development.

You can find more information HERE
UNWTO HIGHLIGHTS

UNWTO CHAMPIONS TOURISM FOR A HEALTHY PLANET AT STOCKHOLM+50

UNWTO joined high-level representatives from Environment Ministries, International Organizations, and UN Agencies to consolidate tourism’s commitment and position as a high-impact sector for accelerating sustainability.

The Special One Planet Forum hosted by the One Planet Secretariat (UNEP) in association with the Stockholm +50 International Conference, marked 50 years of global environmental action. Important commitments were made to shift business behaviour and promote circular economy and investments in sustainable consumption and production during plenary discussions on “Investments in people and nature”.

The catalytic role of the Glasgow Declaration on Climate Action in Tourism was highlighted – reaching 600 signatories in 6 months - by UNWTO Executive Director, Ms. Zoritsa Urosevic. Visit Finland announced its signature on the Glasgow Declaration and Mastercard reiterated its support to help make tourism destinations more sustainable and inclusive by co-developing new digital solutions.

Tourism’s contribution to sustainable development has been recognized in the Sustainable Development Goals. As the sector recovers from the pandemic, there is a growing uptake by tourism stakeholders to scale-up environmental action and inclusiveness.

But how will the new consumers trends stimulate change? During the workshop on “Green nudges for increasing the circularity of plastics”, organized jointly by the One Planet Sustainable Tourism Programme and the Sustainable Lifestyles Programme in collaboration with the government of France and UNEP, tourism stakeholders explored the application of behavioural science to implement environmental policies at destination level.

The report “A Life-Cycle Approach – Key messages for tourism businesses to address single-use plastics”, produced within the framework of the Global Tourism Plastics Initiative, was also released in all Global Tourism Plastics Initiative framework UN languages.

You can find more information HERE.
UNWTO HIGHLIGHTS

UNWTO AND WHO TO BUILD COALITION OF HEALTH AND TOURISM PARTNERS

UNWTO will work with the WHO Regional Office for Europe (WHO/Europe) to strengthen ties between tourism and public health in Europe’s smallest states.

The COVID-19 pandemic has shown the importance of building more sustainability and resilience in both economies and public health systems. In the eighth high-level meeting of the WHO/Europe Small Countries Initiative (SCI), held in Bečići, Montenegro, UNWTO set out the case for promoting health and sustainable tourism in small countries, including the 11 European countries with fewer than 2 million people.

UNWTO Secretary-General Zurab Pololikashvili said: “COVID-19 showed that any crisis that threatens the health, safety, and security of people, communities, and the environment is also a risk to tourism itself. I am confident that strong cooperation at all levels will place health high on the tourism agenda. It will make for healthy tourists, healthy communities, a healthy environment, and healthy economies for current and future generations.”

Organized around the theme “Towards better health and well-being in small countries of the WHO European Region”, the ministerial event focused on two issues currently at the top of the agenda for small countries, namely emergencies (long-term prevention, health system preparedness, response, and recovery) and developing healthy and sustainable tourism. On the occasion of the meeting, the “Roadmap towards better health in small countries in the WHO European Region 2022–2025” was presented and the “Montenegro Statement” was unanimously adopted.

The “Montenegro Statement” recognizes that health and tourism are deeply interconnected in the globalized world, and the reopening of travel and tourism is crucial for economic recovery, jobs, and livelihoods in small countries. It highlights that cooperation and collaboration are required and welcomes and supports the creation of a coalition of partners on health and tourism, jointly coordinated by the WHO Regional Office for Europe and the UNWTO to elaborate the evidence for policy measures and facilitate country dialogue.

You can find more information HERE
SCALING-UP TOURISM ACTION AT UN OCEANS CONFERENCE

UNWTO centered the discussions on tourism in a special Tourism Ocean Action side event of the Conference, held this week in Lisbon. Organized alongside the One Planet Sustainable Tourism Programme and in collaboration with the governments of Portugal and Kenya, the discussions highlighted the strong incentive that tourism provides for ocean conservation.

Addressing the Conference, UNWTO Secretary-General Zurab Pololikashvili said: “Our wellbeing depends on a healthy ocean. As part of its responsible recovery, tourism needs to play a more active role in protecting coastal and marine environments. That’s why we are taking steps to shift to a more circular and resilient tourism model, and the benefits of this will be felt far beyond the sector itself.” High level representatives from Portugal, Kenya and the Republic of Fiji presented frontrunning tourism policies and stressed the importance of finding a balance between the environment and the economy and jobs creation through tourism.

The UN Resident Coordinator for the Maldives and UNEP’s Ecosystem Division Director also took part in the side event.

The Glasgow Declaration on Climate Action in Tourism, including its five pathways “measure, decarbonize, regenerate, collaborate and finance” and the Global Tourism Plastics Initiative, which supports the sector’s readiness to the upcoming international legally binding agreement to end plastic pollution, were put forward as effective tools to accelerate tourism ocean action and new signatories to the latter were announced.

The need to trigger investments at scale in the protection and regeneration of ecosystems was highlighted by private sector representatives from Iberostar Group, which presented its coastal health strategy, and NOAH Regen, which presented an innovative finance model to protect and regenerate blue carbon ecosystems, building on the side-event on “Blue Carbon Ecosystems for Regenerative Tourism” organized on the previous day in collaboration with Forum Oceano.

You can find more information HERE
MUSEUM OF TOURISM

In January 2020, Europamundo inaugurated at its headquarters in Madrid the 25th room of the Museum of Tourism.

The Europamundo room consists of four showcases in which visitors can observe the history of tourism, the history of other tourism companies, the history of JTB, our parent company and finally, in the fourth showcase, the history of Europamundo since its early years, when in 1997 Luis Garcia founded it from the spin-off of Mundo Joven.

The aim of this non-profit museum is to disseminate the history of the sector. Therefore, the Museum of Tourism is eminently participatory, being able to collaborate in different ways: encouraging the opening of a new room, providing material and information to be exhibited or showed in social media, or even helping to spread it.

The Museum of Tourism is also virtual and disseminates the history of the sector through its website www.themuseumoftourism.org and its social media channels (Facebook, Twitter, Instagram, Youtube, LinkedIn and Tiktok) in 16 languages: https://themuseumoftourism.org/siguenos-en-redes-sociales/

As of today, after the latest openings, there are 85 rooms (thematic exhibition spaces) in 11 countries such as Spain, Portugal, Germany, Italy, Russia, Japan, India, Argentina, Uruguay, Mexico and Brazil, located in tourist offices, travel agencies, hotels, tourism schools, etc.

All the information about the Museum, the press dossier, the location of the rooms can be found at https://themuseumoftourism.org/pdfs/DOSIER-MoT.pdf

The Museum of Tourism fulfills a moral obligation to honor those people, companies, institutions and destinations that laid the foundations of our sector, in addition to recovering material on display that would otherwise have been stored or even lost.
NET ZERO PLEDGE: JTB SEEKS TO PROPEL SUSTAINABLE TOURISM BY ACHIEVING CARBON NEUTRALITY BY 2050

As part of its ongoing commitment to environmental sustainability, JTB Corp. has declared its intention to become carbon neutral by FY2050 through a phased-in reduction of the company’s greenhouse gas emissions. JTB intends to expand these efforts across its entire corporate group, allying with customers, business partners, and communities around the world to weave sustainability into the very fabric of travel and tourism activity and create conditions conducive to the industry's long-term viability.

JTB's Carbon-Neutral Targets
- Medium-Range Target: JTB to achieve carbon net-zero by FY2030 (Scopes 1 and 2)
- Long-Range Target: JTB to achieve carbon net-zero across all business domains by FY2050 (Scopes 1, 2, and 3)

The JTB Group's Sustainability Strategy is rooted in three sustainability priorities:
(1) Enriching the Human Experience,
(2) Nurturing our Surroundings, and
(3) Engaged Partnering.

These priorities provide a materiality-guided focus that shapes JTB’s efforts to maximize the positive impacts of its business while minimizing the adverse impacts associated with tourism and travel activity. In addition to going paperless through the use of digital vouchers and e-contracts, the JTB Group has rolled out several leading-edge ‘sustainable solutions’ such as CO2 Zero Travel® and CO2 Zero MICETM. In June 2022, the JTB Group is poised to launch ESG-BTM2, a new business travel management (BTM) solution offering robust sustainability support for corporate clients.

The JTB Group is firmly committed to global sustainability. By expanding our lineup of sustainable deliverables, strengthening our collaboration with business partners, communities, and policymakers, and providing customers with greater opportunities to partner with us on the journey, JTB will continue to promote sustainability across the value chain and develop clean, climate friendly ways of fulfilling our organizational mission of bringing people, places, and possibilities together.
SUSTAINABLE & SOCIAL TOURISM SUMMIT

Applying leadership to socially responsible and sustainable tourism implementation

Since 2017, the main goal of this conference is to create a meeting point for tourism professionals with special emphasis in networking, alliances promotion and communication of the relevant work they do around the world, all related to sustainable and responsible tourism.

Even though many people have been doing a great job on these subjects during the recent years, the lack of knowledge about their actions, their identity, and the positive impacts achieved, convinced us to create a professional space for this purpose. This is how we emerge, to make these links between the best practices, tools, and solutions, with the professionals that need them.

Sustainable & Social Tourism Summit, along its 5 editions, has gathered more than 200 international speakers and 2,100 attendees from 35 countries from all over the world, being trending topic in social media every year with more than 500,000 people reached in Facebook and 450,000 Twitter impressions.

Our 6th edition will be from August 31st to September 3rd, in Leon, Guanajuato, Mexico.

You can check out all the details on our website www.sustainablesocialtourism.org

Come and be part of the growing community of change! Change is on the move...The pandemics taught us so and tourism will not be the same from now on.

The best way tourism can face the future is through sustainability and socially responsible practices. Communities demand the power to decide about their future and tourism is on the menu as well. Understanding what every single destination has and acknowledging its uniqueness is exactly what responsible travellers want. Are we prepared to answer to such expectations?
THE CULINARY TOURISM ALLIANCE AND CARBONZERO PARTNER ON BUSINESS TRAVEL & EVENT SUSTAINABILITY PROGRAMMING

The Culinary Tourism Alliance (CTA) collaborates with communities to grow food tourism by leveraging the history, heritage, and culture behind the food and drink that makes each destination unique. One of the organization’s main goals is to support sustainability through community-driven destination development, industry programming and consumer-focused storytelling that explores local cuisine. The organization has also signed on to a declaration of sustainable tourism under the United Nations as a signatory of the Glasgow Declaration on Climate Action in Tourism.

Most recently, Carbonzero and the CTA partnered to further support the CTA’s efforts and commitment to sustainability by helping the organization measure its business travel carbon footprint with a custom Carbonzero calculator. As a national tourism organization, the impacts of vehicle and air travel associated with conducting business was of particular concern.

As a result of the partnership, the Culinary Tourism Alliance is supporting the Ontario Greenhouse Gas Biomass to Energy Project to mitigate the organization’s greenhouse gas emissions from its travel and events.

Carbonzero has crafted a calculator for the CTA that allows for the ongoing tracking of greenhouse gas (GHG) emissions from the organization’s business travel activities. This user-friendly calculator allows the CTA to plug in business travel trips for each employee and Board member and customize their calculations for their mode of travel. The calculator automatically calculates CTA’s business travel carbon footprint and provides a summary dashboard where users can review results.

“The Culinary Tourism Alliance is committed to being part of the change we need to see in the tourism industry. We are thrilled to be working with Carbonzero to gather data and share impacts with both consumers and the industry. Our goal is to see others adopt innovative solutions to reduce their own carbon emissions” said Rebecca Mackenzie, President & CEO.

Find out more at culinarytourismalliance.com
CNC PRESENTS TO BRAZILIAN TOURISM PROPOSALS FOR PUBLIC POLICIES

Just over a year ago, the National Confederation of Trade in Goods, Services and Tourism (CNC), through its Tourism and Hospitality Business Council (Cetur), at the height of the Covid-19 pandemic in Brazil and an unprecedented crisis for tourism activities, decided to go beyond working for the immediate survival of companies in the sector.

In June 2021, it launched the proposal of a broad and participatory consultation that consolidated demands and insights for the sector in public policy recommendations that encouraged the sustainable development of Brazilian tourist destinations. The Vai Turismo - Rumo ao Futuro movement was born.

The national movement worked to gather and integrate proposals from public and private institutions, experts and researchers from the trade of the 26 states and the Federal District, offering a space for convergence.

The rapporteurship and systematization of the themes in each state were carried out. Common topics in states have become regional demands, and regional priorities have consolidated on the national agenda.

Thus, in July 2022, after more than 100 meetings and workshops, which involved more than 300 institutions, in partnership with 29 national entities representing the tourism supply chain, in a work that had the involvement of more than 1800 professionals and the conduct of the 27 Federations of Trade in Goods, Services and Tourism (Fecomércios), the results were consolidated in 27 state documents and a national with proposals and recommendations to be delivered to candidates for the 2023-2026 elections.

Access here to know the project and proposals: www.vaiturismo.com.br
AFFILIATE MEMBERS NEWS

SHARM EL SHEIKH’S READY TO HOST COP 27

For the past several months, Egypt has been working earnestly to host the United Nations Climate Change Conference COP 27 in November 2022 in Sharm El Sheikh. The conference tackles the climate crisis issues and the curbing of the pollution emissions and the reduction of our increasing global temperatures.

Sharm El Sheikh is being transformed into a model environmentally sustainable city through the adoption of more low-carbon technologies and sustainable waste management practices.

This is being achieved through the development of an integrated strategy for Sharm El Sheikh, focusing on technical assistance, capacity building and establishing good practices to mitigate the effects of climate change, and to prevent chemical pollution.

The success of the implementation of Sharm El Sheikh will require multi-stakeholder operations where political, technical, financial, and organizational capacities are strengthened, as well as citizen and stakeholder participation is increased to achieve the city’s sustainability goals.

Many procedures have been implemented to transform Sharm El Sheikh into a Green City, including pushing electrical car usage, certifying sustainable hotel operators, and transitioning to renewable energy, in addition to implementing a solid waste management system.

Awareness training programs are undergoing for the hotel workforce; local restaurants, cafes, and diving and water sports centers on sustainability practices, to support the transformation of touristic facilities, aiming at biodiversity protection, waste, and greenhouse gas emissions reduction.

Egypt is looking forward to welcoming all attendees of the COP27 to visit our beautiful natural and historical heritage our country has to offer during the great autumn weather.
JOIN THE CONFERENCES ON URBAN PLACE MAKING AND INNOVATION IN VIENNA!

From November 27 to 29, the Vienna Tourist Board joins forces with 196+ events (196+ forum Vienna) and Museum Booster (Museum Leadership House) to strengthen its role as a global hub for hospitality investment, tourism, and the museum industry. The three consecutive events – the Vienna Tourism Conference, 196+ forum Vienna and the Museum Leadership House – will be centered around urban Place-Making and innovation.

To us, a place is more than just a geographical unit – it is a social living space that acquired importance, through its myths, stories, and the people who use it. Successful Place Making adds value to the destination, its residents and visitors as well as the economy. It improves the quality of life and place as a collective good. This can only be achieved through an integrated approach and the collaboration of various stakeholders.

Museums and the accommodation sector play a vital part in creating attractive experience spaces with a high quality of stay for residents and visitors alike. Together with 196+ events and Museum Booster, we will therefore discuss the guiding principles of Place Making in its various facets and address key challenges and opportunities for the industry, through key notes, expert debates and insightful case studies.

If you are interested in virtual participation in the Vienna Tourism Conference, please contact the Vienna Tourist Board (conference in German with English translation).

Find HERE the program for the 196+ forum Vienna conference and register for early bird tickets until the end of August.
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