Dear Affiliate Members,

I am pleased to share with you the October 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 events for the second half of 2022, including UNWTO events and the ones carried out by or with the participation of our Affiliate Members.

I would like to express my gratitude to all Affiliate Members who attended and showcased the contributions and perspective of the Membership towards the recovery and development of the Tourism Industry during the Affiliate Members Corner we organized within the context of Tourism Expo Japan (23 September), and during the dedicated session that took place during World Tourism Day (27 September).

I am pleased to inform you that this month I had the pleasure of personally attending and supporting the following events organized by our Affiliate Members:
- Skál International World Congress 2022,
- 4º Congreso Gastronómico “Culinaria Castilla La Mancha,”
- International Convention of Vatel Hotel and Tourism Business Schools.

The Affiliate Members Department will continue to support the Affiliate Members’ initiatives to the best of its capabilities and has already planned to attend CETT Smart Destinations Conference and AstroFest 2022.

Regarding the upcoming events and initiatives, I am pleased to inform you that on 9 November we will hold the 57th meeting of the Board of the Affiliate Members in London, within the framework of the World Travel Market; while on 17 November, we have scheduled the 2nd meeting of the Committee on Matters Related to Affiliate Membership.

Please keep in mind that registration for the 117th UNWTO Executive Council is now open, make sure to check the AMConnected Platform to know about the registration details and more information.

As the tourism industry is on its way to recovery, the UNWTO seeks to keep counting on the valuable inputs of the Affiliate Members. I am glad to inform you that we have launched the call for proposals for the Programme of Work 2023, a great opportunity to engage with the UNWTO and share the valuable contributions of the private sector. I encourage you once again to send a proposal in the area of expertise or knowledge where your entity is best at.

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

Yours sincerely,

Ion Vilcu
## UNWTO Statutory and High-Level Meetings

### UNWTO Executive Councils

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
<th>Location</th>
<th>Format</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nov. 23-25</td>
<td>117th Session of the UNWTO Executive Council</td>
<td>Marrakesh, Morocco</td>
<td>In Person</td>
</tr>
</tbody>
</table>

### Committee on Matters Related to Affiliate Membership (CMAM)

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
<th>Location</th>
<th>Format</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nov. 17</td>
<td>2nd Meeting of the Committee on Matters Related to Affiliate Membership (CMAM)</td>
<td>Online</td>
<td></td>
</tr>
</tbody>
</table>

### Board of the Affiliate Members

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
<th>Location</th>
<th>Format</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nov. 9</td>
<td>57th Meeting of the Board of the Affiliate Members</td>
<td>London, UK</td>
<td>In Person / Hybrid</td>
</tr>
<tr>
<td></td>
<td>World Travel Market</td>
<td></td>
<td></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>
<th>Format</th>
</tr>
</thead>
<tbody>
<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>
</tr>
<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>
</tr>
<tr>
<td>Nov. 23-25</td>
<td>Smart Destinations Conference</td>
<td>Valencia, Spain</td>
<td>In Person / Hybrid</td>
</tr>
<tr>
<td>Dec. 12-15</td>
<td>7th UNWTO World Forum on Gastronomy Tourism</td>
<td>Nara, Japan</td>
<td>In Person / Hybrid</td>
</tr>
<tr>
<td>Organization</td>
<td>Event Details</td>
<td>Location Details</td>
<td></td>
</tr>
<tr>
<td>--------------</td>
<td>---------------</td>
<td>-----------------</td>
<td></td>
</tr>
<tr>
<td>Skål International</td>
<td>Oct. 13-18</td>
<td>Skål International World Congress 2022</td>
<td>Rijeka-Opatija, Croatia</td>
</tr>
<tr>
<td>Fundación Impulsa Castilla-La Mancha</td>
<td>Oct. 17-18</td>
<td>4º Congreso Gastronómico “Culinaria Castilla La Mancha”</td>
<td>Cuenca, Spain</td>
</tr>
<tr>
<td>S.A.S. Institut Vatel</td>
<td>Oct. 19-23</td>
<td>International Convention of Vatel Hotel and Tourism Business Schools</td>
<td>Podgorica, Montenegro</td>
</tr>
<tr>
<td>Fédération Internationale de Camping, Caravanning et Autocaravaning</td>
<td>Oct. 27-28</td>
<td>2nd F.I.C.C. World Congress</td>
<td>Verrières-le-Buisson, France</td>
</tr>
<tr>
<td>FUNDACIÓN STARLIGHT</td>
<td>Oct. 24-29</td>
<td>AstroFest 2022, V Starlight Meeting, III of Guides and Monitors</td>
<td>La Palma, Spain</td>
</tr>
<tr>
<td></td>
<td>Oct. 26</td>
<td>UNWTO WG-Roundtable: Presentation of Guide of the Astrotourism Product and Experience Creation and Best Practice Cases</td>
<td>La Palma, Spain</td>
</tr>
<tr>
<td>Estudis d'hoteleria i Turisme CETT</td>
<td>Nov. 9-10</td>
<td>CETT Smart Tourism Congress (6th Edition)</td>
<td>Barcelona, Spain</td>
</tr>
</tbody>
</table>

**AFFILIATE MEMBERS’ EVENTS WITH UNWTO SUPPORT**

**UNWTO AFFILIATE MEMBERS CORNERS (AMD)**

Nov. 9-10 | AM Corner: Tourism Digital Future - CETT Smart Tourism Congress | Barcelona, Spain | In Person |
<table>
<thead>
<tr>
<th>Organization</th>
<th>Date(s)</th>
<th>Event Description</th>
<th>City, Country</th>
</tr>
</thead>
<tbody>
<tr>
<td>City Destinations Alliance</td>
<td>Oct. 19-22</td>
<td>CityDNA Autumn Conference</td>
<td>Gothenburg, Sweden</td>
</tr>
<tr>
<td></td>
<td>Nov. 24-25</td>
<td>9th TIC Expert Meeting</td>
<td></td>
</tr>
<tr>
<td>Universidad del Caribe</td>
<td>Oct. 13-15</td>
<td>III Congress of Alternative Tourism and Heritage Management (COTAL)</td>
<td>Cancún, México</td>
</tr>
<tr>
<td></td>
<td>Nov. 16-18</td>
<td>XVI Congreso Internacional de Gastronomía (CIGA)</td>
<td>Cancún, México &amp; Online</td>
</tr>
<tr>
<td>International Gay &amp; Lesbian Travel Association (IGLTA)</td>
<td>Oct. 26-29</td>
<td>IGLTA 38th Global Convention</td>
<td>Milan, Italy</td>
</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>
<td>Florence, Italy</td>
</tr>
<tr>
<td>Vienna Tourist Board</td>
<td>Nov. 29</td>
<td>Vienna Tourism Conference</td>
<td>Vienna, Austria &amp; Online</td>
</tr>
</tbody>
</table>
TOURISM EXPO JAPAN TAKES PLACE WITH GREAT PARTICIPATION OF AFFILIATE MEMBERS

Tourism EXPO Japan, Asia's leading travel trade show, took place from 22-25 September in Tokyo, Japan. During the Opening Ceremony Ion Vilcu, Director of the Affiliate Members Department welcomed the participants and expressed his gratitude to the organizers: JATA, JNTO, and JTTA all affiliated entities of the UNWTO.

Director Vilcu also participated in the Ministerial Round Table, where he delivered the welcome message, and a closing summary, during which he pointed out the benefit of working together for more resilient tourism, explaining how the collaboration between players from the tourism private and public sectors is the key to reshaping a more sustainable and conscious industry.

While in Tokyo Director Vilcu held bilateral meetings with the participating Affiliate Members JTB Corp. and JATA. He also had the opportunity to discuss with Ms. Sachiko Imoto, Senior Vice President of JICA, and H.E. Hiroo Ishii, Ministry of Land, Infrastructure, Transport and Tourism of Japan, opportunities for future collaborations with the UNWTO.

Within the context of Tourism Expo Japan, a new edition of the Affiliate Members Corner took place under the theme: “Sustainability and Digitalization in Tourism Product Development.”

The session began with the opening remarks of Director Vilcu, Yoshiaki Hompo Chief of the UNWTO Regional Support Office for Asia and the Pacific, and Tadashi Shimura, President of the JATA; followed by the presentation of six Affiliate Members showcasing projects and initiatives carried out under the selected topic by: JTB Corp., European Travel Commission, International Gay & Lesbian Travel Association (IGLTA) Seoul Tourism Organization (STO), Basquetour of Basque Tourism Agency, and Wakayama University.

The session counted as well on the intervention by the representatives of the UNWTO Regional Department for Asia and the Pacific: Eun Ji Tae, Officer, and Chiaki Oya, Deputy Chief, who presented the main upcoming UNWTO initiatives in Asia and the opportunities for engagement of the Affiliate Members. At the end of the presentation, participants had the opportunity to clarify their doubts about the presented topics during the Q&A session.

You can find more information HERE

You can find more information HERE
SUCCESSFUL PERFORMANCE OF AFFILIATE MEMBERS DURING THE DEDICATED SESSION “BREAKING THE GROUND IN PUBLIC-PRIVATE PARTNERSHIP” AT WORLD TOURISM DAY

27 September is worldwide recognized as World Tourism Day.

Under this year's theme "Rethink Tourism," all stakeholders, and players both from the public and public sectors came together to re-imagining the sector's growth, both in terms of size and relevance.

Within this context, the Affiliate Members Department organized a dedicated session for Affiliate Members in Bali, Indonesia, where the official celebration took place.

The session, moderated by Juan Daniel Solana Alonso, General Director of Basquetour, began with the opening remarks of Mr. Ion Vilcu, Director, UNWTO Affiliate Members Department, and included the presentations of the following Affiliate Members under the theme “Breaking the Ground in Public-Private Partnership”:

1. Ruben Hattari, Director Public Policy – SEA of Netflix (USA) presented: Cultural Affinity and Tourism – Wonderful Indonesia and more

2. Beth Potter – CEO of Tourism Industry Association of Canada (Canada) presented: 3Ps of Canada Tourism Industry: Private Public Partnership

3. Lee Sang Hoon - Executive Director of International Tourism & MICE of Seoul Tourism Organization (Republic of Korea) presented: Role of Public-Private Partnership for the creation of sustainable tourism infrastructure – Fostering tourism’s cultural and economic value

4. Steven Liew – APAC Policy Director of Airbnb (USA) presented: Public-Private Partnerships driving sustainable tourism: how Airbnb is working with Governments to rethink travel

At the end took place a debate and Q&A session to further highlight the importance of strengthening public-private partnerships in the post-pandemic period and to clarify participants' doubts on the presented topics.

You can find more information [HERE](#)
THE AFFILIATE MEMBERS DEPARTMENT JOINS THE AFFILIATE MEMBERS’ CELEBRATIONS OF WORLD TOURISM DAY

On September 27, almost 100 different events took place worldwide in celebration of the World Tourism Day 2022, showing great initiatives from both the private and public sectors united under the same objective: Rethink Tourism.

While the Director Vilcu attended the official celebrations in Bali, the rest of the Affiliate Members Department team participated and supported other events held by Affiliate Members in Spain.

On 27 September, among the events hosted in Madrid, Spain, the Affiliate Members Department joined the representatives of the Board of the Affiliate Members Héctor Coronel (MADRID DESTINO CULTURA, TURISMO Y NEGOCIO S.A) and Mar de Miguel (AEHM) in the celebration organized by the Community of Madrid, with an event that took place in the flamenco tablao Las Carboneras.

In this context, the Minister of Culture, Tourism, and Sport, Marta Rivera de la Cruz, said that the objective of the regional government is to consolidate Madrid as the world capital of flamenco.

Still in the capital of Spain, the Affiliate Members Department also attended the 2nd edition of Iberseries & Platino Industria, the main event for the Ibero-American audiovisual industry. The event, organized among others by the Affiliate Member EGEDA, counted on the participation of the main players of the audiovisual industry including producers, directors, DMOs, and actors, as well as more than 2000 participants engaging in more than 300 activities.

On 27 September, within the context of the 3rd International Congress on Thermal Tourism in Ourense, Spain; the Affiliate Member EHTTA (European Historic Thermal Towns Association) along with local authorities hosted an official reception before starting the Congress to raise awareness about the potential of thermal tourism to contribute to the sustainable transformation of tourism.
THE CHAIR OF THE BOARD OF THE AFFILIATE MEMBERS JOINS THE INTERNATIONAL CONGRESS ON THERMAL TOURISM FOR ITS OFFICIAL OPENING

Coinciding with the celebrations of World Tourism Day, the Affiliate Member EHTTA (European Historic Thermal Towns Association) along with local authorities in Ourense hosted an official reception before starting the International Congress on Thermal Tourism.

Under the theme “Rethinking tourism” chosen for World Tourism Day 2022, the event served to raise awareness about the potential of thermal tourism to contribute to the sustainable transformation of tourism. During this reception, EHTTA became a signatory of the Glasgow Declaration to signalize their commitment to further contribute to climate action in tourism.

On 28 September, the International Congress on Thermal Tourism officially started counting with the presence of Ms Mar de Miguel, Chair of the Board of the Affiliate Members.

She joined Manuel Baltar, President of EHTTA, and Alfonso Rueda, President of the Regional Government of Galicia and the Affiliate Member Axencia Turismo de Galicia to welcome guests and attendees to the Congress.

From September 27 to 29 the city of Ourense became the world capital of thermalism with a meeting organized by the European Association of Historic Thermal Towns (EHTTA) and with the support of UNWTO and Axencia Turismo Galicia. The programme includes panels and workshops on three topics related to thermalism: heritage, tourism and experiences.

UNWTO is promoting thermal tourism as a powerful tool to contribute to safeguarding the world's cultural and natural heritage, as well as to provide socio-economic benefits, including the revitalization of rural areas and the creation of stable employment and income-earning opportunities.

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

You can also find more information [on the website](https://www.unwto.org/thermal-tourism) of the World Tourism Day 2022 event.
THE AFFILIATE MEMBERS REPRESENTED AT THE 65TH MEETING OF THE UNWTO REGIONAL COMMISSION FOR AFRICA

The 65th UNWTO Regional Commission for Africa took place in Arusha, United Republic of Tanzania on 5-7 October.

One of the items on the agenda was dedicated to the Affiliate Members: “Latest developments, reforms and future outlook” which was addressed by Ibrahima Kambé, Associate Director of Facility Concept, who intervened on behalf of the Chair of the Board of the Affiliate Members.

Mr. Kambé explained before Member States and Tourism Leaders from the region the main achievements and future perspectives of the Affiliate Membership.

This represented another important opportunity to convey to the participants the main goals and priorities of the Affiliate Members for the next period and strengthen the public-private partnership for the contribution to the UNWTO agenda.

Following the Commission, the Forum on the theme “Rebuilding Africa’s Tourism Resilience for Inclusive Socio-Economic Development” was held, highlighting the power of tourism to be a driver towards positive change, inclusion, and celebration of diversity.

We would also like to inform you that the next meeting of the Regional Commission for Africa will be taking place in 2023 in Mauritius.

You can find more information HERE.
UNWTO AND SPET - TURISMO DE TENERIFE ESTABLISH ROADMAP FOR FUTURE COLLABORATIONS

On 20 September, the World Tourism Organization (UNWTO) welcomed the delegation from Tenerife represented by the Affiliate Member SPET - TURISMO DE TENERIFE to draft the roadmap of future collaborations.

Following the opening remarks and welcome messages, the first part of the meeting included presentations from the representatives of different UNWTO departments such as: Affiliate Members Department; Innovation, Education and Investment; Technical Cooperation; and Tourism Market Intelligent and Competitiveness; to explore the most suitable UNWTO initiatives, events or projects in which Turismo de Tenerife might participate, such as "Best Tourism Villages."

During the second part of the meeting members of the delegation from Tenerife presented the incredibly wide touristic offers of the Island in terms of Gastronomy, Sport Tourism, Astro Tourism, Health & Wellness Tourism, Educational Tourism, Innovation, and more, in order to find common interests for future collaboration between the two entities.

Turismo de Tenerife had also the opportunity to present the upcoming event: Global Summit de Turismo 2024 to be held in 2024.

UNWTO is committed to supporting the promotion and development of the tourism industry of Tenerife, and to raising awareness about the totality of the tourism potential of the island.

You can find more information HERE
Positive transformation for both people and planet was the central message of World Tourism Day 2022. Held around the theme of ‘Rethinking Tourism’, the Global Day of Observation emphasized the sector’s unique potential to drive recovery and deliver positive change for people everywhere.

Hosted by the Republic of Indonesia, in the popular destination of Bali, the official celebrations brought together leaders from across the public and private sector, including the largest and most diverse number of Ministers of Tourism in the history of World Tourism Day. They were joined by tourism stakeholders around the world celebrating in their own countries, united around the timely theme of rethinking and transforming the sector.

Opening the celebrations, UNWTO Secretary-General Zurab Pololikashvili stressed the unique opportunity presented to tourism to pause, reflect and recalibrate. “The restart of tourism everywhere brings hope. It is the ultimate cross-cutting and people-to-people sector. It touches on almost everything we do – and everything we care about. Tourism’s potential is now recognized more widely than ever. It’s up to us to deliver on this potential,” he said.

To mark the day, UNWTO launched its first World Tourism Day Report, the first in an annual series of updates and analyses of the Organization’s work guiding the sector forward. The inaugural report is titled “Rethinking Tourism: From Crisis to Transformation”, reflecting the timely relevance of the 2022 theme as well as the unprecedented crisis that hit the sector in 2020.

UNWTO also presented the G20 Guidelines on Strengthening MSMEs and Communities as Agents of Transformation in Tourism on the occasion of the G20 Tourism Ministers Meeting in Bali providing guidance for key policies that can create resilient and sustainable MSMEs and communities around the pillars of human capital, innovation, youth and women empowerment, climate action, governance, and investments.

You can find more information HERE
UNWTO HIGHLIGHTS

UNWTO AT G20: PUTTING PEOPLE AND MSMES AT CENTRE OF RECOVERY

UNWTO, the G20 Indonesian Presidency, and the G20 Tourism Working Group have collaborated over the past year to deliver the G20 Guidelines on Strengthening MSMEs and Communities as Agents of Transformation in Tourism on the occasion of the G20 Tourism Ministers Meeting in Bali.

The Guidelines provide guidance for key policies that can create resilient and sustainable MSMEs and communities spanning five key pillars:

1. Human Capital
2. Innovation, digitalization, and the creative economy
3. Women and youth empowerment
4. Climate action, biodiversity conservation, circularity, and
5. Policy, governance, and investment

They also draw up over 40 case studies from G20 members and guest countries focused on the promotion of MSMEs and communities.

Addressing the G20 Tourism Ministers Meeting, UNWTO Secretary-General Zurab Pololikashvili said: “Our sector has now recovered almost 60% of pre-pandemic levels. However, we are falling behind in our efforts to reach the climate action goals of the Paris Agreement. We are also behind in progress towards the Sustainable Development Goals. Tourism can help us get back on track. But we need to speed up. And we need to scale up. MSMEs and communities, the backbone of our sector, need strong support to be agents a people centred transformation.”

Research developed for the guidelines by UNWTO with G20 countries highlights the need to address challenges for MSMEs of lack of access to finance, lack of access to market intelligence, market uncertainty, the volatility of the workforce, changing consumer trends and needs and low levels of innovation. For communities, the most relevant challenges include the uncertainty of the market and changing consumer trends, leakages (revenue generated by tourism in the community which does not stay in the community), lack of education and skills, lack of adequate infrastructure and governance and excessive dependence on tourism.

You can find more information HERE
UNWTO HIGHLIGHTS

AFRICAN TOURISM UNITED TO TRANSFORM SECTOR FOR GROWTH AND OPPORTUNITY

Tourism leaders from across Africa have come together to rethink the sector and its central role in driving growth and opportunity across the continent.

The 65th meeting of the UNWTO Regional Commission for Africa brought together around 25 Ministers of Tourism and high-level representatives from 35 countries as well as leaders from the private sector discussed crucial themes such as innovation, branding, jobs and education, and partnerships.

UNWTO Secretary-General Zurab Pololikashvili provided Members with an update on the Organization’s activities and accomplishments since the previous Commission meeting: “Tourism in Africa has a long history of bouncing back. And it has shown its resilience again. Many destinations are reporting strong arrival numbers. But we must look beyond just the numbers and rethink how tourism works so that our sector can deliver on its unique potential to transform lives, drive sustainable growth, and provide opportunity everywhere in Africa.”

Tourism recovery underway in Africa The Regional Commission of Africa meeting was held as tourism's recovery gets underway across the continent. According to the latest UNWTO data, for the first seven months of the year, international arrivals across Africa were 171% up on 2021 levels, driven largely by regional demand.

To help Members capitalize on the sector's return, and to build greater sustainability and resilience, UNWTO is prioritizing jobs and training alongside greater and more-targeted investment in tourism. On the eve of this week's meeting, UNWTO launched a set of Investment Guidelines focused on Tanzania, designed to support foreign investment in the country.

Discussions at the Commission meeting focused on both the immediate and longer-term recovery of tourism across the continent, including through redefining the roadmap of the UNWTO Agenda for Africa 2030.

To conclude the meeting, Members voted to hold the 65th session of the UNWTO Commission for Africa in Mauritius.

You can find more information HERE
UNWTO HIGHLIGHTS

6TH CONFERENCE ON WINE TOURISM: INNOVATION, PARTNERSHIPS AND TECHNOLOGY

The importance of partnerships and cooperation to build sustainability and community development was emphasized at the sixth edition of the UNWTO Global Conference on Wine Tourism.

Held in the city of Alba, Piedmont, Italy, the conference brought together more than 300 leading public and private sector experts from 30 countries around the theme of “What next for wine tourism?”. The event was organized in collaboration with the Italian Ministry of Tourism, the National Tourist Board – ENIT, the Piedmont Region, and the Langhe Monferrato Roero Tourism Board.

Welcoming delegates, UNWTO Secretary General Zurab Pololikashvili said: “Well-managed tourism is a powerful tool for rural development, innovation, and the preservation of our culture and our nature. This Conference is part of our work to take the benefits of tourism and create new opportunities for rural areas. The past two years have brought major shifts in the world and in tourism. They have accelerated many challenges already in motion – from digital to sustainability. Wine tourism is no exception.”

Participants stressed the importance of expanding the links between wineries and wine-producing territories to promote innovative experiences that value local products and traditions, the landscape, heritage, gastronomy, and people as well as the role of women and youth in the development of wine tourism.

The conference also debated the role of technology in enhancing wine tourism offering and attracting tourists and how these innovative tools can impact the experience of the client who seeks fulfillment in their lifestyle and traveler experience, benefitting from worldwide experts’ insights.

On this occasion, UNWTO and Slow Food signed a memorandum of understanding to collaborate and formalize the intention of both organizations to work together in promoting gastronomic tourism as a tool for development and socioeconomic inclusion, especially in its links with rural development.

La Rioja in Spain will host the 2023 edition of the UNWTO World Conference on Wine Tourism.

You can find more information HERE.
UNWTO HIGHLIGHTS

MINISTERS AGREE TO ADVANCE CIRCULARITY AND CLIMATE ACTION IN PAN-EUROPEAN TOURISM

Ministers of the Environment from across the Pan-European region have agreed to promote the transformation of tourism, with key initiatives of the One Planet Sustainable Tourism Programme to serve as their guiding principles.

At the conclusion of the Ninth Environment for Europe Ministerial Conference, organized by the United Nations Economic Commission for Europe and held in Nicosia, Cyprus, delegates adopted a Ministerial Declaration, recognizing the urgent need to ensure the tourism sector “builds back better” from the impacts of the pandemic and to accelerate the shift towards a circular tourism economy, while at the same time reducing waste and ensuring the sector meets its climate action responsibilities.

The Glasgow Declaration on Climate Action in Tourism, launched by UNWTO and partners at the 2021 UN Climate Change Conference (COP26), and the Global Tourism Plastics Initiative, a joint initiative from UNWTO and UNEP were both referenced as key initiatives to help guide the transformation of the sector.

Addressing the Ministerial Conference, UNWTO Secretary-General Zurab Pololikashvili said: “For businesses, the circular economy can bring competitive advantages. For destinations, it can build more inclusive local value chains. And for tourists, it's an opportunity to leave a positive footprint. I encourage Europe’s Environment Ministers to build synergies with their counterparts in Ministries of Tourism to implement the circular economy in the tourism sector.”

To conclude, delegates signed a Ministerial Declaration in which they stated: “We will promote the transformation of the tourism sector by implementing programmes and projects oriented to applying circular models in the tourism value chain. Moreover, we will build knowledge based on existing circular tools and initiatives, with a view to enabling further dissemination and outreach across relevant ECE member States. We encourage member States and other stakeholders in a position to do so to consider joining and committing to actions under the Global Tourism Plastics Initiative, which unites the tourism sector behind a common vision of circular economy of plastics and the Glasgow Declaration: A Commitment to a Decade of Tourism Climate Action.”

You can find more information HERE
INTERNATIONAL TOURISM BACK TO 60% OF PRE-PANDEMIC LEVELS IN JANUARY-JULY 2022

International tourism continued to show strong signs of recovery, with arrivals reaching 57% of pre-pandemic levels in the first seven months of 2022.

According to the latest UNWTO World Tourism Barometer, international tourist arrivals almost tripled from January to July 2022 (+172%) compared to the same period in 2021. This means the sector recovered nearly 60% of pre-pandemic levels.

The steady recovery reflects strong pent-up demand for international travel and the easing or lifting of travel restrictions to date (86 countries had no COVID-19-related restrictions as of 19 September 2022).

UNWTO Secretary-General Zurab Pololikashvili said: “Tourism continues to recover steadily, yet several challenges remain, from geopolitical to economic. The sector is bringing back hope and opportunity for people everywhere. Now is also the time to rethink tourism, where it is going, and how it impacts people and the planet.”

The ongoing recovery can also be seen in outbound tourism spending from major source markets. Stronger-than-expected demand has also created important operational and workforce challenges in tourism companies and infrastructure, particularly airports. Additionally, the economic situation, exacerbated by the aggression of the Russian Federation against Ukraine, represents a major downside risk.

The uncertain economic environment seems to have nonetheless reversed prospects for a return to pre-pandemic levels in the near term. Some 61% of experts now see a potential return of international arrivals to 2019 levels in 2024 or later while those indicating a return to pre-pandemic levels in 2023 have diminished (27%) compared to the May survey (48%).

According to experts, the economic environment continues to be the main factor weighing the recovery of international tourism. Rising inflation and the spike in oil prices result in higher transport and accommodation costs while putting consumer purchasing power and savings under pressure.

You can find more information HERE
SGS (SUSTAINABLE MANAGEMENT SYSTEM)

Since 2014, Europa Mundo Vacaciones (EMV) has implemented a Sustainable Management System (SGS), whose measures and actions we have now compiled in a document.

The SGS is aimed at improving environmental, social, and economic performance as active agents in building the sustainable development of our society.

We have an environmental policy, which ranges from waste management to energy efficiency, through energy audits, contracting green energy, reduction of the carbon footprint and its compensation, we are zero CO2 since 2014, efficient water management, awareness of good practices, and responsible consumption, and a series of policies that favor social improvements, such as the management of diversity, inclusion and equality, emotional salary and the development of the human capital.

We are committed to sustainable development, and we demonstrate this with our adherence to initiatives and declarations of the WTTC, the UNWTO, and the Global Compact.

We also work to eradicate poverty and reduce inequalities through the 177 projects funded by the Europamundo Foundation, collaborating with 60 NGOs in 30 countries and benefiting 260,000 people, and with an Emergency Fund, carrying out 37 emergency actions in the last ten years. 26 countries.

EMV is committed to the 2030 Agenda and the achievement of the SDGs.

There are seven priority SDGs, for which we work actively, and of which we measure the evolution over time and the impact we have on them: SDG 4 Quality Education, SDG 5 Gender Equality, SDG 8 Decent Work and Economic Growth, SDG 10 Reduced Inequalities, SDG 13 Climate Action, SDG 16 Peace Justice and Strong Institutions, and 17 Partnerships for the Goals.
DIFERENCIAR CORUCHE 2021-2026

In 2021, Coruche presented a new strategy for Tourism, titled "Differentiate Coruche 2021-2026" aiming at positioning the territory as a "Panoramic Destination", enhancing its natural landscape. The new strategy proposes an innovative approach based on the following areas of action:

Developing the destination based on its Distinctive Assets

The first major decision of the municipality was to focus on the enhancement of assets (resources) where the destination has clear differentiating advantages. Twelve strategic assets were selected to work together to create the visitor experience in Coruche.

Tourism as an activity that contributes to territorial development

Tourism is seen as an economic activity, in which its growth should act along the entire line of territorial development of the municipality, actively contributing to environmental, cultural, social and economic sustainability.

Measuring tourism success based on residents' perceptions

It is the municipality view that the success of tourism cannot be measured only through metrics and statistics. For this reason, the strategy goals are based on the level of satisfaction and gain of the local community and of the economic agents with the impacts that tourism generates at the destination.

With respect to the major goals to be achieved by 2026, these are the following:

- 95% of residents and tourism agents consider that tourism dynamics have improved
- 85% of residents and tourism agents consider that there is a balance between their needs and those of tourists
- 90% of residents and tourism agents consider that tourism generates highly positive socio-cultural and environmental impacts
- 95% of residents and tourism agents consider that tourism boosts economy, generates employment, and reduces population loss
- 80% of residents and tourism agents consider that cultural identity elements are efficiently worked by the destination
- 80% of residents and tourism agents feel involved in the tourism development process
WORLD TOURISM DAY BY SHANGHAI INSTITUTE OF TOURISM

During the week of World Tourism Day, Shanghai Institute of Tourism held series activities among students and teachers to celebrate it and get ready for the regeneration and transformation of international tourism industry.

The 12th Report on City Leisure Development in China was released at the SIT, with the collaboration of Shanghai Cultural and Tourism Administration. By analyzing their performances on five dimensions: economic growth, leisure facilities, leisure consumption, public services and transportation supplies, 36 city destinations were ranked in the report. Due to the long-term impact of COVID-19, city residents prefer to take short-distance trips around the cities instead of long-haul travels.

The report makes suggestions for city governors and business operators to better prepare for the market opportunities and challenges.

Meanwhile, under the theme of rethinking tourism of WTD 2022, the hybrid Forum: Rething Urban Tourism and Tourism Education | UNWTO was launched by the Department of Tourism Management of SIT. The department also arranged a roll up banner Showcase of WTD 2022 in Shanghai Institute of Tourism | UNWTO on the campus to share students and teachers' thoughts of the regeneration and transformation of tourism.
EUROVELO 8 IN CROATIA

The European Cyclists’ Federation has been coordinating the development of high-quality bicycle routes connecting Europe since 1995. As a result, tourists can use marked routes throughout Europe on excursions, whether multi-day or multi-month trips. Alternatively, the local population can take shorter sections of the EuroVelo route daily or on cycling trips.

Croatia is a part of the EuroVelo network of bicycle routes. Four 4 EuroVelo routes: EV 6, EV 8, EV 9, and EV 13, connect the entire European continent via 17 bicycle routes, a total length of 90 thousand kilometers, through 42 European countries.

Croatia’s central part of the EuroVelo 8 route is 1116 km long. It runs near and along the coast, with an additional 357 km of alternative sections covering islands such as Cres, Rab, Pag, Korčula, and Pelješac peninsula.

The route passes through all seven coastal counties: Istria, Primorje-Gorski Kotar, Lika-Senj, Zadar, Šibenik-Knin, Split-Dalmatia, and Dubrovnik-Neretva.

On the Croatian part of the route, there are 8 UNESCO sites, three national parks, and four nature parks. The EuroVelo 8 route is a European long-distance cycle tourism route, with 7500 km connecting the Mediterranean area, from Cádiz to Cyprus to the east, and passes through the most attractive regions in 10 countries.

The Croatian National Tourist Board created the national EuroVelo 8 interactive website, which helps plan a cycling holiday and better navigation across the EuroVelo 8 cycling route. It provides in-depth information on 20 primary and eight alternative Croatian sections of the Mediterranean route, including technical data on route surface quality and traffic density, technical description, and GPX tracks, as well as information about attractions along the way, cycling events, and accommodation and bike services available along.
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