Dear Affiliate Members,

I am pleased to share with you the December 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 those carried out by or with the participation of our Affiliate Members.

On November 17, we held the 2nd meeting of the Committee on Matters Related to Affiliate Membership (CMAM). Moderated by the Chair of the CMAM, Félix de Paz (Spain), the meeting included the presentation of the "Latest developments and activities of the Affiliate Membership", followed by the endorsement of the Affiliate Members Programme of Work (PoW): 2023, which includes a strategy for quality-oriented & geographically balanced expansion of the UNWTO Affiliate Membership. Furthermore, the new candidatures for the Membership have been revised and submitted for the approval of the Executive Council.

Key topics for the Membership have been brought up to the attention of the 117th Executive Council (Marrakesh, Morocco on 23-25 November), by the Chair of the Board of Affiliate Members, Ms. Mar de Miguel, and the Chair of the CMAM: Spain, in their respective reports. On this occasion, the new candidatures for the Affiliate Membership have been approved. I would like to extend a warm welcome to all 18 new Affiliate Members!

We are looking forward to working closely with all of you and building together a better tourism sector that benefits all societies and communities around the world.

Regarding the events and initiatives organized by the Affiliate Members Department, I am proud to inform you that on December 1-2, in collaboration with Comunidad de Madrid, we hosted the 1st Experts Meeting on Cultural Tourism. The debate counted on the valuable expertise of 17 experts on cultural tourism from all over the world, who engaged in insightful debate to formulate solutions to the current challenges of cultural tourism.

The Affiliate Members Department will continue to collaborate and support the Affiliate Members’ initiatives to the best of its capabilities.

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 EXECUTIVE COUNCILS

Nov. 23-25
117th Session of the UNWTO Executive Council
Marrakesh, Morocco
In Person

COMMITTEE ON MATTERS RELATED TO AFFILIATE MEMBERSHIP (CMAM)

Nov. 17
2nd Meeting of the Committee on Matters Related to Affiliate Membership (CMAM)
Online

BOARD OF THE AFFILIATE MEMBERS

Nov. 9
57th Meeting of the Board of the Affiliate Members
London, UK
World Travel Market
In Person / Hybrid

UNWTO THEMATIC EVENTS WITH THE PARTICIPATION OF AFFILIATE MEMBERS

Dec. 12-15
7th UNWTO World Forum on Gastronomy Tourism
Nara, Japan
In Person / Hybrid

UNWTO AFFILIATE MEMBERS DEPARTMENT EVENTS

Dec. 1-2
Experts Meeting on Cultural Tourism
Madrid, Spain
In Person

EVENTS ORGANIZED BY THE UNWTO AFFILIATE MEMBERS

Zagreb Tourist Board
Nov. 26-Jan. 7
Advent Zagreb
Zagreb, Croatia

Kapadokya Üniversitesi
Dec. 7
6th İstanbul Economy Summit – Closing Panel on “Sustainable Tourism”
İstanbul, Türkiye
UNWTO AND COMUNIDAD DE MADRID TEAMED UP TO BRING TOGETHER THE WORLD’S LEADING EXPERTS IN CULTURAL TOURISM

Experts from all over the world met in Madrid to share ideas, debate, and explore the challenges and trends of cultural tourism.

The event counted on the knowledge and expertise of 17 experts on Cultural Tourism, including several UNWTO Affiliate Members: Arab Regional Center for World Heritage, EGEDA, Madrid Cultura y Turismo SAU, Netflix, Petra Development and Tourism Region Authority (PDTRA), Saxion University, TripAdvisor, University of Malaga, University of Zagreb, and Vienna Tourist Board.

During the official inauguration of the event, Ion Vilcu, Director of the UNWTO Affiliate Members Department, and Daniel Martínez Rodríguez, Deputy Minister of Culture and Tourism - Comunidad de Madrid delivered their opening remarks and welcomed the guests to Madrid.

During the debate on 1 December, the experts explored and discussed the challenges and trends of cultural tourism, and analyzed the impact of strategic management of cultural resources for destinations and cultural sites.

They also discussed how to promote lesser-known destinations which are outside of the major tourist circuits as a way to avoid the saturation of main tourist attractions. For example, the experts examined the crucial role of tourism promotion, marketing strategies, and public-private partnerships in the development of cultural tourism.

The rise of cultural tourism has led to a number of challenges for destinations, all of which have been addressed during the meeting in Madrid. The conclusions and recommendations for cultural and tourism destination managers formulated will be presented in a report next January at the International Tourism Trade Fair (FITUR).

You can find more information HERE.
PRIORITY TOPICS FOR THE MEMBERSHIP DISCUSSED DURING THE 117TH EXECUTIVE COUNCIL

The 117th session of the UNWTO Executive Council was hosted in Marrakesh, Morocco on 23-25 November.

The Agenda included important topics showcasing the latest achievements and priorities for the future of the Membership.

On this occasion, the Chair of the Board of Affiliate Members, Ms. Mar de Miguel, shared with the Governments of the Member States the latest achievements of the Membership and the substantial participation of the Affiliate Members in the latest main conferences and events organized by the UNWTO.

Another important topic on the agenda regarding the Affiliate Membership was the report of the Committee on Matters related to Affiliate Membership (CMAM), presented by the Chair of the CMAM: Spain.

18 new candidatures have been approved to become UNWTO Affiliate Members, the newly admitted UNWTO members represent a rich variety of profiles coming from all regions.

One of the most important topics which were outlined by both the Chair of the Board and the CMAM was the Programme of Work 2023 (PoW), particularly the implementation of a “Strategy for a quality-oriented and geographically balanced expansion of the UNWTO Affiliate Membership”.

It is worth noting that this session of the Executive Council counted on relevant participation of Affiliate Members, for a total of 13 entities participating.

The 118th UNWTO Executive Council will take place next year in the Dominican Republic.

You can find more information HERE
18 ENTITIES JOIN THE UNWTO AFFILIATE MEMBERSHIP

The UNWTO Affiliate Members Network has welcomed 18 new Affiliate Members into its global network.

The newly admitted UNWTO members reflect the diversity of the broad tourism sector, with private companies, Destination Management Organizations, universities, professional associations, Intergovernmental Organizations, and NGOs, coming from all the regions.

In specific, regarding their geographical distribution:
- six come from Europe: Spain (3); Austria (1); Türkiye (1); Moldova (1);
- four from the Americas: United States of America (2), Panama (1); Peru (1);
- four from Asia & the Pacific: Fiji (1), Indonesia (1), Japan (1), Republic of Korea (1);
- two from Africa: Eswatini and South Africa;
- two from the Middle East: Jordan and Saudi Arabia.

In accordance with the current legal process of admission, the 18 candidatures were submitted for consideration and approval of the 117th Executive Council after being previously reviewed and endorsed by the Committee on Matters related to Affiliate Membership, during the meeting of the Committee that took place on 17 November.

With this official approval of the Executive Council, the new members can enjoy all the rights and benefits corresponding to this UNWTO membership, in accordance with the statutes and rules of the Organization.

You can find more information HERE
SECOND MEETING OF THE COMMITTEE ON MATTERS RELATED TO AFFILIATE MEMBERSHIP (CMAM)

The second meeting of the Committee on Matters related to Affiliate Membership (CMAM) has been held online on Thursday, 17 November.

In line with one of the main priorities of the Department to improve the involvement of the private sector within the UNWTO, this specialized committee serves as an institutional vehicle for a better integration and interaction of the Affiliate Members with the Governments and Member States.

Composed of 9 Full Members and the Chair of the Affiliate Members, Ms. Mar de Miguel, the CMAM is in charge of making recommendations regarding the Programme of Work prior to its submission to the General Assembly, establishing the main objectives of the Membership, receiving the Annual Report on Affiliate Members' activities, and reporting to the Executive Council new applications and suspensions of Affiliate Memberships.

The second meeting, moderated by the Chair of the CMAM, Félix de Paz (Spain), included the presentation of the Latest developments and activities of the Affiliate Membership, followed by the endorsement of the Affiliate Members Programme of Work (PoW): 2023 which includes a strategy for quality-oriented & geographically balanced expansion of the UNWTO Affiliate Membership.

The last part of the meeting focused on the revision and approval of the 18 new candidatures for the Affiliate Membership which have been then submitted for the approval of the 117th UNWTO Executive Council held in Marrakesh, Morocco on 23-25 November 2022.

You can find more information HERE.
UNWTO PARTICIPATES IN THE 4TH EDITION OF CETT SMART TOURISM CONGRESS

The 4th edition of the CETT Smart Tourism Congress organized by the Affiliate Member ESTUDIS D’HOTELERIA I TURISME CETT, SA and with the participation of the UNWTO, took place from 9-10 November in Barcelona, Spain.

CETT Barcelona Smart Tourism Congress aims to generate a meeting space where, thanks to the participation of different international experts connected with the reality of Smart Tourism, the phenomenon is analyzed and synergies between academics and professionals are articulated, making it possible to debate on its current and future challenges and opportunities from several perspectives.

On this occasion, Michele Pitta, representative of the Affiliate Member Department addressed the participants during the opening ceremony; and highlighted how “Smart Destinations" are those that manage to develop strategies where technologies, innovation, sustainability, accessibility, and inclusiveness are applied throughout the tourism value chain: before, during, and after the trip.

Throughout the two days, topics such as sustainable and intelligent mobility, artificial intelligence and the metaverse, the implications of 5G connectivity on the tourism sector were discussed in order to find solutions for the development of more sustainable and inclusive tourism.

The UNWTO gladly supports events such as CETT Smart Tourism Congress that contribute towards the development of a more sustainable and smarter tourism sector to face current and future challenges.

You can find more information HERE
UNWTO HIGHLIGHTS

EDUCATION AND INVESTMENTS ARE CORNERSTONES TO TRANSFORM TOURISM: UNWTO EXECUTIVE COUNCIL MEETS IN MARRAKESH

Tourism leaders from every global region have met to advance plans to transform the sector against a backdrop of challenges old and new.

UNWTO convened its Executive Council in Marrakesh, Morocco, as the sector’s recovery continues to gather pace. Building on its year-long call for both public and private sector leaders to “rethink tourism”, UNWTO placed innovation, investments, and education, and youth empowerment at the centre of discussions, while also emphasizing heightened interest for transformation through Climate Action and the sector’s importance for rural development everywhere.

Welcoming 16 Ministers of Tourism and delegations from 36 countries, UNWTO Secretary-General Zurab Pololikashvili underscored that “the window of opportunity to transform our sector will not stay open for long”. He emphasized that “now is the time to fast-track building a more inclusive, resilient and sustainable sector”, tourism’s success can no longer be measured based on numbers alone, “but rather on the impact our sector has on lives, livelihoods, and the wellbeing of both people and planet”.

On the eve of the meeting, the United Nations General Assembly was presented with a draft resolution calling on all parts of the UN system to promote tourism in their work to achieve the SDGs. The resolution, which so far has the support of 104 countries, is the culmination of UNWTO’s enhanced presence at the highest political level. It is also a reflection of the unprecedented recognition of tourism’s importance to economic and social well-being, it integrates the key strategic work streams of UNWTO and draws attention to tourism’s power to help build inclusive societies and protect ecosystems.

Within this framework, UNWTO also held a special Thematic Session focused on empowering small businesses to be agents of transformation, inspired by the G20 Guidelines for Tourism SMEs and Communities as agents for transformation.

The 118th Session of the Executive Council will be held in the Dominican Republic.

You can find more information HERE.
UNWTO HIGHLIGHTS

TOURISM RECOVERY ACCELERATES TO REACH 65% OF PRE-PANDEMIC LEVELS

International tourism is on track to reach 65% of pre-pandemic levels by the end of 2022 as the sector continues to bounce back from the pandemic.

An estimated 700 million tourists travelled internationally between January and September, more than double (+133%) the number recorded for the same period in 2021. This equates to 63% of 2019 levels and puts the sector on course to reach 65% of its pre-pandemic levels this year, in line with UNWTO scenarios. Results were boosted by strong pent-up demand, improved confidence levels, and the lifting of restrictions in an increasing number of destinations.

Europe continues to lead the rebound of international tourism. The region welcomed 477 million international arrivals in January-September 2022 (68% of the world total), more than double that of 2021 (+126%). At the same time, the Middle East saw international arrivals more than triple (+225%) year on year in January-September 2022; Africa (+166%) and the Americas (+106%) also recorded strong growth compared to 2021. In Asia and the Pacific (+230%) arrivals more than tripled in the first nine months of 2022, reflecting the opening of many destinations, including Japan at the end of September, and despite China, a key source market for the region remains closed.

The challenging economic environment, including persistently high inflation and soaring energy prices, aggravated by the Russian offensive in Ukraine, could weigh on the pace of recovery in Q4 and into 2023.

The latest survey among the UNWTO Panel of Tourism Experts shows a downgrade in confidence levels for the last four months of 2022, reflecting more cautious optimism.

Despite growing challenges pointing to a softening of the recovery pace, export revenues from tourism could reach USD 1.2 to 1.3 trillion in 2022, a 60-70% increase over 2021, or 70-80% of the USD 1.8 trillion recorded in 2019.

You can find more information HERE
UNWTO HIGHLIGHTS

UNWTO AT COP27: UNITING TOURISM AROUND TANGIBLE CLIMATE ACTION PLANS

The tourism sector has set out its plans to achieve its climate action ambitions. At COP27, UNWTO brought leading sector stakeholders together to share practical insights into accelerating the shift to greater sustainability and reaching Net-Zero.

Since the launch Glasgow Declaration on Climate Action in Tourism at COP26, more than 700 businesses, destinations, civil society groups, and even countries have signed up, committing to decarbonize, regenerate and measure in order to halve their carbon emissions by 2030 and reach Net-Zero by 2050 at the latest.

UNWTO Executive Director Zoritsa Urosevic said: “One year after its launch, we are proud to see the way the Glasgow Declaration has inspired our sector into action. Unlocking finance and developing measurement frameworks will be critical to scaling-up our support and continue accelerating climate action for resilience.”

Ovais Sarmad, Deputy Executive Secretary, UNFCCC, added: “The Declaration, provides a framework for all tourism stakeholders to raise their climate ambitions.

Further integrating tourism into the Nationally Determined Contributions will be key to mobilizing the support needed to scale-up the efforts.”

“A net zero future for tourism largely depends on the ocean and the regeneration of destinations, notably coastal destinations. We have to turn tourism into a sector that is responsive to the climate emergency” said Peter Thomson, UN Secretary General’s Special Envoy for the Ocean.

Participants represented the different dimensions of tourism, at both the national and subnational level. On 10th November, the side event focused on the pathways of measurement and decarbonization, while on 11th, on regeneration and finance. Also in Sharm El-Sheikh, UNWTO convened its Committee of Tourism and Sustainability, chaired by the Ministry of Tourism of Croatia, for the first time within the framework of a UNFCCC COP.

UNEP called on stakeholders to continue adhering to the Glasgow Declaration on Climate Action in Tourism which is implemented within the framework of the One Planet Sustainable Tourism Programme.

You can find more information HERE
AT G20, UNWTO ADVANCES ROLE OF PEOPLE AND MSMES AS AGENTS OF TOURISM TRANSFORMATION

As leaders of the G20 economies met in Bali, UNWTO has stressed the importance of empowering grassroots actors as well as MSMES in order to drive sustainable and inclusive transformation and build greater resilience.

Under the Indonesian Presidency of the G20, UNWTO Secretary-General Zurab Pololikashvili urged leaders to seize the opportunity to rethink and transform tourism in order to deliver on its massive potential for sustainability and opportunity. As the global community faces up to a range of challenges, including geopolitical tensions, rising energy prices, and a climate emergency, UNWTO has placed tourism firmly on the G20 agenda.

Secretary-General Pololikashvili said: “We are behind in progress towards the Sustainable Development Goals. In fact, progress has actually been reversed in areas like gender equality. Tourism can help us get back on track. But we need to speed up. And we need to scale up. There is no time to lose.”

Over the course of 2022, UNWTO has worked with the G20 Tourism Working Group under the leadership of the Indonesian Presidency and the Minister of Tourism and Creative Industries, Sandiaga Uno, on Guidelines to make MSMEs and Communities agents of transformation.

Released in September, on the occasion of the G20 Tourism Ministers’ Meeting, the Guidelines are built on five pillars:
1. Human Capital;
2. Innovation, digitalization, and the creative economy;
3. Women and youth empowerment;
4. Climate action, biodiversity conservation, and circularity;
5. Policy, governance, and investment.

Together, the Guidelines put people at the center of tourism’s recovery and future development. In a post-pandemic world, renewed governance, multilateralism, and international cooperation are the only path to address a world in a poly-interconnected crisis stressed the UNWTO Secretary-General.

You can find more information HERE
UNWTO HIGHLIGHTS

“We Are Your Voice at Global Governance Level”: UNWTO at WTTC Summit

UNWTO has returned to Riyadh to serve as a bridge between public and private leaders as tourism faces up the big challenges of today: high inflation, geopolitical insecurity, and the climate emergency.

At the World Travel & Tourism Council (WTTC) Global Summit, which took place in the Saudi capital, UNWTO stressed the vital importance of education and investments as twin factors in ensuring tourism fulfills its enormous potential as a driver of sustainable and inclusive development. The high-level participation of UNWTO in this leading private sector forum further highlighted the Organization’s unique and natural ability to connect political ambitions and private sector capacity.

UNWTO Secretary-General Zurab Pololikashvili said: “This year, we brought tourism to the UN General Assembly for the first time and we have also put tourism on the G20 agenda”, adding “that is why I am here: UNWTO can be your voice at the global governance level”.

Carrying forward the momentum of key events held during 2022, including World Tourism Day in Bali, the Ministers’ Summit at World Travel Market in London and, most recently, the UNWTO Executive Council meeting in Marrakesh, the WTTC Summit provided the latest high-level platform for UNWTO to advance its priorities of growing investments in tourism and promoting tourism education and training.

Against the backdrop of the WTTC Summit, UNWTO invited all high-level delegates to return to the Kingdom of Saudi Arabia in 2023 for the official World Tourism Day celebrations (27 September), to be held around the theme of “Green Investments”.

The Kingdom is a strong supporter of UNWTO’s mission to make tourism a driver of sustainable and inclusive development. Built in record time and during a pandemic, the office is set to become a regional and global hub of tourism education and training as well as tourism for rural development.

You can find more information HERE.
UNWTO HIGHLIGHTS

UNWTO AND EUROPEAN COMMISSION SHARE JOINT VISION FOR TOURISM’S FUTURE

As the European Council presents the conclusions of the European Tourism Agenda, UNWTO has joined European Commissioner for Transport Adina Vălean in emphasizing the importance of jobs, education and investments for achieving the shared vision for a revitalized sector between now and 2050.

The conclusions presented by the European Council are built on several years of work around “Tourism in Europe for the Next Decade.” They inform a new Transition Pathway for Tourism, developed by the European Commission in consultation with key stakeholders, including UNWTO.

The Transition Pathway identifies specific intervention areas to boost the tourism ecosystem in Europe.

Several of the key intervention areas reflect the priorities of UNWTO, most notably a recognition of the importance of building and supporting a skilled and committed workforce.

In a joint statement, UNWTO Secretary-General Zurab Pololikashvili and Commissioner Vălean welcomed the restart of international travel across the region. However, they stress that tourism and transport need to “work together” to address the gap in tourism employment by making both sectors more attractive for workers.

UNWTO has made tourism education and training one of the priorities in recent years, and opened a first department focused on investments, emphasizing that to achieve its wider goals of becoming more resilient and sustainable, tourism first needs the financial and human capital in place.

You can find more information HERE
ENTRIES NOW OPEN FOR THE WORLD’S BIGGEST COMPETITION FOR TOURISM VIDEOS

The biggest competition for tourism videos is open for entries until January 31st. The CIFFT Circuit 2023 brings together 9 tourism film festivals to recognize and award the best promotional videos, commercials, and Ads from tourism.

With endless award opportunities, the CIFFT Circuit annually attracts audiovisual productions from accomplished tourism institutions, creative agencies, and production companies from all over the world. At each circuit stage, the productions are evaluated and awarded by international panels of juries that reunite renowned experts from the Tourism, Marketing, and Audiovisual Industries, including Oscar and Emmy former winners.

Awards obtained in the competition’s stages grant access to the CIFFT Ranking Lists, the leading global resource for benchmarking creativity and effectiveness in tourism communication, establishing the World’s Best Tourism Films of the year in five main thematic categories: Tourism Destinations City, Region, and Country, Tourism Services and Tourism Products.

The rankings are based on the award performance in the CIFFT Circuit and allow the entrants to measure the impact of their work. In 2022, more than 4000 submissions from more than 90 countries competed for the coveted title of the World’s Best Tourism Films. The competition also provides attendees with benchmarking, networking, and visibility opportunities.

The CIFFT Circuit is an initiative of the International Committee of Tourism Film Festivals (CIFFT), which is endorsed by the World Tourism Organization (UNWTO), the European Travel Commission (ETC), the Caribbean Tourism Organization (CTO), the Central America Tourism Agency (CATA), the Skal International, and counts with the partnership with the Tourism and Society Think Tank (TSTT).

To register your promotional tourism video in the CIFFT Circuit 2023, please visit the website www.cifft.com.
CNC LAUNCHES REPORT WITH TOURISM ECONOMIC DATA AT RIO INNOVATION WEEK

The National Confederation of Trade in Goods, Services and Tourism (CNC) has participated in the 2nd. edition of Rio Innovation Week, in Rio de Janeiro, from 8 to 11 November, 2022.

In the event, one of the most comprehensive on technology and innovation in Latin America, CNC launched the Panorama do Turismo, a report with economic data of the sector that brings information such as the sector revenues, opening companies, job vacancies generation and billing projections. To access it, just register by the link https://cnc.portaldocomercio.org.br/panorama-do-turismo.

Tourism Recovering in Brasil
In the launch, the CNC Economist responsible for the Panorama do Turismo monthly update, Fábio Bentes, presented data sector, showing how much the Brazilian Tourism recovered since the pandemic beginning, after losses of 469,800 formal job vacancies, in the six first months of the sanitary crisis.

“It’s a honour to launch this product in this right special moment when Tourism is turning the game around. We believe that in November, we will finally get back to the job vacancies number before the pandemic. The next high season will consolidate the sector recovery in Brazil”, he said.

In august 2022, Brazilian Tourism had revenue of R$ 34,26 billion, the biggest volume ever registered in the month since 2016. The report points out that 23,300 formal Jobs were created in the segment. For the last four months of the year, the CNC expectation is the opening of more than 158 thousand vacancies.

“We need to monitor the Tourism performance to act as a private initiative, but also to take part of public articulation, and for this, it’s needed to have data from the sector”, concluded Guilherme Mercês, the CNC Economic and Innovation Director, in the Panorama do Turismo launch.
1 IN 2 SPANIARDS THINKS THAT TRAVELLING MORE THAN ONCE A YEAR PUTS THEIR ECONOMY AT RISK, ACCORDING TO OUIGO AND ATREVIA’S 1ST SUSTAINABILITY BAROMETER

This conclusion was drawn from a survey conducted by ATREVIA’s research team among 1,101 Spanish citizens aged between 16 and 70, and 400 SMEs.

According to the report, 78% of Spaniards think that the population should have access to environmentally friendly products and services, without price being a limitation. In this sense, 63% of respondents believe that living in a way that respects the planet is difficult, as - according to 70% - only a minority can afford sustainable products because of their high cost.

Moreover, 68% of respondents consider a priority to reduce their environmental impact through their form of transport. These figures confirm that citizens are aware and desire to move towards a more environmentally friendly tourism model but call for sustainable products to be more accessible.

This premise is also corroborated by the empirical experience of OUIGO, which since its launch in Spain as the first low-fare high-speed operator in May 2021 has transported more than 3.5 million passengers with an occupancy rate of over 95%.

In addition, it has been observed that groups that traditionally discarded this means of transport because they considered it unaffordable (SMEs, young people, families and the self-employed, among others) have now adopted its use.

The research is part of OUIGO's "Open Sustainability Plan" a vision that transcends the environment and requires social involvement of companies. As the mobility sector is a key player in both the tourism industry and sustainable economy, OUIGO's aim is to ensure that respectful and inclusive green transport services can reach more and more people every day.
TÜRKİYE’S SUSTAINABLE TOURISM PROGRAM TO BE DISCUSSED AT İSTANBUL ECONOMY SUMMIT

This year’s Istanbul Economy Summit will take place on 8-9 December 2022. Türkiye’s new and ambitious Sustainable Tourism Program will be the main topic of the closing panel of the summit.

Panelists from the Ministry of Culture and Tourism of the Republic of Türkiye, Global Sustainable Tourism Council (GSTC), Türkiye Tourism Promotion and Development Agency (TGA), and Cappadocia University will talk about the new program from various aspects.

The owner of the national sustainable tourism program, TGA, developed Türkiye’s sustainable tourism criteria set in close cooperation with the GSTC and Cappadocia University.

Based on a multi-phase approach, the program necessitates that all the accommodation facilities in Türkiye are certified by GSTC-accredited certification bodies until 2030.

The program was officially announced with a circular issued by the Ministry of Culture and Tourism in November 2022. The program partners Cappadocia University and the GSTC are training auditors, verifiers, and hoteliers in Türkiye in order to prepare the sector for this multi-year journey.
JTB SUSTAINABILITY REPORT 2022

Inaugural Publication Seeks to Advance the Group’s Sustainability Journey through Stakeholder Dialogue

The JTB Group announces the release of its inaugural English-language ‘JTB Sustainability Report 2022’ (the ‘Report’) outlining the Group’s sustainability posture as well as specific Environmental/Social/Governance (ESG) initiatives across all of its business domains.

In addition to demonstrating JTB’s commitment to sustainability reporting and transparency, this publication provides an opportunity to obtain objective feedback from stakeholders to maximize alignment between JTB’s sustainability/ESG practices and the needs of society and the planet.

To view the report, please visit: https://www.jtbcorp.jp/jp/sustainability/report_2022_jp.pdf

Overview
Compiled in accordance with guidance furnished by the GRI Standards and the Environmental Reporting Guidelines of Japan’s Ministry of the Environment (2018), the Report outlines the JTB Group’s sustainability priorities and key ESG initiatives with a primary focus on FY2021 domestic efforts. The Report also provides supplemental information regarding ongoing as well as anticipated ESG initiatives in Japan and around the world.

Report Highlights:
- Sustainability messages from JTB Corp.’s President & CEO and Sustainability Officer
- Detailed disclosure regarding JTB Group sustainability policy, priorities, and practices
- Overview of key sustainability/ESG initiatives: NIKKO MaaS, SDGs Virtual Camp, ESG-BTM*, etc.
- Governance framework
- Data highlights

*An original business travel management solution offered by JTB Business Travel Solutions that integrate business travel process optimization with robust ESG functionality

Videos
The following videos provide a conceptual overview of the JTB Group’s sustainability vision:
- English: https://youtu.be/Bin8uiB4-5c
- Japanese: https://www.youtube.com/watch?v=rxI7J7abO-0

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

Additional Information
For additional detail regarding sustainability at the JTB Group, please visit: https://www.jtbcorp.jp/en/sustainability/
IPDT is developing an innovative experience for Vieira do Minho (a Portuguese municipality), aiming to reduce seasonality and attract more and new tourists during the low season months.

Vieira do Minho stands out for its nature tourism which includes beautiful and unique landscapes. It is a territory that offers several unique activities that can be enjoyed by residents and tourists, both on land and river.

It has a vast material and immaterial heritage that gives it a strong cultural identity. These are some of the visible reasons that drive tourists to Vieira do Minho during the summer.

365 days destination
In this context, the "365 challenge" proposes the development of a unique and innovative product, based on the touristic resources available in the territory, capable of attracting tourist flows all year round.

An innovative experience based on tourism stakeholders

With the management of Vieira do Minho municipality and the collaboration of local economic agents, it has been possible to create this experience, which consists in attracting tourists to the 8 walking routes and points of interest along its extension, through a challenge: the more paths they complete, between October and May, the more awards they can win.

This way, if tourists complete 3 routes, they will win a tourist boat trip through Vieira do Minho for two; if they complete 5 routes, a dinner in the municipality, for two, is offered. Finally, if all of them are completed, they will receive a weekend for two, with accommodation and breakfast included, plus a Vieira do Minho merchandising item (cap or a t-shirt).

Rewards can only be claimed between the months of October and May. With this experience, Vieira do Minho intends to guarantee the sustainability of the territory, fostering economic activities of local agents, and reducing losses in the months of lower demand.
URBAN LEISURE INDEX 2022 PUBLISHED IN SHANGHAI INSTITUTE OF TOURISM

On November 18, the "7th China Urban Leisure and Tourism Development Forum and 2022 Yangtze River Delta Urban Leisure Index Conference" was successfully held in Shanghai Culture and Tourism Development Center.

The conference was co-sponsored by the Leisure and Tourism Research Center of SIT.

Guests from local governments, cultural and tourism enterprises, universities or institutions, and media participated in the hybrid index publishing conference and discussed the development of leisure and tourism in Yangtze River Delta cities.

The epidemic has had a strong impact on the tourism industry in the past three years, but this has also forced the tourism industry to carry out a deep supply-side reform.

The Leisure Index Report of Yangtze River Delta Cities uses scientific and innovative research methods to analyze and evaluate the leisure development trend of cities in the Yangtze River Delta, which is of great significance for realizing the complementary advantages of regional cities and optimizing the allocation of resources.
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