Dear Affiliate Members,

I am pleased to introduce you to a new edition of the Affiliate Members Newsletter. This monthly publication will inform you about the latest news, events, and initiatives related to your membership and our Affiliate Members network. Also included is the updated calendar of events for 2023, including the main UNWTO events and those carried out by our Affiliate Members, with the participation of the Affiliate Members Departments or the UNWTO.

Regarding the upcoming initiatives organized by the Affiliate Members Department, I would like to remind you about the second World Sports Tourism Congress, jointly organized by the UNWTO, the Ministry of Tourism and Sport of Croatia, and the Affiliate Member: Croatian National Tourist Board, and to be held on the 26-27 April, in Zadar, Republic of Croatia. Make sure to check the related post on the AMConnected Platform for more information and to register for this Congress.

Regarding the upcoming UNWTO statutory/high-level meetings, I am pleased to inform you that registration for the 118th Session of the UNWTO Executive Council, to be held on 16-18 May in Punta Cana, Dominican Republic, is now open. I encourage you to stay tuned to the AMConnected Platform to know about the updates on this event.

I would also like to invite you to save the date for the 25th UNWTO General Assembly which has been confirmed for the 16-20 of October, in Samarkand, Uzbekistan. Please keep in mind that in this framework we will hold the 44th Plenary Session of the Affiliate Members. This is the most important statutory meeting for the UNWTO Affiliate Membership and will bring together once again Affiliate Members from all around the world to meet, discuss, share, and interact around a variety of topics. It will serve as a dynamic space to generate ideas, discuss the latest trends of the sector and work together towards fostering public-private collaboration and promoting good practices in the industry.

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
The UNWTO Affiliate Members Department (AMD) fosters public-private cooperation in tourism and the synergies among Affiliate Members and Member States. Bringing together more than 450 private companies, associations, educational institutions, and DMOs, the UNWTO Affiliate Membership provides an unparalleled space for members to engage in dialogue, exchange knowledge, support new measures and create synergies that promote the development of the sector, and contribute to the promotion of the United Nations' Sustainable Development Goals (SDGs).

**OUR MISSION**
Helping private entities to forge alliances, fostering dialogue and collaboration, as well as strengthen synergies between Member States and Affiliate Members to face the challenges of the tourism sector.

**OUR PURPOSE**
To support the development of the tourism sector by contributing to the achievement of Sustainable Development Goals of the United Nations.

**OUR VALUE PROPOSITION:**
To outline action plans that will enhance the development of a more accessible, inclusive, sustainable, and profitable tourism industry.

**Main Objectives for the Membership**

1. **VISIBILITY**
Enhance the work of our Affiliate Members through the new communication channels.

2. **NETWORKING**
Promote the creation of alliances among like-minded Affiliate Members and Member States around the world.

3. **PARTICIPATION**
Facilitate the participation of our Affiliate Members in major events and international initiatives that will provide them with value and visibility.

4. **KNOWLEDGE**
Collect and share information, data, and research relevant to the Tourism Industry.

5. **COOPERATION**
Foster collaboration in joint projects with the UNWTO and in business projects among Affiliate Members.

6. **SUPPORT**
Offer institutional support and endorsement to promote new projects developed by the Affiliate Members.

7. **DEVELOPMENT**
Create opportunities for new innovative business projects for Affiliate Members that will contribute to the sustainable development of the Tourism sector.
## UNWTO Statutory and High-Level Meetings

### UNWTO General Assembly

- **16-20 Oct.**  
  **25th UNWTO General Assembly**  
  Samarkand, Uzbekistan  
  In Person

### UNWTO PLENARY SESSION

- **16 Oct. (TBC)**  
  **44th AM Plenary Session**  
  Samarkand, Uzbekistan  
  In Person

### UNWTO Executive Councils

- **16-18 May**  
  **118th Session of the UNWTO Executive Council**  
  Punta Cana, Dominican Republic  
  In Person

- **119th Session of the UNWTO Executive Council**  
  Samarkand, Uzbekistan  
  In Person

- **120th Session of the UNWTO Executive Council**  
  Samarkand, Uzbekistan  
  In Person

### UNWTO Regional Commissions

- **31 May-2 June**  
  **68th Regional Commission for Europe**  
  Sofia, Bulgaria  
  In Person

- **7-8 June**  
  **49th Regional Commission for the Middle East**  
  Jordan  
  In Person

- **27-28 June**  
  **68th Regional Commission for Americas**  
  Quito, Ecuador  
  In Person

- **26-28 July**  
  **66th Regional Commission for Africa**  
  Mauritius  
  In Person

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

- **11 May**  
  **3rd Meeting of the Committee on Matters Related to Affiliate Membership (CMAM)**  
  Online

- **Sept. (TBC)**  
  **4th Meeting of the Committee on Matters Related to Affiliate Membership (CMAM)**  
  Samarkand, Uzbekistan  
  In Person

### Board of the Affiliate Members

- **19 Jan.**  
  **58th Meeting of the Board of the Affiliate Members**  
  FITUR, Madrid, Spain  
  In Person

- **6 Nov. (TBC)**  
  **59th Meeting of the Board of the Affiliate Members**  
  WTM, London  
  In Person
## UNWTO/AMD THEMATIC EVENTS WITH THE PARTICIPATION OF AFFILIATE MEMBERS

<table>
<thead>
<tr>
<th>Date</th>
<th>Event Description</th>
<th>Location</th>
<th>Format</th>
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<tbody>
<tr>
<td>18-22 Jan.</td>
<td>FITUR 2023</td>
<td>Madrid, Spain</td>
<td>In Person</td>
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<tr>
<td>26-27 April</td>
<td>2nd World Sports Tourism Congress</td>
<td>Zadar, Croatia</td>
<td>In Person/ Hybrid</td>
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<tr>
<td>27 Sept.</td>
<td>World Tourism Day</td>
<td>Riyadh, Saudi Arabia</td>
<td>In Person/ Hybrid</td>
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<tr>
<td>5-6 Oct.</td>
<td>8th UNWTO World Forum on Gastronomy Tourism</td>
<td>Basque Country, Spain</td>
<td>In Person/ Hybrid</td>
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<tr>
<td>22-24 Nov.</td>
<td>7th UNWTO Global Conference on Wine Tourism</td>
<td>La Rioja, Spain</td>
<td>In Person/ Hybrid</td>
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## UNWTO AFFILIATE MEMBERS DEPARTMENT EVENTS

<table>
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<tr>
<th>Date</th>
<th>Event Description</th>
<th>Location</th>
<th>Format</th>
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<tbody>
<tr>
<td>18 Jan.</td>
<td>Presentation of the report &quot;Guidelines for maximizing the potential of cultural tourism&quot;</td>
<td>FITUR, Madrid, Spain</td>
<td>In Person</td>
</tr>
<tr>
<td>20 Jan.</td>
<td>AM Corner: Trends taking shape in the travel industry in 2023</td>
<td>FITUR, Madrid, Spain</td>
<td>In Person</td>
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<tr>
<td>9 March</td>
<td>UNWTO Roundtable Discussion &quot;Connecting Sports Tourism to Health&quot;</td>
<td>ITB, Berlin, Germany</td>
<td>In Person</td>
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<tr>
<td>Oct. (TBC)</td>
<td>Session dedicated to Affiliate Members</td>
<td>FIT Latin America Buenos Aires, Argentina</td>
<td>In Person</td>
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<tr>
<td>28 Oct. (TBC)</td>
<td>Session dedicated to Affiliate Members</td>
<td>Tourism Expo Japan Osaka, Japan</td>
<td>In Person</td>
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<tr>
<td>Nov. (TBC)</td>
<td>Session dedicated to Affiliate Members</td>
<td>WTM, London</td>
<td>In Person</td>
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<td>Organization</td>
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<tr>
<td>Tourism Industry Association of Canada</td>
<td>April</td>
<td>Canadian Tourism Investor Forum</td>
<td>TBC</td>
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<tr>
<td>ASICOTUR</td>
<td>25 April</td>
<td>Workshop on International Tourism Cooperation</td>
<td>Santiago de Compostela, Spain</td>
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<td>Tourism Industry Association of Canada</td>
<td>May</td>
<td>National Virtual Tourism Job Fair</td>
<td>TBC</td>
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<td>Tripadvisor</td>
<td>3 May</td>
<td>Write a Review Day</td>
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<tr>
<td>University of Rijeka</td>
<td>25-27 May</td>
<td>ToSEE – Tourism in Southern and Eastern Europe Conference</td>
<td>Opatija, Croatia</td>
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<td>FENALCO</td>
<td>21-23 June</td>
<td>Congreso Internacional de Turismo de Experiencias y Expo-Experiencias</td>
<td>Santa Marta, Colombia</td>
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<td>Culinary Tourism Alliance</td>
<td>27-28 June</td>
<td>Taste of Place Summit</td>
<td>Toronto, Canada</td>
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<td>F.I.C.C.</td>
<td>28-29 June</td>
<td>1st F.I.C.C. World Camping Festival F.I.C.C. GA 2023 / 90th F.I.C.C. Years Celebration / World Camping Day 2023</td>
<td>Zadar, Croatia</td>
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<tr>
<td>CAT</td>
<td>6-7 July</td>
<td>1ª Conferencia &amp; Expo Nieve y Montaña de las Américas</td>
<td>San Martin de los Andes, Argentina</td>
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<tr>
<td>SPET Turismo de Tenerife</td>
<td>23-28 July</td>
<td>Culture and Business Pride</td>
<td>Tenerife, Spain</td>
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<td>Seoul Tourism Organization (STO)</td>
<td>Sept.</td>
<td>Thematic conference (TBC)</td>
<td>TBC</td>
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<tr>
<td>CETT</td>
<td>13 Sept.</td>
<td>Terres CHECK-IN International Hospitality Film Awards</td>
<td>Lloret de Mar, Spain</td>
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<tr>
<td>Organization</td>
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<td>Universidad del Caribe</td>
<td>27-29 Sept.</td>
<td>Seminar &quot;Advances and challenges of the tourism sector in Quintana Roo: Horizon 2030</td>
<td>Quintana Roo, Mexico</td>
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<tr>
<td>SPET Turismo de Tenerife</td>
<td>Sept.-Nov.</td>
<td>Arona SOS Atlántico</td>
<td>Tenerife, Spain</td>
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<tr>
<td>European Historic Thermal Towns</td>
<td>9-10 Nov.</td>
<td>International Congress on Thermal Tourism 2023</td>
<td>Nancy, France</td>
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<td>Association</td>
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<tr>
<td>Tourism Industry Association of Canada</td>
<td>21-22 Nov.</td>
<td>TIAC Canadian Tourism Congress</td>
<td>Ottawa, Canada</td>
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<tr>
<td>World Leisure Organization</td>
<td>11-15 Dec.</td>
<td>17th World Leisure Congress</td>
<td>Dunedin, New Zealand</td>
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<tr>
<td>IATA International Air Transport</td>
<td>TBC</td>
<td>International Conference on Tourism and Aviation</td>
<td>TBC</td>
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<td>Association</td>
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<tr>
<td>Tourism Development Institute of Uzbekistan</td>
<td>TBC</td>
<td>Conference on Making tourism smarter: innovation and digital transformation</td>
<td>TBC</td>
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**OTHERS AFFILIATE MEMBERS’ EVENTS**

<table>
<thead>
<tr>
<th>Organization</th>
<th>Event Dates</th>
<th>Event Title</th>
<th>Location</th>
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<tbody>
<tr>
<td>CARPHA</td>
<td>27-29 April</td>
<td>CARPHA’s 67th Annual Health Research Conference</td>
<td>Atlantis Paradise Island, Bahamas</td>
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</table>
SAVE THE DATE FOR THE WORLD SPORTS TOURISM CONGRESS - 2ND EDITION -

Zadar, Croatia will welcome the top experts from across the growing field of sports tourism to exchange knowledge and best practices.

The UNWTO and the Government of the Republic of Croatia, through its Ministry of Tourism and Sport, and the Affiliate Member Croatian National Tourist Board jointly organized the 2nd World Sports Tourism Congress on 26-27 April 2023.

Held under the theme "Tourism & Sports United for Sustainability", the Congress will serve as a framework to deepen the study of sports tourism, a segment with enormous potential and one of the fastest-growing trends, as well as to draw up insights and conclusions that may generate innovative ideas and inspire destinations.

The Congress will address several key aspects such as sports tourism's economic impact, its contribution to the SDGs from the environmental, social, and economic perspectives, as well as the keys to promoting a destination through hosting sports events, sponsorships, and bidding procedures.

It will feature speakers from all over the world and from different segments of sports tourism representing a wide range of organizations at the national and international levels.

You can find more information about the content and registration [HERE](#).
SPORTS TOURISM AND HEALTH: INSIGHTS FROM AFFILIATE MEMBERS AT THE ROUNDTABLE DISCUSSION IN ITB BERLIN

Selected Affiliate Members shared knowledge and expertise during the Roundtable Discussion on “Connecting sports tourism to health.”

Within the framework of ITB Berlin, UNWTO and the Affiliate Member ITB Berlin jointly organized the discussion that took place on 9 March. Under the theme “Connecting sports tourism to health” selected and experienced Affiliate Members discussed the best ways to unlock the synergies between the two growing fields within tourism: sports and health.

The discussion counted on the valuable participation of the following Affiliate Members:

- Croatian National Tourist Board
- Catalan Tourism Board
- European Historic Thermal Towns Association (EHTTA)
- Türkiye Tourism Promotion and Development Agency (TGA)

Additionally, the Roundtable has been moderated by Ms. Rika Jean-Francois, Commissioner of ITB Corporate Social Responsibility at ITB Berlin; and counted on the participation of the Director of the Affiliate Members Department, Mr. Ion Vilcu, who delivered the opening remarks; and Mr. Josip Pavić, State Minister of Sports of Croatia, who delivered the closing remarks.

This discussion presented the perfect opportunity to deepen the exchange on this cross-cutting topic in preparation for the upcoming 2nd World Sports Tourism Congress (Zadar, Croatia, 26-27 April 2023).
THE AFFILIATE MEMBERS DEPARTMENT ATTENDS THE 38TH EDITION OF CETT "ALIMARA AWARDS"

The 38th edition of the Alimara Awards took place Thursday 24th March, in Barcelona, Spain.

These awards are organized by the Affiliate Member CETT, University Centre of Tourism, Hotel Management, and Gastronomy attached to the University of Barcelona, in collaboration with the UNWTO.

This year, the awards have rewarded initiatives that have provided an innovative vision in the field of experiences, digitalization, sustainability, and research applied to the tourism, hotel, and gastronomy sectors.

The Director of the Affiliate Members Department, Mr. Ion Vilcu was part of the jury in the Sustainability category, which recognizes specific actions that demonstrate a commitment to sustainability and corporate social responsibility.

Among the awardees, this year's award winners included two UNWTO Affiliate Members:
- Amadeus
- Visit Valencia

The award ceremony counted on the participation of a representative of the Affiliate Members Department in support of the innovative initiative, also included in the Affiliate Members Programme of Work for 2023.

You can find more information HERE.
UNWTO AT ITB BERLIN: SETTING PRIORITIES FOR TOURISM

UNWTO returned to ITB Berlin with a clear message: Tourism is back and committed to delivering positive change that goes beyond the sector itself.

ITB Berlin is the world’s biggest tourism and travel trade fair. The event was the first in-person ITB in the last four years and comes as the sector’s recovery is well underway.

The return of ITB was heralded by UNWTO as proof of strong confidence in travel as “the ultimate barometer of trust”. UNWTO Secretary-General Zurab Pololikashvili was invited to officially open the event, alongside Germany’s Vice-Chancellor Robert Habeck, Georgian Prime Minister Irakli Garibashvili, Berlin Mayor Franziska Giffey, and public and private sector leaders.

In Berlin, UNWTO announced a new partnership that will see the Organization work with Saudi Arabia to promote education and professional development in tourism.

The key message of investing in people was stressed as UNWTO took part in a special Industry Roundtable. The event built on UNWTO’s status as the bridge between the public and private sectors. Recognizing the vital need for more and better investments to put transformative plans into action, UNWTO also confirmed that World Tourism Day 2023 will be celebrated around the theme of “Tourism and Green Investments”.

During Women’s Day, UNWTO was joined by UN Women to present a summary of the achievements of the “Centre Stage: Women’s empowerment during the COVID-19 recovery” project. The initiative made clear the extent to which women working in tourism were particularly impacted by the pandemic.

Finally, to further advance the diversification of the sector and the growth of areas that can deliver new benefits, a special UNWTO Roundtable Discussion on “Connecting Sports Tourism to Health” was held at ITB ahead of the 2nd World Sports Tourism Congress in Zadar, Croatia (26-27 April).

You can find more information HERE
“TOURISM ALWAYS COMES BACK” – UNWTO CELEBRATES OFFICIAL OPENING OF ITB BERLIN

Tourism is on track to achieve full recovery this year and ready to deliver on its potential as a pillar of peace and sustainability, UNWTO has told sector leaders at ITB in Berlin.

As the leading tourism trade fair celebrates its first in-person event since 2019, UNWTO data shows that more than twice as many people travelled internationally in January as they did at the start of last year.

According to UNWTO Secretary-General Zurab Pololikashvili, the message is clear: “Tourism always comes back”, and the return of ITB, alongside the recent re-opening of China, is clear proof of renewed confidence in international travel. Building a better tourism Secretary-General Pololikashvili was invited to be part of the official inauguration ceremony for ITB 2023, alongside Germany’s Vice-Chancellor Robert Habeck, Georgian Prime Minister Irakli Garibashvili, Berlin Mayor Franziska Giffey, and public and private sector leaders.

While welcoming the positive data, he also stressed that tourism has a “responsibility to grow back better. We must speed up and scale up to a more sustainable and resilient tourism.” Outlining UNWTO’s priorities for the sector, Mr. Pololikashvili urged both governments and businesses to recognize the importance of education and training, as well as the crucial role of investment – the “missing ingredient” for turning plans for greater sustainability and resilience into reality. Investment will be the theme for World Tourism Day 2023, to be celebrated on 27 September.

At ITB 2023, UNWTO was part of a special Industry Roundtable, focusing on ‘transitions in travel’, while also sharing key knowledge and insights into tourism’s climate action efforts, and expectations for tourist behaviour as the sector’s recovery continues. UNWTO also provided an update on its leading work in tourism for rural development, including through the Best Tourism Villages initiative.

You can find more information HERE
UNWTO HIGHLIGHTS

WOMEN TAKE ‘CENTRE STAGE’ IN TOURISM DEVELOPMENT

Tourism must continue to deliver on its potential as a driver of women's empowerment and opportunity.

To mark International Women's Day, the World Tourism Organization (UNWTO) and UN Women have jointly reaffirmed their commitment to keeping women's empowerment ‘Centre Stage’ of tourism development.

UNWTO research has previously shown the enormous potential of the tourism sector to empower women of all backgrounds. Fifty-four percent of the global tourism workforce is female, the gender-wage gap is lower in tourism, and the proportion of women in leadership roles is higher than in other sectors. However, much progress is still to be made.

Women are still concentrated in lower-paid, precarious, and often informal work. Furthermore, UNWTO research has revealed that the COVID-19 pandemic hit women in tourism harder than men. For instance, women were more likely to lose their job, have their hours or pay reduced, and to shoulder more care responsibilities in all of the countries surveyed.

UNWTO Secretary-General, Zurab Pololikashvili, said “UNWTO has worked with our partners to study and document the huge contribution women make to tourism. Now it is time for tourism to give back. With the ‘Centre Stage’ model we can help the sector work for women and we will not stop until the girls of tomorrow have the same opportunities as the men of today.”

The pioneering ‘Centre Stage’ project was launched in 2021 to address this imbalance and expand tourism's place in the development agenda and women's empowerment. Created by UNWTO, the German Federal Ministry for Economic Cooperation and Development, and UN Women, the project is geared towards creating a people-centered model for tourism development that puts the needs of women at its heart. In bringing together the public sector with tourism businesses and civil society organization, the project directly trained 1,800 people, saw 2,826 women get a promotion, surveyed 27,000 people, and reached over 20 million in a global awareness-raising campaign.

You can find more information HERE
UNWTO HIGHLIGHTS

TOURISM FOR RURAL DEVELOPMENT HIGHLIGHTED AT UNWTO BEST TOURISM VILLAGES CEREMONY

Tourism’s importance for rural development was the message at the heart of the Best Tourism Villages Ceremony, held in AlUla, Kingdom of Saudi Arabia (12-13 March).

The initiative is one of the pillars of UNWTO Tourism for Rural Development Programme. Every year, Best Tourism Villages by UNWTO recognizes destinations which stand out for their commitment to sustainability in all its aspects - economic, social and environmental - and the preservation and promotion of community-based values. Alongside the ceremony itself, the First Annual Meeting of the Best Tourism Villages Network, a platform for sharing knowledge and experiences, was held. During the meeting, the villages discussed their challenges and opportunities as well as their workplan for the coming year.

“It is a great honour that AlUla is among this year’s award recipients. We look forward to continuing to raise awareness about the transformative role of tourism through our support for meaningful initiatives such as this,” said H.H. Prince Badr bin Abdullah bin Mohammed bin Farhan Al- Saud, Minister of Culture of Saudi Arabia, Member of Board of Directors, and the Governor of the Royal Commission for AlUla.

UNWTO Secretary-General Zurab Pololikashvili said: “Tourism is a leading pillar of growth and opportunity for villages, supporting rural businesses, providing jobs for local communities, and celebrating traditions and heritage. Best Tourism Villages by UNWTO recognises those destinations that are showing what tourism can offer, both for tourists as well as for the communities themselves.”

You can find more information HERE
UNWTO HIGHLIGHTS

NEW REPORT TO SUPPORT CLIMATE ACTION IN THE TOURISM SECTOR

UNWTO has released a new report highlighting the progress that global tourism has made in measuring greenhouse gas emissions as well as the challenges the sector still faces.

Measurement of greenhouse gas (GHG) emissions is key for climate action. However, the tourism sector as the value chain is complex, diverse and overlapping, making sure measurement challenging. The new report “Climate Action in the Tourism Sector: An Overview of Methodologies and Tools to Measure Greenhouse Gas Emissions” was developed by UNWTO with support from the Federal Ministry for the Environment, Nature Conservation, Nuclear Safety and Consumer Protection of Germany (BMUV) and is released in collaboration with UN Climate Change (UNFCCC).

It focuses on three areas – accommodation, tour operators, and destinations – with the following findings:

- Accommodation has the largest number of methodologies and specifically-designed tools, followed by tour operators
- Destinations face the greatest challenges when it comes to engaging in measurement
- There is little consensus over the differing responsibilities and boundaries of stakeholders, or over metrics used when organisations measure emissions

While noting that measurement of GHG emissions in tourism is still in its early stages, the report found a new generation of tools and resources is emerging.

Among its key recommendations, the report calls for:

- Tailored guidance for different stakeholder groups (destinations, accommodation, tour operators) to be developed
- Achieving a balance between the need to be able to accurately measure and the priority to scale up engagement, efficiency and progress
- Promoting the benefits of measurement by showcasing evidence-based changes in practices and advancing climate risk valuations to mobilize support

UNWTO aims to provide guidance regarding the measurement of GHG emissions, accelerate climate action and to support the implementation of the commitments launched in November 2021 through the Glasgow Declaration on Climate Action in Tourism.

You can find more information HERE
UNWTO HIGHLIGHTS

UNWTO DELEGATION IN ROME TO BOOST PARTNERSHIPS WITH ITALIAN GOVERNMENT

The UNWTO Secretary-General, Zurab Pololikashvili, has concluded an official visit to Italy, strengthening key partnerships and advancing tourism for education, rural development, and peace.

During the three-day official visit to Italy and the Vatican City, the UNWTO delegation met with:
- Minister of Tourism of Italy, Daniela Garnero Santanchè
- Deputy Prime Minister of Foreign Affairs and International Cooperation of Italy, Antonio Tajani
- Director-General of the Food and Agricultural Organization of the United Nations (FAO), Mr Qu Dongyu
- Archbishop Paul Gallagher, Secretary for Relations with States of the Holy See

In a meeting with Minister of Foreign Affairs and International Cooperation, Antonio Tajani, the UNWTO delegation commended Italy’s commitment to enhancing tourism’s status as a pillar of rural development.

Building on a Memorandum of Understanding signed between both UN agencies in September 2020, the UNWTO delegation also undertook an official visit to the headquarters of the Food and Agriculture Organization of the United Nations (FAO). FAO Director-General Mr Qu Dongyu recognized the importance of tourism and the two UN agencies identified several areas for deeper collaboration, including around the UNWTO Best Tourism Villages initiative and in developing capacity-building programmes to improve the tourism potential of FAO Globally Important Agricultural Heritage Systems (GIHAS) sites and its Digital Villages pilots.

Also in Rome, UNWTO Secretary-General Pololikashvili met with Archbishop Paul Gallagher, Secretary for Relations with States of the Holy See. The Holy See holds Observer status within UNWTO and Pope Francis has championed tourism as a bridging force for peace and understanding, particularly among global youth.

You can find more information HERE
GLOBAL SUSTAINABLE DESTINATIONS SUMMIT: SHAPING THE FUTURE OF SUSTAINABLE TOURISM

The Government of Mallorca, Consell de Mallorca, and the Affiliate Member Mallorca Tourism Foundation and UNWTO have hosted the second edition of the Sustainable Destinations Summit, gathering leading experts, organizations and companies to share best practices and perspectives on environmental, social and economic sustainability in destinations.

The Summit emphasized tourism as a force for good, with momentum building towards a regenerative and nature-positive future. UNWTO and the Government of Mallorca welcomed more than 400 delegates at this year’s event, which showcased the latest developments in sustainability for destinations.

Discussions highlighted the interdependence of tourism on natural and cultural resources and the potential mutual benefits, while also providing unique first-hand perspectives such as from Chief Frank Antoine from the Bonaparte First Nation, or the view from outer space, as told by Pedro Duque, the first ever Spanish astronaut.

The President of Mallorca Government Ms. Catalina Cladera affirmed that “sustainability is a shared will of Mallorcan society and the axis that marks all the policies of the Consell”. Cladera pointed out that Mallorca and the rest of the islands in this community “are taking firm steps not only to continue being the reference destination in the Mediterranean, but also to lead the tourism of the future.”

In her keynote address, UNWTO Executive Director Ms. Zoritsa Urosevic emphasized the vital “transition of the sector into a force for good that has a positive impact on the Sustainable Development Agenda and our shared global challenges”. She added: “If managed well, tourism can be an agent for change, but such a transition towards a green, regenerative and nature-positive tourism sector is needed can be achieved in a collaborative manner.”

Closing the Summit, Mrs. Rosa Ana Morillo Rodríguez, Secretary of State for Tourism in Spain, acknowledged that tourism is one of the key sectors driving Spain’s economy and stressed the need for resilience and competitiveness within the sector.

You can find more information HERE.
The Caribbean Public Health Agency (CARPHA) Annual Health Research Conference is the largest health research conference in the English-speaking Caribbean and the longest-running health research Conference in Latin America and the Caribbean region.

The 67th Annual Health Research Conference, in partnership with the Government of the Commonwealth of The Bahamas through the Ministry of Health and Wellness, reverts to an in-person event for 2023 and takes place at Atlantis Paradise Island Resort, from April 27 – 29. This year's theme is “Caribbean Health and Tourism: Pathways to Recovery and Resilience.” Travel and tourism are crucial to the sustainability and resilience of Caribbean economies, as they drive revenue, employment and foreign exchange. However, travel and tourism can also be a source of disease introduction and spread, and consequently, impacts on Caribbean health. The COVID-19 pandemic, catalyzed by travel, debilitated the Caribbean economies, caused significant illnesses, deaths, economic and job losses, disruptions of crucial services, and threatened regional health security.

The pandemic reiterated the need to include health as a critical part of the travel and tourism sector.

As a result, this 67th Conference aims to highlight all the ways that our region is working toward addressing the concerns, challenges, lessons learned, and innovations in the health and tourism sphere. The goal of the Conference is to facilitate and promote communication and sharing of scientific outputs among health scientists, policymakers, and related professionals in the wider Caribbean Region.

The conference will seek to:
- Disseminate health research findings conducted by and for the Caribbean to the relevant stakeholders: policymakers, practitioners, health, and allied health professionals, etc.
- Facilitate the uptake of current and cutting-edge research evidence to enable the development of evidence-based policies, practices, and programmes.
- Foster a culture of research and build capacity among local health and allied professionals.
- Facilitate the development of partnerships and collaborations among researchers, policymakers, etc.

Legally established in July 2011 by an Inter-Governmental Agreement, CARPHA, through its people-centered and evidence-based approach, is the Caribbean Region's collective response to strengthening and reorienting the health system approach, thereby addressing the changing nature of public health challenges.
HOSPITALITY & TOURISM INSTITUTE, DUY TAN UNIVERSITY CONTINUES TO THRIVE TO REACH THE TOP #51-100 IN QS WORLD UNIVERSITY RANKINGS BY SUBJECT 202

Recognized as the first university in Vietnam to achieve UNWTO Tedqual certification in 2022, the Hospitality & Tourism Institute (HTi), Duy Tan University continues to strive on its journey to improve the quality of education and training. This year, the HTi was honored to be recognized as top #51-100 on the QS Ranking of Subjects for the Hospitality & Leisure Management subject. This is the result of the continuous efforts of the HTi lecturers with the desire to standardize international training quality and connect the spirit of worldwide hospitality and tourism. The positive achievements in the path of steady development will be the driving force for HTi to constantly become a leading university in the tourism industry.
MADEIRA IS A CERTIFIED SUSTAINABLE TOURIST DESTINATION

The Autonomous Region of Madeira was awarded the silver level of EarthCheck’s certification scheme and was recognized as a sustainable tourist destination.

The certification process was developed by Madeira’s Regional Secretariat of Tourism and Culture and assessed and supported by IPDT. EarthCheck, an entity accredited by the Global Sustainable Tourism Council (GSTC) to certify tourist destinations, was selected to provide the certification.

The contribution of various local stakeholders, who are part of the Destination’s Sustainability Management Structure, and a wide range of entities, namely regional directorates, public institutes, representatives of municipalities, public associations, and non-governmental organizations, were central in obtaining this award.

The process included the collection of data and evidence to fulfil EarthCheck’s requirements. The destination audit took place in December 2022, resulting in the silver seal award.

How important is the certification process for the destination?

Madeira is a destination of outstanding natural beauty, recognized internationally. The projects and initiatives developed in recent years reveal a strong focus on the principles of sustainable development, showing an increased concern with the protection and preservation of the territory and its legacy, as well as a successful commitment towards promotion and innovation.

The certification of the destination recognizes and validates all the work developed over the last decades in respect to the defense of a more sustainable territory, on all its four pillars: environmental, cultural, social, and economic.

What is the next step?

Within five years, Madeira may be awarded another level of certification from EarthCheck: the gold seal. For that end, it needs to continue the process of protecting its resources, increase tourism dynamics, and deeply involving the local community.
REGISTRATION OPEN: IGLTA 40TH ANNIVERSARY GLOBAL CONVENTION

We are excited to announce that the International LGBTQ+ Travel Association (IGLTA) has opened registration for its 40th Anniversary Global Convention, taking place from 4-7 October at the Puerto Rico Convention Center.

Puerto Rico, a beacon for LGBTQ+ travelers in the Caribbean, is the perfect location for this premier educational and networking event for LGBTQ+ tourism. Discover Puerto Rico, the Island’s Destination Marketing Organization, has been a vocal champion of welcoming LGBTQ+ travelers since its inception in 2018. Polls from 2019 and 2020 showed that an increasing number of LGBTQ+ travelers identify Puerto Rico as an LGBTQ+ welcoming destination.

The IGLTA Global Convention offers a variety of events, including an opening reception at the DISTRITO T-Mobile entertainment center, two days of educational sessions, a media networking event, two LGBTQ+ Tourism Expo networking lunches, and a closing reception presented by Osaka, Japan, the host destination for the 2024 Global Convention. Attendees also have the option to participate in the IGLTA Buyer/Supplier Marketplace for one-to-one scheduled meetings for an additional fee.

For nearly four decades, the IGLTA Global Convention has been helping businesses connect and thrive within the LGBTQ+ tourism industry. Attendees can expect to learn about the latest marketing trends and travel innovations while networking with the world’s top LGBTQ+ welcoming tourism and travel professionals. The convention also includes a charitable fundraising event called Voyage, which supports LGBTQ+ leadership, research, and education initiatives.

If you’re interested in attending this exciting event, please visit igltaconvention.org for more information and to register.
The partnership for the development of the sector will be responsible for the implementation of three macro programs. On March 14, 2023, in Brasília, the Business Council of Tourism and Hospitality of the National Confederation of Commerce of Goods, Services, and Tourism (CETUR/CNC) brought together the main business entities of Brazilian Tourism and the Ministry of Tourism. On that occasion, a Technical Cooperation Agreement was signed between CNC and the Ministry for a joint action in three macro programs: development of the Brazilian Creative Cities Network, creation of the Market Intelligence Network and certifications for new Smart Tourism Destinations. The CNC President, José Roberto Tadros, recalled that the Confederation already has a history of cooperation with the Ministry of Tourism that have generated positive results for the sector. "The joint work will result in advances in tourism innovation actions in the country. The proposals seek to improve the positioning of the Brazilian sector in terms of competitiveness and innovation," he said.

Alexandre Sampaio, the CNC Director and CETUR/CNC Coordinator, who conducted the meeting, explained that the objectives outlined through technical cooperation were established by tourism entrepreneurs and the entities representing the sector, which are members of CETUR/CNC. "The partnership with the Ministry of Tourism will be fundamental for Brazilian tourism to grow in a sustainable way, generating work, income, wealth, qualification and development of tourist regions," he said. Minister Daniela Carneiro thanked the support and recognized the work of CNC in tourism. She pointed out that her management is committed to bringing improvements to the growth of the sector and of Brazil. "We need to value, recognize and strengthen the beauty and culture of the country, to enhance tourism. We have bottlenecks and there is a lot to advance to transform people's lives, in fact, through tourism," she concluded.
The UNWTO Affiliate Members Department is responsible for the management of the partnership between UNWTO and the private sector.

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