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, featuring the main UNWTO events and those carried out by our Affiliate Members, with the participation of the Affiliate Members Department or the UNWTO.

Regarding the upcoming UNWTO statutory/high-level meetings, I am pleased to remind you about the following:

- **25th UNWTO General Assembly**, 16-20 October, Samarkand, Uzbekistan, scheduled every two years to discuss the UNWTO programme of work and to debate topics of vital importance to the tourism sector.

- **44th Plenary Session of the Affiliate Members**, 16 October, Samarkand, Uzbekistan (in the framework of the 25th GA). 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 and set the roadmap for the Affiliate Membership’s priorities for the next years.

I would also like to inform you that on 27 September, Riyadh, Kingdom of Saudi Arabia will be hosting the UNWTO celebration of **World Tourism Day 2023**, under the theme: Tourism and Green Investments. Stay tuned to the AMConnected Platform to know more about the above-mentioned events.

Last but not least, I am pleased to remind you that the **Call for Proposals for UNWTO’s General PoW 2024-2025** is now open. Affiliate Members have the opportunity to submit projects and initiatives to be implemented with the support of UNWTO. I strongly encourage Affiliate Members to send their proposals and take advantage of this opportunity to support our Organization’s mission to build a more sustainable tourism industry, while also finding win-win synergies that can help affiliates gain notoriety and showcase their expertise. All the related information is available on the AMConnected Platform.

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 around 500 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**
Supporting the development of the tourism sector by contributing to the achievement Sustainable Development Goals of the United Nations

**OUR VALUE PROPOSITION**
Assisting our members in the development of a more inclusive, responsible, sustainable and accessible tourism industry

**Main Objectives of 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
# AGENDA OF THE AFFILIATE MEMBERS - EVENTS 2023

## UNWTO STATUTORY AND HIGH-LEVEL MEETINGS

### UNWTO GENERAL ASSEMBLY

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
<th>Location</th>
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<tbody>
<tr>
<td>16-20 Oct.</td>
<td><strong>25th UNWTO General Assembly</strong></td>
<td>Samarkand, Uzbekistan</td>
<td>In Person</td>
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### UNWTO PLENARY SESSION

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
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<tbody>
<tr>
<td>16 Oct.</td>
<td><strong>44th AMs Plenary Session</strong></td>
<td>Samarkand, Uzbekistan</td>
<td>In Person</td>
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### UNWTO EXECUTIVE COUNCILS

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
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<tbody>
<tr>
<td>17 Oct.</td>
<td><strong>119th Session of the UNWTO Executive Council</strong></td>
<td>Samarkand, Uzbekistan</td>
<td>In Person</td>
</tr>
<tr>
<td>20 Oct.</td>
<td><strong>120th Session of the UNWTO Executive Council</strong></td>
<td>Samarkand, Uzbekistan</td>
<td>In Person</td>
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### UNWTO REGIONAL COMMISSIONS

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
<th>Location</th>
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<tbody>
<tr>
<td>31 May-2 June</td>
<td><strong>68th Regional Commission for Europe</strong></td>
<td>Sofia, Bulgaria</td>
<td>In Person</td>
</tr>
<tr>
<td>7-8 June</td>
<td><strong>49th Regional Commission for the Middle East</strong></td>
<td>Dead Sea, Hashemite Kingdom of Jordan,</td>
<td>In Person</td>
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<tr>
<td>15-17 June</td>
<td><strong>35th CAP-CSA, 55th CAP, 59th CSA</strong></td>
<td>Phnom Penh, Cambodia</td>
<td>In Person</td>
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<tr>
<td>27-28 June</td>
<td><strong>68th Regional Commission for the Americas</strong></td>
<td>Quito, Ecuador</td>
<td>In Person</td>
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<tr>
<td>26-28 July</td>
<td><strong>66th Regional Commission for Africa</strong></td>
<td>Mauritius</td>
<td>In Person</td>
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### COMMITTEE ON MATTERS RELATED TO AFFILIATE MEMBERSHIP (CMAM)

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
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<tbody>
<tr>
<td>10 Oct.</td>
<td><strong>4th Meeting of the Committee on Matters Related to Affiliate Membership (CMAM)</strong></td>
<td>Online</td>
<td></td>
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<tr>
<td>17 Oct.</td>
<td><strong>5th Meeting of the Committee on Matters Related to Affiliate Membership (CMAM)</strong></td>
<td>Samarkand, Uzbekistan</td>
<td>In Person</td>
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### BOARD OF THE AFFILIATE MEMBERS

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
<th>Location</th>
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<tbody>
<tr>
<td>8 Nov.</td>
<td><strong>59th Meeting of the Board of the Affiliate Members</strong></td>
<td>WTM, London</td>
<td>In Person</td>
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</table>
### UNWTO/AMD THEMATIC EVENTS WITH THE PARTICIPATION OF AFFILIATE MEMBERS

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
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<tbody>
<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>5-7 Oct.</td>
<td>8th UNWTO World Forum on Gastronomy Tourism</td>
<td>San Sebastian, Spain</td>
<td>In Person/ Hybrid</td>
</tr>
<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>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
<th>Location</th>
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<tbody>
<tr>
<td>15 June</td>
<td>UNWTO Affiliate Members Roundtable: Public-Private Cooperation at the Core of Tourism Sustainable Development</td>
<td>Phnom Penh, Cambodia</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</td>
<td>In Person</td>
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<td></td>
<td></td>
<td>Buenos Aires, Argentina</td>
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<tr>
<td>17 Oct.</td>
<td>Session dedicated to Affiliate Members</td>
<td>Within the framework of the UNWTO General Assembly</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</td>
<td>In Person</td>
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<td></td>
<td></td>
<td>Osaka, Japan</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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<tr>
<td>Event</td>
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<td><strong>AFFILIATE MEMBERS' EVENTS WITH UNWTO/AMD SUPPORT</strong></td>
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<tr>
<td>CETT</td>
<td>13 Sept.</td>
<td>Terres CHECK-IN International</td>
<td>Lloret de Mar, Spain</td>
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<tr>
<td>Tourism Industry Association of Canada</td>
<td></td>
<td>Hospitality Film Awards</td>
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<tr>
<td>Universidad del Caribe</td>
<td>20-23 Sept.</td>
<td>21st SATyS: Horizon 2023 advances and challenges of tourism</td>
<td>Cancun, Mexico</td>
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<tr>
<td>Fundación Starlight</td>
<td>18-20 Oct.</td>
<td>VI Starlight International Meeting and IV Starlight Guides and Monitors Meeting</td>
<td>Cuenca, Spain</td>
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<tr>
<td>Skal International</td>
<td>1-5 Nov.</td>
<td>Skal International Sustainable</td>
<td>Malaga, Spain</td>
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<tr>
<td>Tourism Industry Organization (STO)</td>
<td>16-17 Nov.</td>
<td>Sustainable Tourism Awards</td>
<td>Seoul, Republic of Korea</td>
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<tr>
<td>European Historic Thermal Towns Association</td>
<td>9-10 Nov.</td>
<td>International Congress on Thermal Tourism 2023</td>
<td>Nancy, France</td>
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<tr>
<td>FENALCO</td>
<td>15-18 Nov.</td>
<td>Congreso Internacional de Turismo</td>
<td>Santa Marta, Colombia</td>
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<td>de Experiencias y Expo-Experiencias</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><strong>OTHERS AFFILIATE MEMBERS' EVENTS</strong></td>
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<tr>
<td>City Destination Alliance</td>
<td>26-30 Aug.</td>
<td>37th CityDNA Summer School</td>
<td>Gdansk, Poland</td>
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<tr>
<td>Alliance</td>
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<tr>
<td>City Destination Alliance</td>
<td>7-8 Sept.</td>
<td>18th TourMIS Users' Workshop &amp;</td>
<td>Vienna, Austria</td>
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<tr>
<td>Alliance</td>
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<td>International Seminar</td>
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<tr>
<td>City Destination Alliance</td>
<td>3-7 Oct.</td>
<td>City DNA Autums Conference &amp;</td>
<td>Valencia, Spain</td>
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<tr>
<td>Alliance</td>
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<td>GDS-Forum</td>
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<tr>
<td>City Destination Alliance</td>
<td>23-24 Nov.</td>
<td>10th TIC Expert Meeting</td>
<td>Bologna, Italy</td>
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<tr>
<td>Alliance</td>
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HAPPENING SOON: 44TH AFFILIATE MEMBERS PLENARY SESSION

Affiliate Members, top representatives of the UNWTO Member States, as well as world tourism leaders from public and private sectors, local authorities, academia, and media, will gather to discuss the future of the tourism industry.

The 44th UNWTO Affiliate Members Plenary Session will occur on 16 October, within the framework of the 25th UNWTO General Assembly, in Samarkand, Uzbekistan.

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 and set the roadmap for the Affiliate Membership’s priorities for the upcoming years.

This year, the Plenary Session will focus on UNWTO Programme of Work for the period 2024-2025 marked by the transformation of the tourism sector by fostering public-private collaboration and promoting good practices in the industry.

You can find more information HERE.

44 AFFILIATE MEMBERS PLENARY SESSION
SAMARKAND, UZBEKISTAN, 16 OCTOBER 2023

"Enhancing Tourism through Public-Private Cooperation"

Join us in Samarkand, Uzbekistan!
NOW OPEN: CALL FOR PROPOSALS FOR UNWTO’S GENERAL POW 2024-2025

Affiliate Members have the opportunity to submit projects and initiatives to be implemented, with the support of UNWTO, for the period 2024-2025, in support of our Organization's mission to build a more responsible, sustainable and universally accessible tourism, while also finding win-win synergies that can help the Affiliate Member gain notoriety and showcase their expertise in the tourism sector.

In December 2022, UNWTO launched a survey on Members' Priorities to prepare the Organization's General Programme of Work and Budget for the period 2024-2025, which is the strategic document guiding UNWTO's action for the next biennium. For the first time in the history of the Organization, the survey launched by UNWTO to collect inputs from Member States for the elaboration of such document has also been shared among Affiliate Members, providing the opportunity to incorporate feedback and perspectives from the private sector, academia, and local tourism administrations.

One of the most important objectives of the UNWTO Affiliate Membership is to continuously improve the effective integration of the Affiliate Members in the work of the Organization and the collaboration with the governments of the Member States. The Call for Proposals for the UNWTO's General PoW 2024-2025 represents the perfect opportunity to implement this.

Affiliate Members are encouraged to send their proposals, before 15 September. The selected proposals will have the chance to be presented during the 44th Plenary Session of the Affiliate Members, to be hosted on 16 October in Samarkand, Uzbekistan in the framework of the 25th UNWTO General Assembly.

You can find more information HERE
AFFILIATE MEMBERS DEPARTMENT ATTENDS THE CULTURE & BUSINESS PRIDE 2023

Culture & Business Pride is a festival that brings diversity closer and accessible to all, from an educational and modern point of view, and that rewards the excellent work developed by illustrious people of the LGTBIQ+ collective worldwide.

For this event, organized by the Affiliate Members SPET Turismo de Tenerife, with UNWTO support, in Tenerife, Spain, more than 70 personalities of the LGTBIQ+ gather from 23-28 July.

In this framework also took place the ceremony for the ALAN TURING LGTBIQ AWARDS, aiming to recognize the work for universal values such as equality and diversity, as well as the fact that all people have the same opportunities, consolidating as a milestone of international impact and social awareness, effective and efficient.

A representative of the UNWTO Affiliate Members Department attended the event in support of the Affiliate Member, organizer of the event, and received an award in recognition of the contributions of individuals and organizations to the LGBTQ+ community and the ongoing commitment to equality and justice.
NOW AVAILABLE: THE EXPLAINER VIDEO OF THE METHODOLOGY USED FOR THE IMPLEMENTATION OF THE BASQUE TOURISM CODE OF ETHICS

On 28 June 2023, the work carried out in 2022 by 621 organizations and professionals in the tourism sector, who have completed the training and commitments that make up the Basque Country Code of Ethics, was recognized.

The recognition ceremony, which took place at the Palacio Europa in Vitoria-Gasteiz, was attended by the regional Minister of Tourism, the director of Basquetour, authorities of the Basque Country, and the recognized entities. Likewise, the UNWTO was represented at this event in recognition of companies that are committed to the Code of Ethics, and in support of the Affiliate Member Basquetour, organizer of this initiative.

By signing the Basque Tourism Code of Ethics, tourism entities assume a commitment to respect and preserve local culture and tradition and elements of cultural heritage, which will go hand in hand with incentives for local communities to associate themselves with tourism activities and receive the economic, social and cultural benefits of these activities, especially employment.

The Basque Tourism Code of Ethics is adapted to the principles of the Global Code of Ethics for Tourism developed by the World Tourism Organization, as well as the Sustainable Development Goals of the United Nations 2030 Agenda; with particularities of the Basque culture.

To know more about the methodology used for the correct implementation of the Basque Tourism Code of Ethics you can find below the explainer video in English and Spanish:

- Metodología del Código Ético del Turismo en Euskadi (ENG)
- Metodología del Código Ético del Turismo en Euskadi (ES)
UNWTO MEMBERS MEET TO RETHINK AGENDA FOR AFRICAN TOURISM

At the 66th meeting of the UNWTO Regional Commission for Africa, Member States joined representatives from international organizations and the private sector to focus on opportunities around tourism jobs and investments while also recognizing the vital need to address challenges including the climate crisis.

Welcoming delegates, UNWTO Secretary-General Zurab Pololikashvili said: “The UNWTO Agenda for Africa has been adapted. Our vision for African tourism is also one of strong governance, more education and more and better jobs. To achieve it, we aim to promote innovation, advocate for Brand Africa, facilitate travel, and unlock growth through investment and public-private partnerships.”

UNWTO welcomed delegations from 33 countries, including 22 Ministers of Tourism, two Deputy Ministers and four Ambassadors to the meeting, the most important annual event for the region’s Member States.

Members were provided with an overview of UNWTO’s achievements over the past year, with a particular focus on core priorities for tourism in Africa:

- **Tourism Investments**: UNWTO presented a new set of Investment Guidelines for Mauritius, designed to connect investors with tourism projects in the country.
- **Gender Equality and Youth Empowerment**: With tourism recognized for its unique ability to drive gender equality and empower African youth.
- **Advocating for ‘Brand Africa’**: Members were provided with an update on UNWTO’s work to empower African tourism professionals to take charge of the narrative.

In close collaboration with its Member States from across the region, UNWTO has also updated its Agenda for Africa – Tourism for Inclusive Growth. The revised roadmap reflects the new challenges of post-pandemic tourism and the priorities outlined by Members.

You can find more information [HERE](#).
AFFILIATE MEMBERS ARE ENCOURAGED TO JOIN THE UNWTO TOURISM VIDEO COMPETITION

Affiliate Members are invited to participate in the 6th edition of the UNWTO Tourism Video Competition.

The competition aims to highlight the most successful videos representing an opportunity to reposition tourism as a key sector for people, planet, and prosperity.

Affiliate Members are encouraged to submit videos for the "Exceptional Stories of Sustainable Tourism" category. This category looks for notable examples that showcase the human face of tourism and clearly illustrate the positive social impact the sector can have by generating optimism and opportunities for all. The winners will be announced during the 25th session of the UNWTO General Assembly (16-20 October 2023), and reflected in official communications.

Following the hiatus in international travel, the sector has recognized the need to put sustainability, peace, innovation, quality jobs, and the empowerment of women and youth at the forefront.

In the post-pandemic recovery phase, digital and audiovisual communication is now more relevant than ever for framing these priorities and reaching tourists themselves, as well as public and private stakeholders.

Video submission will be open until 15 September, and must follow the following:
- Full HD (1920x1080)
- Codec: H264 (MP4)
- File size minimum 128 MB
- Extension: Min. 1 minute to maximum 5 minutes

You can find all the information regarding the guidelines and submissions for the competition HERE.
UNWTO HIGHLIGHTS

TOURISM FOR SUSTAINABLE DEVELOPMENT IN THE SPOTLIGHT AT UN HIGH-LEVEL FORUM EVENT

Reflecting the unprecedented relevance of tourism on the UN agenda, UNWTO together with the Ministry of Tourism and Sport, Republic of Croatia, and support from Ministry of Tourism, India, Chair of the G20 Tourism Working Group will gather leaders from the public and private sectors for a high-level roundtable at the official side event on “Economic, Social, and Environmental Sustainability in Tourism” Friday 14 July, within the framework of the UN High-Level Political Forum on Sustainable Development.

The high-level event will further advance UNWTO’s work in making tourism a key pillar of sustainable development, most notably through enhanced public-private partnerships. In New York, UNWTO together with partners will:

- Provide a better understanding of the SDGs from the perspective of tourism and inspire further action among both government and private sector stakeholders.
- Present the Goa Roadmap for Tourism as a Vehicle for Achieving the SDGs developed under India’s G20 Presidency.
- Raise awareness about a crucial development that is mobilizing the power of data by forging a global consensus for harmonized data on the economic, social and environmental performance of tourism at international, national and destination levels: the forthcoming Statistical Framework for Measuring the Sustainability of Tourism (MST).
- Outline the benefits that private sector can bring to, and draw from, the development of harmonized Environmental, Social and Governance (ESG) Framework for Tourism Businesses
- Share the key points of the recently launched “Achieving the SDGs through tourism: Toolkit of Indicators for Projects (TIPS)” developed in partnership with the Japan International Cooperation Agency (JICA) to guide users in aligning tourism development projects with the SDGs.

The Forum side event is aimed at inspiring common action between the public, private and academic sectors for the tourism sector to achieve real sustainability by focusing on the economic, social and environmental aspects in tourism as well as governance.

You can find more information HERE.
REGISTRATION OPEN: 8TH UNWTO WORLD FORUM ON GASTRONOMY TOURISM

The World Tourism Organization (UNWTO) and its Affiliate Member, the Basque Culinary Center (BCC), have the honour to announce that the 8th UNWTO World Forum on Gastronomy Tourism will take place on 5-7 October 2023 in Donostia-San Sebastian, Spain.

The UNWTO World Forum on Gastronomy Tourism was created with the aim of promoting the exchange of experiences between experts in tourism and gastronomy, to identify good practices, and to promote gastronomy tourism as a factor of development of destinations.

Building upon the success of last year’s edition which took place in Nara, Japan, and counted on the participation of more than 450 delegates from 30 countries alongside over 1,000 online participants from 125 countries over the two days of the event, this year’s edition will put the spotlight on the intrinsic potential of the linkages between tourists and producers in fostering rural development, building resilience, preserving cultural heritage, promoting sustainability, and embracing innovation and digitalization to enhance the tourism experience.

The registration, the Concept Note, the Preliminary Programme and General Information Note are available on the official website.

You can find more information about this event and how to register [HERE](#).
GLASGOW – NEW TOURISM STRATEGY TO REFLECT CITY’S SUSTAINABILITY AMBITIONS

In response to the changing landscape of the tourism industry over the past two years, Glasgow, the largest city in Scotland, UK, sought a refreshed tourism strategy that would reflect an enhanced focus on sustainability, accessibility, and tourism’s contribution to the city’s economic recovery. The new strategy has just been delivered by a placemaking and marketing agency TOPOSOPHY, and will be launched this year.

The new strategy sets out the core aims and ambitions for Glasgow’s visitor economy to 2030. The strategic priorities aim to increase the value of tourism to Glasgow’s economy and its residents, supporting vibrant places across the city and surrounding region, and delivering great experiences for visitors in a sustainable and inclusive way.

This new strategy has been developed based on in-depth research and in collaboration with a wide range of local and national partners and the city’s residents and tourism businesses. For the first time in a tourism strategy development process in Glasgow, residents were asked in a survey about what type of tourism they desire, and what makes them proud about living in Glasgow that they would want to share with visitors. Their insights have helped shape the strategy priorities for the years to come.

With widespread collaboration, responsible management and investment, tourism can play an important role in the economy of Glasgow. This will help the city to become more sustainable, inclusive and accessible, become better connected and more innovative whilst supporting thriving neighbourhoods and boosting the city's status as a leading international events destination.

You can read more about the project here: Glasgow 2030 Tourism Strategy (toposophy.com)
EUROPAMUNDO LAUNCHES ITS SUSTAINABILITY POLICY

Sustainability consists of satisfying the needs of current generations without compromising the needs of future generations, while ensuring a balance between economic growth, respect for the environment and social welfare.

Therefore, aware that the activity of the tourism sector has a very important role as an engine of economic development, representing 10.4% of the world GDP, and as social cohesion, a catalyst for peace, promoting the strengthening of local communities associated with common values and traditions of their territories, helping the development of the business network of the countries in which it operates.

Europamundo aims to ensure long-term sustainability by prioritizing the optimal use of environmental resources, respecting the socio-cultural authenticity of the host communities and ensuring long-term viable economic activities that bring well-distributed socio-economic benefits to all stakeholders, contributing to poverty reduction.

As one of the companies of the JTB Group, we share common ethics, social responsibility and sustainability policies with our parent company, which demonstrates our commitment to sustainability and to JTB.

Europamundo’s Sustainability Policy is a reference framework, from which any Europamundo stakeholder can develop and promote sustainable and socially responsible behavior, regardless of the way in which the business is developed and the country in which it operates, adapting locally the actions that are necessary for its compliance.

Being sustainable means acting in a balanced way in the three pillars of sustainability - environmental, social and governance - to contribute to a sustainable development. Therefore, Europamundo’s sustainability strategy is based on:

- Finding a medium and long-term balance between environmental, social and governance (ESG) challenges and defining how these affect the company and the stakeholders with whom it interacts.
- Managing the company’s impact on society and identifying opportunities for sustainable development, in order to create shared value with stakeholders and society in general.
FEMALE IRANIAN MOTORCYCLIST SHINES AT THE 2023 FIVA WORLD MOTORCYCLE RALLY

Female Iranian motorcyclist Maryam Talaie was selected from among her peers as the most eminent rider in the one hundredth anniversary celebration of the Austrian Tourist Trophy (“TT”) Motorcycle Rally held from May 10 to 14, 2023 in Brunn am Gebrige Austria.

Ms. Talaie who is the Head of the Women’s Group of the Touring and Automobile Club of Iran (TACI) the FIA Mobility representative in Iran, entered into the event on behalf of the FIVA national member, the Historic Vehicle Association of Iran (HVAI), of which Ms. Talaie is also a partner.

Ms. Talaie, working in conjunction with TACI, has worked hard to attract women to the motoring sector, whether it be motorcycles or cars, and her foray into the historical sector marks a new field for her where she aims to lead by example, and attract more female participation in this field as well.

Ms. Talaie’s participation in the TT Rally, among one hundred and twenty riders from countries as broad ranging as Ukraine to Canada, five of whom were women, represented the first time that an Iranian rider has partook in a FIVA World Rally, and served as a microcosm of the overall intent of the rally, which was to develop solidarity and unity among different peoples and nations.
CNC PRESENTS MONITORING PHASE OF THE VAI TURISMO PROJECT

The National Confederation of Commerce of Goods, Service and Tourism (CNC), through Its VAI Turismo Project (https://vaiturismo.com.br/), involved more than 300 organizations of the sector, in all brazilian states and in Federal District, in order to discuss Tourism public policies. As a result, all those elected to states and Federal District governments have included tourism in their government plans, an unprecedented feat in Brazil.

In 2023, the Vai Turismo starts a new moment with intention of monitoring the implementation of public policies proposals in the elected governments projects. “In the first Vai Turismo stage, we had 100% of the proposals accepted and, now, we get in a new phase of monitoring the implementation and progress of these proposals”, explained the CNC Director, Alexandre Sampaio.

This new monitoring phase was presented during the CNC event, in July, which gathered 27 states Federations of Commerce of Goods, Services and Tourism (Fecomércios), besides the Brazilian Federation of Lodging and Food (FBHA) and hundreds of the unions of the sector, in Brasília.

Consultant of the technical and methodological Advisory of the Vai Turismo Project, Cássio Garkalns evaluated that the trade Federations participation is fundamental for the tourism development in all regions of the country, especially in the municipalities. “With the Federations support, we can develop an intelligent work in national level, into a data crossing network that highlights projects that faces difficulties to be implemented and the successful projects that can work as an example to the Other regions, he emphasized.
DESTINATION POSITIVE: ATTEND THE CITYDNA AUTUMN CONFERENCE & GDS-FORUM IN VALENCIA, ON OCTOBER 3-7, 2023

Join us in Valencia for the GDS-Forum on October 3-4, 2023, and the City Destinations Alliance Autumn Conference "Building Blocks for Destination Positive" on October 4-7, 2023. Let's explore the promise of wegeneration in building for Destination Positive amidst the global polycrisis.

The 2023 GDS-Forum is a must-attend event for future-proof destinations. We'll transform tourism and events from within by empowering sustainable leadership, fostering collaboration, and igniting innovation. Global destination leaders and sustainability champions will gather to discuss strategies, learn from GDS-Index journeys, and co-create initiatives for regenerative destination management.

In April 2023, City Destinations Alliance launched Welcoming Wegeneration as its new mission for net positive tourism in Europe’s city destinations. In October, we'll delve into wegeneration’s progress, aiming for positive impact and transformation.

Can we create truly inclusive cities, places, events, and experiences by valuing people, community, and culture? Let's explore the people-positive possibilities of advanced technologies like AI in our cities and events.

The CityDNA Autumn Conference offers three days of collaborative DIY towards Destination Positive. We’ll stack Lookout Towers for inspiration, explore how to build the foundation of a truly positive future, and share "Wegeneration in Progress" in designated Destination Maker Labs.

In the words of Henry Ford, "Whether you think you can, or you think you can't – you are right." Let's dare to believe in the possibility of positive change and work towards Destination Possible from the dreamy idea of Destination Positive.

Register now: https://citydestinationsalliance.eu/event/gds-forum-citydna-autumn-conference-2023-valencia/
AVEIRO REGION BETS ON CREATIVE TOURISM, WITH THE PROJECT "RIA VIV'ARTE"

How to distribute visitors throughout the territory? How to mitigate seasonality? How to value traditional arts and crafts? These were the initial strategic issues that AIDA CCI – Chamber of Commerce and Industry of the District of Aveiro, and IPDT worked on over the last year, with the aim of creating, in the Region of Aveiro, a differentiated project that added value to the visitor’s tourist experience.

The "Ria Viv'Arte" project is the answer to these questions. A project that focuses on the promotion of creative tourism experiences in 9 municipalities of this territory (Anadia, Albergaria-a-Velha, Aveiro, Estarreja, Ílhavo, Ovar, Oliveira do Bairro, Murtosa and Vagos).

In the initial phase of the project, 20 artisans and professionals of traditional crafts who had their own workshops and were predisposed to receive visitors were identified. These artisans and professionals were involved in a training project to improve the processes of welcoming visitors.

In addition, the technical team followed their day-to-day routines to understand their working methods and life story.

To add this new product, which includes a wide range of creative tourism experiences (ceramics workshops, tile painting, production of traditional sweets, visits to weaving workshops, xávega art or construction of moliceiro boats, among others), 4 tourist itineraries were structured with activities for: (1) professionals who visit the region on work; (2) ERASMUS students from the University of Aveiro; (3) activities on rainy days; and (4) families with young children.

To promote and publicize the project, a range of communication supports were developed: tourist brochures, a dedicated website (https://riavivarte.aida.pt/), photographic records, promotional videos, and promotional actions with tour operators.

The Ria Viv'Arte is the latest tourist product of the Aveiro Region, designed in such a way that all visitors to this destination can "create their own memories", the slogan defined for the project.
CROATIA - TOLL PAYMENT WITH A TELEPASS DEVICE NOW AVAILABLE ON HAC MOTORWAYS

Starting from July 14, tolls can be paid on the motorways under the jurisdiction of Hrvatske Autoceste (Croatian Motorways) using the Telepass device. The company Hrvatske Autoceste (Croatian Motorways) and Telepass, the leading Italian integrated mobility company, have established cooperation for the implementation of the European Electronic Toll Service (EETS) for all vehicle groups. Telepass devices can be used to pay tolls for passenger vehicles in a total of 5 European countries – Italy, Spain, Portugal, France, and now Croatia. When it comes to commercial vehicles, the payment service using the Telepass device is available in 15 countries, including Croatia.

Since the adoption of Directive EU/2019/520 of the European Parliament and the Council of March 19, 2019, on the interoperability of electronic road toll systems and facilitation of the cross-border exchange of information on non-payment of tolls in the EU, Telepass has been the first provider of EETS in the EETS domain of Hrvatske autoceste (Croatian Motorways). Users who own a Telepass device will pay tolls in the same manner as electronic toll collection (ENC) users.

The goal of the European electronic toll service is to enable users to access the European motorway network by paying tolls with a single contract and device, making travelling easier for them. In cooperation with Telepass, Hrvatske autoceste (Croatian Motorways) enabled those coming to Croatia to get to their destination easier and faster.
At the halfway point for the achievement of the United Nations (UN) 2030 Sustainable Development Goals (SDGs), it is pertinent to reflect on the progress, challenges and lessons learned in order to identify the necessary adjustments so that tourism, as a tool for development, can make its best possible contribution to sustainable development within the set timeframe.

For this reason, the Universidad del Caribe with support from the UNWTO Affiliate Members Department jointly convene the 21st Annual Seminar on Tourism and Sustainability (SATyS) with the theme: Horizon 2030, advances and challenges of tourism

Keynote Presentations / Discussion Panels / Papers Presentation

A space for analysis, reflection and transformative experiences of the tourism sector in achieving the Sustainable Development Goals (SDGs) of the United Nations 2030 Agenda, with participation from the public, private, academic and social sectors.

Which will take place from September 20th to 23rd of 2023 at the Universidad del Caribe Campus in Cancun, Mexico.

More information: https://www.seminariodeturismo.com/
The UNWTO Affiliate Members Department is responsible for the management of the partnership between UNWTO and the private sector.

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