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.

October brings us an agenda filled with events. As you know, this month UNWTO will be celebrating the **25th UNWTO General Assembly**, on 16-20 October, in Samarkand, Uzbekistan. The General Assembly aims to discuss the UNWTO programme of work and to debate topics of vital importance to the tourism sector.

In this context, will take place the **44th Plenary Session of the Affiliate Members**, 16 October. This is the most important statutory meeting for the UNWTO Affiliate Membership and will bring together 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. On the occasion of the Plenary Session, it also scheduled a special recognition to some of our longest-standing Affiliate Members, for their proven commitment to UNWTO during more than 30 years of successful membership.

Additionally, during the General Assembly, the Affiliate Members Department will organize a Thematic Session for Affiliate Members. This discussion will provide insights into how new cooperation models between different tourism stakeholders are being put into motion, as well as UNWTO Affiliate Members’ overall capacity and contributions to fulfill UNWTO’s agenda and mission. More information about this session will soon be available on the AMConnected platform.

Lastly, I would like to express my gratitude for the overwhelming engagement and the significant number of proposals we received from our Affiliate Members in response to the Call for Proposals for UNWTO’s General PoW 2024-2025. We are excited to put these visionary initiatives into action and collaborate closely with our Affiliate Members, reinforcing the Organization’s mission to build a more sustainable tourism 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 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
- **16-20 Oct.** **25th UNWTO General Assembly**  
  Samarkand, Uzbekistan  
  In Person

### UNWTO PLENARY SESSION
- **16 Oct.** **44th AMs Plenary Session**  
  Samarkand, Uzbekistan  
  In Person

### UNWTO EXECUTIVE COUNCILS
- **17 Oct.** **119th Session of the UNWTO Executive Council**  
  Samarkand, Uzbekistan  
  In Person
- **20 Oct.** **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**  
  Dead Sea, Hashemite Kingdom of Jordan,  
  In Person
- **15-17 June** **35th CAP-CSA, 55th CAP, 59th CSA**  
  Phnom Penh, Cambodia  
  In Person
- **27-28 June** **68th Regional Commission for the Americas**  
  Quito, Ecuador  
  In Person
- **26-28 July** **66th Regional Commission for Africa**  
  Mauritius  
  In Person

### COMMITTEE ON MATTERS RELATED TO AFFILIATE MEMBERSHIP (CMAM)
- **10 Oct.** **4th Meeting of the Committee on Matters Related to Affiliate Membership (CMAM)**  
  Online
- **17 Oct.** **5th Meeting of the Committee on Matters Related to Affiliate Membership (CMAM)**  
  Samarkand, Uzbekistan  
  In Person

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

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<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>
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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>
<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>
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<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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## AFFILIATE MEMBERS’ EVENTS WITH UNWTO/AMD SUPPORT

<table>
<thead>
<tr>
<th>Organization</th>
<th>Date</th>
<th>Event</th>
<th>Location</th>
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<tbody>
<tr>
<td>EGEDA</td>
<td>3-6 Oct.</td>
<td>Iberseries &amp; Platino Industria</td>
<td>Madrid, Spain</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 Tourism Awards</td>
<td>Malaga, Spain</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>
</tr>
<tr>
<td>Seoul Tourism Organization (STO)</td>
<td>16-17 Nov.</td>
<td>Seoul Sustainable Tourism Conference 2023</td>
<td>Seoul, Republic of Korea</td>
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<tr>
<td>FENALCO</td>
<td>15-18 Nov.</td>
<td>Congreso Internacional de Turismo de Experiencias y Expo-Experiencias</td>
<td>Santa Marta, Colombia</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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## OTHERS AFFILIATE MEMBERS’ EVENTS

<table>
<thead>
<tr>
<th>Organization</th>
<th>Date</th>
<th>Event</th>
<th>Location</th>
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<tbody>
<tr>
<td>City Destination Alliance</td>
<td>3-7 Oct.</td>
<td>City DNA Autums Conference &amp; GDS-Forum</td>
<td>Valencia, Spain</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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AFFILIATE MEMBERS DEPARTMENT

AFFILIATE MEMBERS DEPARTMENT CELEBRATES WORLD TOURISM DAY 2023 IN MADRID

On 27 September, on the occasion of World Tourism Day 2023, the Affiliate Members Department joined the celebration organized by the Affiliate Member Ayuntamiento de Madrid.

For this celebration, the Madrid City Council demonstrated once again its commitment to the tourism sector with a special awards ceremony delivered by the Mayor of Madrid, José Luis Martínez-Almeida.

The Award Ceremony recognized professionals, institutions, and companies that contributed to positioning Madrid as one of the four top destinations in the global tourism scene.

For this important event, Ayuntamiento de Madrid counted on the support of the UNWTO, through the participation of Mr. Ion Vilcu, Director of the Affiliate Members Department.

In this fourth edition of the awards, the City Council has granted seven new awards to agents from different areas of this transversal and transforming industry that in Madrid also stands out for a common quality: talent. An intrinsic value of the capital's tourism sector, which has achieved an excellent level of professionalization and training, guaranteeing the future of tourism and making Madrid one of the best cities in the world to visit.

The award winners in this edition have been chosen for their enormous talent and for their contribution to boosting tourism in the capital by the model of quality and sustainability that guides the municipal tourism strategy.
The Tourism Strategy of the Community of Madrid establishes the guidelines that will shape the region’s tourism policy over the next few years, with the aim of responding to both the needs of the region and with the aim of responding to current and future challenges and under the priority premise of advancing in the consolidation of a responsible tourism management model.

On the occasion of the presentation of the Strategy by the President of the Community of Madrid, Isabel Diaz Ayuso, the Affiliate Members Department supported the initiative by providing institutional representation and delivering the opening speech.

UNWTO has been strengthening its collaboration with the Community of Madrid, which has acquired more relevance through the integration of the public company Madrid Cultura y Turismo as an Affiliate Member of our organization as of 2021.

The Community of Madrid has contributed to advancing the agenda on strategic issues and concrete projects together with UNWTO. The new Tourism Strategy is an example of the successful implementation of public-private cooperation in which more than 400 public and private agents participated.

This allowed the Community of Madrid to design a long-term strategy aiming at fostering the sustainable development of the industry and in line with the United Nations’ Sustainable Development Goals.
REGISTRATION OPEN: SEOUL SUSTAINABLE TOURISM CONFERENCE 2023

The Affiliate Member Seoul Tourism Organization will host the Seoul Sustainable Tourism Conference 2023, on 16-17 November, in Seoul, Republic of Korea.

The event, which will be held under the theme “One Planet: Responsible Consumption and Sustainable Travel”, is included in the Affiliate Members PoW 2023 and will count on the support and participation of UNWTO.

Following the Opening Session, the Conference will feature three main discussion sessions through which worldwide experts and leaders from the tourism public and private sectors will examine the following topics:

- Sustainable consumption and production for sustainable tourism
- Sharing Seoul and global city’s examples for sustainable tourism
- Sharing the global institutions’ projects for sustainable tourism

As part of the last session, there will be a thematic discussion showcasing sustainable projects by selected Affiliate Members.

The conference will serve as an opportunity for UNWTO sustainable tourism practitioners, Member States, Affiliate Members, related partners, and residents to come together and explore the latest trends and industry developments in sustainable tourism. For more information about the content, programme and registration, please visit the event’s official website at the following LINK.

Affiliate Members are strongly encouraged to register for the event and join us at this insightful conversation about the evolution of the sustainable development of tourism along with worldwide experts.

You can find more information HERE.
SECOND EDITION OF THE TERRES CHECK-IN INTERNATIONAL HOSPITALITY FILM FESTIVAL

The second edition of the Terres Check-in International Hospitality Film Festival took place on September 13 in Lloret de Mar, Spain.

The event, jointly organized by the 3 foundations: CETT (Affiliate Member), Jordi Comas Matamala, and Climent Guitard, in collaboration with Terres Landscape and Travel Communication, generated a wide-ranging space for knowledge exchange about the top communication trends in tourism and has once again recognized the best marketing and promotional video initiatives linked to the promotion of tourism, hospitality, and gastronomy among over 50 participants worldwide.

Along with the Award Ceremony, the programme included a keynote speech delivered by Theo Papadoulakis, multi-award-winning director of tourist promotional films of destinies and hotels, on the topic "Improvising in commercial directing. Does it work?"

Afterward, a series of case studies explored the inspirational results of different tourism & audiovisual initiatives.

The event, celebrating this year its second edition, was included in the Programme of Work 2023 and counted on the institutional participation of the Affiliate Members Department.

In 2024 the three foundations will organize the third edition and will invite once again participants from all over the world, including Affiliate Members, to join the competition and share the best hospitality audiovisual projects.

You can find more information HERE.
AFFILIATE MEMBERS DEPARTMENT SUPPORTS UNIVERSIDAD DEL CARIBE DURING SATYS: HORIZON 2023

The Affiliate Member Universidad del Caribe hosted the XXI Annual Seminar on Tourism and Sustainability (SATyS) with the theme: Horizon 2030 advances and challenges of Tourism, with the support of the Department of Affiliate Members of the World Tourism Organization.

Marisol Vanegas Pérez, Rector of the Universidad del Caribe, said that the SATyS is a space for analysis, reflection and transformative experiences in the tourism sector, in the achievement of the Sustainable Development Goals (SDGs) of the United Nations 2030 Agenda, with the participation of the public, private, academic and social sectors.

For this event included in the Programme of Work 2023, Juan Carlos Baena, Project Specialist at the Affiliate Members Department of UNWTO, attended online and conducted a presentation under the theme “UNWTO Introduction and the Present State of the Tourism Industry.”

During this session, he explored the pivotal role of UNWTO in guiding the tourism industry. Additionally, the latest data available concerning the performance of the global tourism sector was presented and he shed light on emerging traveler consumption patterns and trends that have been identified.
UNWTO HIGHLIGHTS

WORLD TOURISM DAY 2023: RECOGNIZING THE POWER OF GREEN INVESTMENTS

On World Tourism Day 2023, leaders from every global region have united around a shared determination to invest in the sector's growth and transformation. Held around the theme of “Tourism and Green Investments,” the celebrations of the Global Day of Observation have been the biggest and most impactful on record.

Hosted by the Kingdom of Saudi Arabia, the official celebrations in Riyadh brought together more than 50 Ministers of Tourism alongside hundreds of high-level delegates from both the public and private sectors. They were joined by UNWTO's Member States and other tourism stakeholders around the world celebrating in their own countries. Welcoming them all, UNWTO Secretary-General Zurab Pololikashvili and Minister of Tourism for Saudi Arabia Ahmed Al Khateeb, emphasized the need for the whole of the sector to step up investments that deliver for People, Planet and for Prosperity.

Exploring the meaning behind Tourism and Green Investments, the official World Tourism Day celebrations featured a series of expert panels, each focusing one key priority for the sector right now.

The expert-led discussions, which featured contributions from Ministers of Tourism as well as from business and finance leaders, were complemented by strong actions as UNWTO announced several key initiatives:

- UNWTO Secretary-General Pololikashvili and Saudi Minister of Tourism Al Khateeb jointly announced plans for a new Riyadh School for Tourism and Hospitality
- UNWTO announced the winners of its inaugural Women in Tech Start-Up Competition. The winning women-led enterprises were selected for the relevance of their work to tourism for development and for their potential to scale up.

You can find more information HERE.
UNWTO HIGHLIGHTS

WORLD TOURISM DAY: SECTOR PLEDGES TO PROMOTE INVESTMENT, EDUCATION AND NEW DESTINATIONS

The legacy of the World Tourism Day 2023 celebrations will live on in the shape of greater investments in the sector’s sustainability and a shared commitment to spread the benefits the sector delivers even more widely.

Hosted in Riyadh, Saudi Arabia, the day featured expert-led panels focused on key topics around this year’s theme of Tourism and Green Investments, with plans backed up with concrete actions as UNWTO announced several important new initiatives.

UNWTO Secretary-General Zurab Pololikashvili said: “This year has been the biggest World Tourism Day ever, and we want to make sure it leaves the biggest impact too. From Riyadh, we have joined our global sector around a pledge to promote new destinations, to diversify the economic and social benefits of tourism, and have announced a new school that will transform tourism education in the Middle East.”

In Riyadh, Secretary-General Pololikashvili introduced “Tourism Opens Minds”, a landmark initiative designed to showcase the powerful role that tourism plays in bridging cultures and fostering peace and understanding.

The focus will be on:
- Making lesser-known destinations more accessible to all tourists and ensuring all visitors receive a warm welcome by host communities
- Promoting lesser-known destinations and actively working to make tourists visit them
- Working with governments and the private sector to encourage tourists themselves to be more open-minded in their choice of travel destination

To mark the launch, UNWTO unveiled a new symbol for the initiative, made up of the colours of the various flags of the world, and shared a pledge for the sector to unite around. A special pledge, to be supported by Governments, private sector leaders and tourists themselves, was shared with select delegates, calling on them to commit to promoting new and diverse travel destinations.

You can find more information [HERE](#)
UNWTO HIGHLIGHTS

INTERNATIONAL TOURISM SWIFTLY OVERCOMING PANDEMIC DOWNTURN

International tourism has continued to recover from the worst crisis in its history as arrival numbers reached 84% of pre-pandemic levels between January and July 2023, according to the latest data from UNWTO. Tourism demand continues to show remarkable resilience and sustained recovery, even in the face of economic and geopolitical challenges. The new issue of the UNWTO World Tourism Barometer tracks the sector’s recovery over the course of 2023 up to the end of July:

- By the end of July, international tourist arrivals reached 84% of pre-pandemic levels.
- 700 million tourists travelled internationally between January and July 2023, 43% more than in the same months of 2022.
- July was the busiest month with 145 million international travellers recorded, about 20% of the seven-month total.

All world regions enjoyed strong rates of tourism recovery over the first seven months of 2023, driven by demand for international travel from several large source markets:

- The Middle East reported the best results in January-July 2023, with arrivals 20% above pre-pandemic levels. The region continues to be the only to exceed 2019 levels so far.
- Europe, the world’s largest destination region, reached 91% of pre-pandemic levels, supported by robust intra-regional demand and travel from the United States.
- Africa recovered 92% of pre-crisis visitors this seven-month period and the Americas 87% according to available data.
- In Asia and the Pacific, recovery accelerated to 61% of pre-pandemic arrival levels after the opening of many destinations and source markets at the end of 2022 and earlier this year.

You can find more information HERE
UNWTO WORLD FORUM ON GASTRONOMY TOURISM RETURNS TO DONOSTIA – SAN SEBASTIÁN

The World Forum on Gastronomy Tourism will return to Donostia-San Sebastian in Spain (5-7 October) to focus on how tourism can foster rural development, build economic resilience, and preserve cultural heritage. Held under the theme ‘Gastronomy Tourism: Back to the roots’, the Forum will put the spotlight on the connections between product, gastronomy and tourism. Over three days, industry professionals, leading experts, and institutional representatives will engage in live debates, keynote speeches, hands-on workshops and live cooking demonstrations with local and international chefs and producers.

The event will welcome many of the leading figures of global gastronomy and tourism, such as Qu Dongyu, General Director of FAO; Paolo Di Croce, Director General of Slow Food (Italy); Célia Tunc, Secretary General of Collège Culinaire de France; Fatmata Binta, winner of the BCWP 2022 and who will be appointed on the occasion UNWTO Ambassador for Responsible Tourism; and confirmed speakers from Brazil, Croatia, Ecuador, France, Ghana, Italy, Republic of Korea, Rwanda, Spain and Switzerland.

Building on the Global Roadmap on Food Waste Reduction in Tourism, launched during the previous edition of the Forum, this year’s conversations will advance discussions on reducing food waste, promoting circularity, and combating climate change within gastronomy tourism. Sustainable practices, encompassing the reduction of carbon footprint, the promotion of seasonal and local produce, and the shift to circular economy models, will be showcased.

The Forum has been co-organized by UNWTO and the Affiliate Member Basque Culinary Center since 2015 with the aim of promoting the exchange of experiences between experts in tourism and gastronomy, identify good practices and promote gastronomy tourism as a driver of sustainable development.

You can find more information HERE.
UNWTO HIGHLIGHTS

NEW DATA SHOWS INVESTMENT RETURNING TO GLOBAL TOURISM SECTOR

Investment in the global tourism cluster has started to bounce back from the lows it touched during the pandemic off the back of the steady recovery of international tourist arrivals, according to a newly released report jointly produced by UNWTO and fDi Intelligence.

The report, which is based on data from fDi Markets, fDi Intelligence’s proprietary database of greenfield FDI projects, as well as international tourism data from UNWTO, provides a broad overview of the ongoing investment cycle in the tourism sector, breaking down investment figures by region, segments and companies. Key findings include:

• Both FDI project numbers and job creation rates in the tourism cluster grew by 23% from 286 investments in 2021 to 352 in 2022. Job creation in tourism FDI also increased by 23% over the same period, to an estimated 36,400 in 2022.
• The leading destination region for tourism FDI projects in 2022 was Western Europe with 143 announced investments at a combined estimated value of $2.2bn.
• The number of announced projects into the Asia-Pacific region increased marginally by 2.4% to 42 projects in 2022.
• The hotel and tourism sector accounted for almost two-thirds of all projects in the tourism cluster between 2018 and 2022. FDI projects increased by 25% from 2021 to 2022.

The North America and Asia-Pacific regions each contribute three companies to the top 10 investors list for tourism foreign direct investment (FDI) between 2018 and 2022. The rest of the top 10 comprises companies from Europe, with Spain-based Melia, UK-based Intercontinental Hotels Group, France-based Accor and UK-based Selina all featuring.

You can find more information HERE.
The Grand Hotel Djibloho was praised as a jungle oasis during the Most Travel People Summit 2023, which took place in Djibloho, Equatorial Guinea

Recently, the Grand Hotel Djibloho, a lavish 5-star hotel located in the scenic Djibloho, Equatorial Guinea, hosted the first edition of the Most Travel People Summit 2023. The summit drew approximately 150 participants from 39 countries, including travel enthusiasts, influencers, and companies such as Guineatur. Attendees left with nothing but positive reviews of the firsthand top-notch experience provided during their stay. What made the hotel stand out was its jungle setting, which created a unique ambiance. Whether you’re looking for a peaceful retreat, a locale for hosting an event, or an adventure-packed holiday, Grand Hotel Djibloho has something for everyone.

The four-day conference began with an inspiring speech from the Secretary of State for Culture, Tourism, and Artisan Promotion, Excellency Catalina Martinez Asumu. She provided context on the government of Equatorial Guinea’s journey and all the work done so far in the tourism sector. She also introduced the now available online visa resources supported and implemented by His Excellency the Vice President of the Republic, who is in charge of defense and state security of Equatorial Guinea. Finally, she invited tourists and investors to the country to identify new tourism strategies.

During the summit, some participants also had the opportunity to visit the island of Annobon for a few hours. Annobon is a small island belonging to Equatorial Guinea, located in the Atlantic Ocean off the coast of Central Africa. The island boasts rich biodiversity, including several endemic species. It is also home to several small fishing communities, and visitors can experience the unique culture of these communities and enjoy fresh seafood.
CAST YOUR VOTE FOR THE WORLD'S BEST TOURISM FILM
THE CIFFT “PEOPLE’S CHOICE” AWARD COMPETITION IS NOW OPEN

The CIFFT “People's Choice” Award competition returns for another edition, inviting viewers from across the globe to cast their votes and define the World's Best Tourism Film by people's vote. Voting is open from October 2nd to 20th, and the audience can visit www.cifft.com to support their favorite tourism videos.

With an impressive lineup of 56 captivating videos representing 25 countries, this competition promises an exciting showcase of the best in tourism promotion, gathering major tourism brands, talented filmmakers, production companies, and creative agencies worldwide.

Organized by the International Committee of Tourism Film Festivals (CIFFT) as part of the renowned CIFFT Circuit 2023, the CIFFT “People's Choice” Award aims to generate awareness about the central role of video in promoting global tourism.

By engaging the audience directly, the initiative recognizes the power of the people's voice in shaping perceptions and driving the tourism industry forward.

The voting process is quick and simple, allowing participants to support their favorite films with just a few clicks. The winner will be announced on the CIFFT website and social networks on October 20th, right after counting votes.

For more information about the CIFFT People's Choice Award and to cast your vote, please visit www.cifft.com.

About CIFFT

The International Committee of Tourism Film Festivals (CIFFT) is a globally recognized platform dedicated to promoting excellence in tourism-related audiovisual content. Through its innovative initiatives, CIFFT aims to celebrate the creativity and effectiveness of tourism campaigns, fostering collaboration and knowledge exchange within the industry.
2023 SEOUL SUSTAINABLE TOURISM CONFERENCE

Seoul will hold the “2023 Seoul Sustainable Tourism Conference” with the support of UNWTO in Seoul, Republic of Korea, on 16-17 November 2023.

The Conference will be celebrated under the theme “One Planet: Responsible Consumption and Sustainable Travel”, and it aims to promote the creation of a more sustainable tourism ecosystem.

The debates will address sustainable consumption and production and will showcase successful projects from the private sector, cities and global institutions. The event will serve as an opportunity for UNWTO Affiliate Members, Member States, related partners, and residents to come together and share in the latest trends and industry developments in sustainable tourism.

It is our goal to make this a successful event that will facilitate ongoing discussions among industry experts going forward.

On the first day of the conference, we will talk about the sustainable tourism and how it changed and how it will change the tourism industry in the future. We are going to share the perspective of global & Korea OTA’s, global organization and urban institutions. Also, we would like to share the opinions of consumers so that we would like to mingle all the things to the developed future.

On the second day, we will proceed familiarization tour to Seoul’s Bukaksan mountain to experience the real sustainable and eco-tourism. After that, we will feel the vibe of Seoul so that participants can experience Seoul.
SUSTAINABILITY IN TOURISM HUMAN RESOURCES MANAGEMENT: THE QUEBEC EXPERIENCE AS AN INSPIRATIONAL MODEL

Sustainable tourism is a concept increasingly embraced by tourism companies, stakeholders, and international organizations. AMFORHT (World Association for Education and Training in Tourism & Hospitality), places paramount importance on developing skills within the tourism sector that align with sustainability principles and the UNWTO Code of Ethics. The realm of human resources applied to tourism encompasses various aspects, including academic training, vocational education, employment, HRM, and more. Among our network, numerous initiatives are emerging, with one standout being the Conseil Québécois des Ressources Humaines en Tourisme (CQRHT) from Quebec, Canada.

**The Quebec Experience - CQRHT as a Case Study**

As an organization holding United Nations ECOSOC status and affiliate member of UNWTO, we are dedicated to share best practices and to showcase innovative initiatives from our members to the global community. In this article, we have chosen to spotlight the experience of our Canadian member, CQRHT.

In the Canadian province of Quebec, which, like many other renowned tourist destinations worldwide, grapples with a staff shortage, the pursuit of sustainability has proven to be highly effective. The objective was not merely to fill immediate staffing needs but also to ensure the long-term resilience of the sector through a compelling inclusion policy.

Since May 2023, a monumental project initiated by CQRHT has been underway, aimed at integrating 3,000 asylum seekers into Quebec's tourism businesses over a span of three years.

Xavier GRET, Executive Director of CQRHT, notes, "This project is truly unique, as it brings a sustainability footprint with significant social implications to our tourism industry. Thus, Stakeholders allocated an overall budget of $10.5 million over 3 years".

The primary objectives of this project are:
- Mitigating staff shortage within the tourism industry;
- fostering greater social inclusion for the asylum seekers;
- and enhancing the skills of employees in the tourism industry through training sessions offered by the program.

More than 200 businesses are set to benefit from this project, underscoring once again Quebec’s tourism industry’s steadfast commitment to promoting sustainable development principles.
“BY THE HANDS OF THE MASTERS” IS THE NEW CREATIVE TOURISM EXPERIENCE THAT CAN BE LIVED IN BARCELOS

How to create an authentic tourist experience? How to value traditional arts and crafts? How to involve visitors in the creation processes? These were the strategic issues that IPDT and the municipality of Barcelos worked on over the last months, with the aim of creating, at the destination, a differentiated project that could add value to the visitor's tourist experience.

The project “By the hands of the Masters” is the answer to these questions. A project that focuses on promoting creative tourism experiences based on the life and work of the great master artisans in the municipality of Barcelos.

From this perspective, 7 thematic itineraries were created – pottery, figured, sieve embroidery, wood, iron and derivatives, basketry and contemporary crafts – in which tourists can have a unique experience of direct contact with artisans. Visitors will be able to visit the most iconic and emblematic places in the artists' lives that inspired and continue to inspire their work.

The objective of this experience is to position the municipality as a destination for authentic experiences, where visitors are invited to participate in the creation process, getting involved in the day-to-day lives and routines of local artisans.

The experience “By the Hands of the Masters” was designed for the Portuguese market (in a first phase) and international market (in a second phase) visiting Porto and the North of Portugal. The main motivations to explore with these target segments are exclusivity and personalization, discovering new cultures and history, creating memories, the possibility of co-creation and meeting the artisans.

These activities will help to encourage younger people to face the artistic crafts and creative tourism as a valued and recognized professional activity, while contributing to the preservation of the history and identity of Barcelos, over time, in a logic of sustainability.
Dear All,

We are thrilled to announce that the Faculty of Global Tourism and Management at Osaka Seikei University, located in Osaka, Japan, will be showcasing at the upcoming Tourism EXPO Japan to present the features and activities of our faculty. This exciting event is scheduled to take place in Osaka from October 28th to 29th, with October 26th and 27th reserved exclusively for business partners.

During this grand event, our dedicated undergraduate students will actively participate to exhibit the remarkable activities of our Faculty.

Moreover, we are proud to highlight a special team of second-year students, "Team Lobster," who will be presenting an enticing travel plan in English on the 29th. Their presentation will center around the captivating East Coast of the United States, including the charming tourist attractions nestled in the state of Maine. The team earned the first prize at a presentation contest held during a tourism research class in July 2023. Their remarkable achievement was made possible through collaboration with the Maine Tourism Bureau and its CEO Tony Cameron and the UNWTO Regional Support Office for Asia and the Pacific.

We are looking forward to exchanging information and friendship with travel industries and other universities at the EXPO site over the two days of our participation in the event.

Best Regards,
Yoshimi Kunieda
Dean/Professor /Ph.D.
Faculty of Global Tourism and Management
Osaka Seikei University
Osaka, Japan
THE PATH TO GREENER HOSPITALITY: DISCOVER THE LATEST NET ZERO ROADMAP

TOPOSOPHY’s newest research report, the Net Zero Hospitality Roadmap, aims to urge the hospitality sector (hotels, food, drink, and entertainment) to act in response to the climate crisis. The report was commissioned by HOTREC, the umbrella association for national trade associations in the European hospitality sector.

The report evaluates the sector’s progress to date based on the Glasgow Declaration on Climate Action in Tourism’s five pathways (measure, decarbonize, regenerate, collaborate, and finance), and summarises practical carbon reduction methodologies and tools for SMEs. It also includes collaborative initiatives for SMEs, and highlights several case studies for inspiration. Recommendations are provided for both hospitality sector associations and for SMEs, structured around three themes: Climate Awareness, Education and Communication; Supporting Measurement and Decarbonization; and Advocacy and Collaboration.

Key research insights:

- More policy, skills development, and financial support is urgently needed to accelerate the pace of change. SMEs need to take advantage of the tools and methodologies tailored specifically for them to measure and reduce their carbon footprint.

- SME Challenges for net zero transition include limited knowledge, funding, time, competing business priorities, and lack of standardized emissions reporting. SMEs still need convincing about the benefits of taking climate action.

- Net Zero offers benefits such as meeting consumer demands, enhancing reputation, and creating new revenue streams. Hospitality businesses can innovate in influencing customer behaviour, decarbonizing menus, reducing food waste, and adopting sustainable logistics.

- Communicating better about a company’s efforts to conserve biodiversity and supporting host communities helps enhance reputation and inspire others to take action.

- Collaborative Initiatives like The Cool Food Pledge and Carbon Free Dining help restaurants and hotels reduce carbon footprints of menus and encourage more responsible consumer behaviour.

The full report is available for download and online reading here.
THE CITY OF MARRAKESH CELEBRATES WORLD TOURISM DAY 2023

On the occasion of World Tourism Day 2023, (September 27), the city of Marrakech hosted an Exclusive Forum under the theme "Wisdom, Solidarity & Resilience to Rebuild Together," to emphasize Morocco's absolute support for this year's theme chosen by the UNWTO "Support Tourism and Green Investments, invest in the planet, people, and prosperity." Additionally, it showcased the resilience of Morocco and Marrakech and its "BAHJA" (joy) following the earthquake, demonstrating the ability of Moroccans to recover and attract visitors from around the world.

The celebration of WTD in Marrakech was a true success, thanks to the rich collaborative program implemented throughout the day on September 27 by all partners in this vital sector for our country. The program began with a traditional welcome ceremony at the airport, showcasing Moroccan hospitality. A cultural tent in Jemaa L'fna square exhibited the country's hospitality, organized by the Regional Association Tour Guides. A cultural and artistic solidarity activities at the Majorelle Garden, by hosting children with disabilities, showcasing their painting talents and depicting national heroes who represent the legendary Moroccan solidarity. The garden also welcomed earthquake orphans. A Virtual Visit to the Medina titled "Travel TECH & Resilience". Lastly, this spontaneous "Flight of Solidarity" was symbolized by the exhibition of a giant hot air balloon with national colors, in the heart of Jemaa L'fna, bringing together all partners, including local authorities represented by the Regional Governor.

The objective is to ensure the continuity and structuring of this participatory and symbolic demonstration. The Forum was an opportunity for the President of the National Tourism Confederation (CNT), Mr. Hamid BENTAHAR, and several presidents of professional associations and tourism federations to emphasize the fundamental values of the Moroccan people and their resilience, urging tourism industry partners and the international community to invest in Morocco for a green and sustainable future.

Tourism professionals shared their experiences and reviewed strategies to overcome current and future challenges, while building a stronger and sustainable future for tourism in Morocco. Experts and practitioners in the sector shared their perspectives on how "wisdom, solidarity, and resilience" can be put into practice to "Rebuild Together," "Revitalize the tourism industry," and "build a more sustainable tourism future."
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