HIGHLIGHTS FROM THE 25TH UNWTO GENERAL ASSEMBLY
THANK YOU to all participants, Affiliate Members, speakers, authorities, and UNWTO personnel who attended and contributed to the 44th Affiliate Members Plenary Session in the framework of the 25th UNWTO General Assembly and for making it a resounding success.

We extend our deepest gratitude to the host city, Samarkand, Uzbekistan, for warmly welcoming us. Our sincere thanks go out to the UNWTO Secretary-General, Mr. Zurab Pololikashvili, for his persistent support and presence. A heartfelt thank you to the 150 participants from around 70 Affiliate Members who traveled to Samarkand to attend the most important meeting of the Affiliate Membership. Your presence and contributions greatly enriched our Plenary Session, highlighting our collective commitment to the UNWTO’s mission. A special recognition also to the Chair of the Board of Affiliate Members, Ms. Mar de Miguel, for her continuous commitment, dedication, and guidance. Her contributions, along with those of every Affiliate Member and participant, were pivotal in ensuring the session's success.

The collaborations established and insights collected during this Plenary Session are invaluable, setting the tone for a brighter, collaborative future for global tourism.

Yours Sincerely,
Ion Vilcu
# 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>
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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>
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<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>
<th>Location</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>
<th>Format</th>
</tr>
</thead>
<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>
</tr>
<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>
</tr>
<tr>
<td>27-28 June</td>
<td><strong>68th Regional Commission for the Americas</strong></td>
<td>Quito, Ecuador</td>
<td>In Person</td>
</tr>
<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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### BOARD OF THE AFFILIATE MEMBERS

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
<th>Location</th>
<th>Format</th>
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</thead>
<tbody>
<tr>
<td>6 Nov.</td>
<td>Working Meeting of the Board of the Affiliate Members</td>
<td>WTM, London</td>
<td>In Person</td>
</tr>
</tbody>
</table>
## UNWTO/AMD THEMATIC EVENTS WITH THE PARTICIPATION OF AFFILIATE MEMBERS

<table>
<thead>
<tr>
<th>Date</th>
<th>Event Description</th>
<th>Location</th>
<th>Mode</th>
</tr>
</thead>
<tbody>
<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>
</tr>
</tbody>
</table>

## UNWTO AFFILIATE MEMBERS DEPARTMENT EVENTS

<table>
<thead>
<tr>
<th>Date</th>
<th>Event Description</th>
<th>Location</th>
<th>Mode</th>
</tr>
</thead>
<tbody>
<tr>
<td>15 Oct.</td>
<td>UNWTO Affiliate Members' Working Session</td>
<td>Within the framework of the Seoul Sustainable Tourism Conference 2023</td>
<td>In Person</td>
</tr>
</tbody>
</table>

## AFFILIATE MEMBERS' EVENTS WITH UNWTO/AMD SUPPORT

<table>
<thead>
<tr>
<th>Organization</th>
<th>Date</th>
<th>Event Description</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Skal International</td>
<td>1-5 Nov.</td>
<td>Skal International Sustainable Tourism Awards</td>
<td>Malaga, Spain</td>
</tr>
<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>
</tr>
<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>
</tr>
<tr>
<td>Tourism Industry Association of Canada</td>
<td>21-22 Nov.</td>
<td>TIAC Canadian Tourism Congress</td>
<td>Ottawa, Canada</td>
</tr>
<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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</tbody>
</table>

## OTHERS AFFILIATE MEMBERS' EVENTS

<table>
<thead>
<tr>
<th>Organization</th>
<th>Date</th>
<th>Event Description</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>City Destination Alliance</td>
<td>23-24 Nov.</td>
<td>10th TIC Expert Meeting</td>
<td>Bologna, Italy</td>
</tr>
<tr>
<td>ISTO</td>
<td>28 Nov.</td>
<td>ISTO Alliance Conference &amp; ISTO Europe Forum 2023</td>
<td>Brussels, Belgium</td>
</tr>
<tr>
<td>ISTO</td>
<td>29 Nov.</td>
<td>ISTO Europe Forum 2023 &amp; ISTO 60 Years Celebrations</td>
<td>Brussels, Belgium</td>
</tr>
</tbody>
</table>
Under the theme “Enhancing tourism through public-private cooperation”, Affiliate Members from all over the world met in Samarkand, Uzbekistan. They gathered to debate the state of the Affiliate Membership, discuss the main results achieved since the previous Plenary Session, analyze the evolution and results of the ongoing expansion strategy for a quality-oriented and geographically balanced Membership, and share information and proposals for future projects and collaborations.

In this context, the Affiliate Members Department presented the UNWTO Programme of Work for the period 2024-2025. Among the many contributions received for the PoW, selected Affiliate Members had the opportunity to take the stage and delve into the details of projects and initiatives that will soon be implemented with the support of both the Affiliate Members Department and the UNWTO.

Another significant agenda item was the Award Ceremony, recognizing long-standing Affiliate Members for their invaluable contributions to the successful fulfillment of our Organization’s mission over decades of Membership. Among the awardees, 12 Affiliate Members were recognized in the bronze category (over 30 years of Affiliate Membership), 14 in the silver category (over 40 years of Affiliate Membership), and 1 in the gold category (50 years of Affiliate Membership).

On this occasion, Affiliate Members were also introduced to a new modernized platform. This platform, set to launch in the coming weeks by the Affiliate Members Department, aims to offer a more interactive and dynamic management experience, thereby enhancing networking and collaboration within the Affiliate Members’ network. The Plenary Session marks a crucial effort to ensure better integration of the Affiliate Membership into the broader UNWTO agenda.

You can find more information HERE.
44th UNWTO AFFILIATE MEMBERS PLENARY SESSION:
Affiliate Members Awards Ceremony

Within the 44th Affiliate Members Plenary Session the longstanding Affiliate Members who have been affiliated with the World Tourism Organization for over decades received a special recognition.

Gold Category (50+ years of Affiliate Membership):
- Iberia

Silver Category (40+ years of Affiliate Membership):
- Madrid Destino Cultura, Turismo y Negocio
- Conformercio
- Universidad Externado de Colombia
- World Youth Student & Educational Travel Confederation
- Japan Association of Travel Agents
- Fédération Internationale de Tourisme
- Université d'Angers - Faculté de Tourisme, Culture et Hospitalité
- Greek Tourism Confederation
- The Hong Kong Polytechnic University
- THR - Asesores en Turismo, Hotelera y Recreación
- Université du Québec à Montréal
- University of Queensland
- Boğaziçi University
- BUas - Breda University of Applied Sciences
- FITUR - Feria Internacional de Turismo
- George Washington University
- Skål International

Bronze Category (30+ years of Affiliate Membership):
- Tourisme et Hôtellerie Sauer International
- European Travel Commission
- Korea Tourism Organization
- International Social Tourism Organization

Tourisme et Hôtellerie Sauer International
European Travel Commission
Korea Tourism Organization
International Social Tourism Organization
44th UNWTO AFFILIATE MEMBERS PLENARY SESSION:
A glance to the past and the future of the Affiliate Membership

Period Covered:
December 2021-October 2023

Integral Report previously shared with the Affiliate Members' network

Click on the image of the Report to access the full document

Including the contribution of Affiliate Members collected through the Call for Proposals - Summer 2023

Selected Affiliate Members' events and initiatives will be implemented with AMD/UNWTO support

Click on the image of the PoW 2024-2025 to access the full document
The Committee on Matters related to Affiliate Membership (CMAM) met in person in the framework of the 25th UNWTO General Assembly.

On the occasion of a working breakfast, members of the current mandate 2022-2023 had the opportunity to meet with the members of the next mandate 2023-2027 and set the basis for the continuity of the mission of the committee to strengthen the ongoing partnership between the UNWTO and the private sector represented by the Affiliate Members.

The UNWTO Executive Council during its 120th session appointed the following Nine Full Members of the Committee for the next four-year period (2023-2027), and which mandate began immediately after the 25th UNWTO General Assembly:

- Algeria
- Argentina
- Uruguay
- Republic of Korea
- Spain
- Tajikistan
- Uzbekistan
- Jordan
- India

The CMAM is a subsidiary organ of the UNWTO Executive Council serving as an operational channel for the interaction of Affiliate Members with UNWTO statutory bodies: General Assembly (GA), Executive Council (EC), and Regional Commissions.

You can find more information HERE.
In the framework of the 25th UNWTO General Assembly, the Affiliate Members Department hosted a Thematic Session, under the title: “In conversation with UNWTO Affiliate Members.”

Following the Opening Remarks by Mr. Ion Vilcu, Director of the UNWTO Affiliate Members Department, the session was structured as follows:

**Setting the Scene:** “The Performance of the Global Tourism Industry and Current Consumer Trends – Insights by Tripadvisor”
by Mr. Fabrizio Orlando, Global Director of industry Affairs at Tripadvisor; and moderated by Ms. Anita Mendiratta, Special Advisor to UNWTO SG.

**Panel I: Exploring New Horizons-The Confluence of Talent, Education, and Tourism**
- Ms. Naiara López Giner, Tourism Advisory Lead, Colliers MENA (moderator)
- Ms. Sonto Mayise, Chief Convention Bureau Officer, KwaZulu-Natal
- Mr. Cemil Hakan Kilic, General Manager, Istanbul Convention and Visitors Bureau (ICVB)
- Ms. Aline Renard-Wang, Director of International Development, Vatel Hotel and Tourism Business School
- Ms. Marisol Vanegas, Rector, University of the Caribbean
- Mr. Andrés Deyá, President, FAEVYT
- Ms. Jiyoon Jung, Manager - Global Team 1, Seoul Tourism Organization
- Mr. Eijiro Yamakita, President & CEO, JTB Corp.
- Ms. Marta Domènech, General Director, Catalan Tourism Board

You can find more information [HERE](#)

**Panel II: Amplifying UNWTO’s Mission Through Public-Private Synergies**
- Ms. Rebecca Cousins, Senior Director – PR & Communications, Red Sea Global (moderator)
- Mr. Andrés Deyá, President, FAEVYT
- Ms. Jiyoon Jung, Manager - Global Team 1, Seoul Tourism Organization
- Mr. Eijiro Yamakita, President & CEO, JTB Corp.
- Ms. Marta Domènech, General Director, Catalan Tourism Board
39 new entities join the Affiliate Members network

39 new candidatures for the Affiliate Membership were confirmed during the 25th UNWTO General Assembly, held in Samarkand, Uzbekistan, on 16-20 October 2023.

The new members combine a wide range of profiles with different backgrounds and types of business: 7 DMOs, 23 for-profit companies, 5 associations, and NGOs, and 4 education and research institutes. Regarding their geographical distribution, 4 are from Africa, 5 come from the Americas, 1 from Asia and the Pacific, 7 from Europe, and 22 from the Middle East. The boost in applications received, especially from regions like Africa and the Middle East, that were previously underrepresented, is thanks to the recently implemented expansion strategy.

Under the current admission procedure, the candidatures were submitted for consideration and approval of the Executive Council after being previously reviewed and endorsed by the Committee on Matters related to Affiliate Membership, during its fourth meeting, which took place on 10 October. These candidatures finally received the endorsement at the 25th session of the UNWTO General Assembly.

The UNWTO acknowledged the importance of public-private partnerships for the advancement of sustainable development in the tourism industry, with the growth of its Affiliate Members network by 39 new entities being a confirmation of this.

You can find more information HERE
The 25th UNWTO General Assembly saw Director Ion Vilcu conducting crucial bilateral meetings to strengthen the organization’s collaborative foundations for global tourism.

Among the Affiliate Entities engaged in these bilateral sessions were:
- Istanbul Convention Bureau
- TPO - Tourism Promotion Organization for Asia Pacific Cities
- Federation Internationale de Camping, Caravanning et Autocaravaning
- Zagreb Tourism Board
- Fédération Internationale de l'Automobile (FIA)
- FITUR

Adding to the assembly’s significance, Director Vilcu personally welcomed several new Affiliate Members, reinforcing the UNWTO’s commitment to diversification and inclusion:
- ALPITOUR S.P.A. (ALPITOUR WORLD)
- University of Donja Gorica
- Diriyah Company International
- Shaanxi Tourism Group
- Oficina de Convenciones y Visitantes de Monterrey
- Mexico Traveler Network
- Tanzania Association of Tour Operators
- OMRAN Tourism Development Company SAOC (OMRAN Group)
- Széchenyi István University
- LT Luxy Conciergerie
- GreenStep Solutions Inc.

These meetings and inclusions are pivotal in the UNWTO’s continued efforts to foster a sustainable and inclusive global tourism industry. The assembly served as a testament to collective dedication, particularly in the evolving landscape of post-pandemic tourism.
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<th>Media Source</th>
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<td>Mirage News</td>
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<td>Caribbean News: Digital</td>
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<td>Agent Travel</td>
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<td>Noticias Press</td>
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<td>Hosteltur</td>
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<td>Periodista Digital</td>
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<td>Europa Press</td>
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<td>News in America</td>
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<td>TTRWeekly</td>
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<td>Citizens Journal</td>
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<td>The Peninsula Qatar</td>
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<td>Trade Arabia</td>
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<td>MENA FN</td>
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<td>Muscat daily</td>
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<td>Europa Press Turismo</td>
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The 25th session of the UNWTO General Assembly convened to examine, discuss and approve the Organization’s work, with a focus on expanding its global presence, ethics and legal frameworks and the role of public-private partnerships.

UNWTO’s commitment to moving closer to its Members and being on the ground in every region was further emphasized as the Assembly was given an update on work to establish new Regional and Thematic offices:

- The Regional Office for the Middle East, opened in Riyadh, Saudi Arabia, in 2021, is an established hub for tourism education and tourism for rural development.
- UNWTO signed an agreement with the Government of Brazil to establish a Regional Office in Rio de Janeiro, to be focused on investments.
- The planned Regional Office for Africa in Marrakesh, Morocco, will focus on the priorities of innovation and investments in tourism.
- The hosts of this Assembly, Uzbekistan, presented its proposal to establish a Thematic Office for Tourism on the Silk Road.

Main topics addressed:

- UNWTO formally welcomed Members who have already agreed to adhere to the International Code for the Protection of Tourists: Argentina, Brazil, Lebanon, Lithuania, Portugal, Senegal, Thailand, Uruguay, and Venezuela.
- World Tourism Day Report: WTD 2022 was hosted in Bali, Indonesia, around the theme of Rethinking Tourism, with the 2023 celebrations – the biggest to date – held in Riyadh, Saudi Arabia, around the theme of Tourism and Green Investments. The General Assembly agreed to adopt the "Tourism Opens Minds" pledge.
- The Report of the Chair of the Board of Affiliate Members provided an update on work done over the past two years, with a clear focus on growing the Affiliates’ role in the Organization’s mission.
- The 26th session of the UNWTO General Assembly will be held in the Kingdom of Saudi Arabia, in 2025.

You can find more information HERE.
UNWTO HIGHLIGHTS
25th UNWTO General Assembly - Main Takeaways

120th Executive Council Welcome New Members to Begin New Programme of Work
The Council thanked its outgoing Members for their service and active participation in helping guide the Organization over the past four years and welcomed the new Members of the Council: Bulgaria, China, Colombia, Czechia, Democratic Republic of Congo, Ghana, Indonesia, Italy, Jamaica, Japan, Republic of Korea, Lithuania, Namibia, Nigeria, Rwanda and Tanzania. The Kingdom of Saudi Arabia will continue as Chair as Executive Council for 2024. Members also endorsed the Democratic Republic of Congo to serve as First Vice-Chair of the Council, and for Jamaica to serve as Second Vice-Chair. To conclude the meeting, Members agreed that the 121st Session of the UNWTO Executive Council will take place in Prague, Czechia, in the first semester of 2024.

You can find more information HERE

UNWTO Names its Best Tourism Villages 2023
In this third edition, 54 villages from all regions were selected from almost 260 applications. A further 20 villages have joined the Upgrade Programme, and all 74 villages are now part of the UNWTO Best Tourism Villages Network.

You can find more information HERE

“People, Planet, Prosperity”: Global Investment Forum Looks to the Future
The Investment Forum brought on stage Ministers leading private sector experts and representatives of the global investment community, including several Affiliate Members, to reflect on key challenges and opportunities. In line with UNWTO’s priorities for global tourism, the focus was firmly on the growing needs of investments in People (Education), Planet (Sustainability), and Prosperity (Innovation and Technology).

You can find more information HERE

World Tourism Day 2024 and 2025
Members endorsed the recommendations of Members for the hosts of World Tourism Day for the same years. In 2024, World Tourism Day will be held around the theme of “Tourism and Peace”, with Georgia to be put forward as host. Then in 2025, Malaysia will be considered as host for that year’s celebrations, to be held around the theme of Tourism and Sustainable Development.

You can find more information HERE

Celebrating the Power of Tourism: UNWTO Video Competition Winners Announced
The power of visual storytelling to highlight tourism as a force for good has been celebrated with the 2023 edition of the UNWTO Tourism Video Competition. Member States and Affiliate Members from all regions were invited to submit their videos to communicate the positive impact of tourism.

You can find more information HERE
SHTM PARTNERS WITH WORLD TRAVEL AND TOURISM COUNCIL TO DEFINE THE FUTURE OF GLOBAL RETAIL TOURISM

The School of Hotel and Tourism Management (SHTM) of The Hong Kong Polytechnic University has joined hands with the World Travel and Tourism Council (WTTC) to support the sustainable development of global tourism. Undertaken collaboratively by teams from the SHTM's Hospitality and Tourism Research Centre and the Council, the WTTC–SHTM Global Retail Tourism project offers critical data-driven insights into the key trends, challenges and opportunities shaping retail tourism in the post-pandemic era. The SHTM's team comprised Professor Haiyan Song, Associate Dean, Chair Professor and Mr and Mrs Chan Chak Fu Professor in International Tourism; Assistant Professors Dr Richard Qiu and Dr Anyu Liu together with two research assistants. Headed by Professor Song, they worked closely with the WTTC team led by Mr Nejc Jus, Head of Research, over the subsequent year.

The project had three main objectives: (i) to capture the current economic landscape and importance of retail tourism; (ii) to shed light on the factors that are shaping demand and supply in the sector at the global and regional levels from the perspectives of tourists and practitioners; (iii) to provide guidance for stakeholders on managing the sector’s development sustainably. The researchers applied a mixed-method approach to draw together a comprehensive set of economic, consumer and industry data.

The insights gained from this research were drawn together in a ground-breaking report entitled “Global Retail Tourism: Trends and Insights”, which sheds light on the immense untapped potential of retail tourism for both businesses and destinations, and offers insights into travellers’ shopping habits and intentions and pinpoints emerging trends such as sustainable retail and “retainment” – the fusion of retail and entertainment. After delving even deeper into the retail tourism landscape through case studies of the UK and Hong Kong, the report concludes with recommendations for retailers, destination management organisations and governments.
IPDT LAUNCHES NEW EDITION OF INTERNATIONAL SCIENTIFIC HOSPITALITY AND TOURISM JOURNAL

November 22nd is the launching date of the new edition of the Worldwide Hospitality and Tourism Themes (WHATT) journal’s special edition, under the title “Re-thinking tourism: Where is it going and how Will it impact people and planet?”. The launch will take place in the city of Porto, Portugal.

The themes covered in this special issue are at the top of the tourism agenda worldwide, with governments and DMOs dedicating time and budgets to find new ways to address tourism as a force for positive and sustainable development. Communities are more and more brought to the centre of the tourism experience and involved in the differentiation of the destination’s offering. To address these themes and explore solutions to a new approach to tourism development, a selection of articles by public and private decision makers was carried out, with illustrative solutions that will certainly be of major interest to practitioners and academics alike.

By invitation of Emerald Publishing Group, since 2014, IPDT is responsible for coordinating the annual special issue on international tourism trends of the scientific journal WHATT.

This publication disseminates the research and reflections authored by several experts and academics in the field, presenting practical solutions to the challenges of tourism.

Over the years, topics such as new metrics for evaluating the success of tourist destinations, the role of tourism in building a more inclusive society, sustainable tourist development, global trends challenging tourism organizations and destinations, the economic crisis impact on the image of Portugal as a tourist destination, amongst others, have been part of the special editions coordinated by IPDT.

Recently, the article “Sustainability as a measure of tourism success: the Portuguese Promotional Tourism Boards’ view”, researched and written by IPDT and published in WHATT journal, won the "Outstanding Paper 2023" award at the Emerald Literati Awards, having been considered the best article of the year in this prestigious international publication, with more than 3800 downloads to date.
WFTGA INTERNATIONAL TOURIST GUIDE DAY 2024 – THEME ANNOUNCEMENT

On the 21st of February each year we celebrate the occasion of International Tourist Guide Day. This is a day dedicated to the profession of Tourist Guiding and affords us the opportunity to highlight and showcase this profession on the global stage.

This is a day that was set in motion in 1989 at the 3rd WFTGA Convention in Nicosia, Cyprus. Since then, the day has grown immensely. From the beginning, the founders of the WFTGA and the first WFTGA Presidents Yossi Grau and Jane Orde knew that they were involved in something good, and little did they know what an exceptional organization WFTGA would grow to become.

The Tourist Guides as individuals are the ambassadors and guardians of our sites, destinations, attractions and more. In recognition of this role and with reference to the World Tourism Day initiative of Tourism and Green Investments we are excited to announce our theme for the 2024 International Tourist Guide Day as:

**Theme: Tourist Guides; Our Guardians in promoting and encouraging Green Tourism.**

**Description:** We believe that Tourist Guides are in the unique position to act as the green guardians in their respective sites and cities creating awareness of both the natural/geographical and man-made environments through their activities to Tourists.

We look forward to our members’ activities in celebration of this day and their interpretations of this theme.

Many have played a hand in the growth of the WFTGA and the recognition of this very special day. Our President Emeritus, our previous Executive Board Members, our Area Representatives, our Global Brand Ambassadors and of course you, our WFTGA Members. Let us continue to build on our legacies together.

Yours in Tourist Guiding,

Alushca Ritchie
WFTGA President / president@wftga.org
ADVENT ZAGREB CHRISTMAS MARKET
2nd December 2023 - 7th January 2024

Warm lights give a feeling of welcome. We keep our hands warm on a cup of mulled wine or hot chocolate. Smiling faces spread a sense of love and joy. Graceful Christmas carols from the balconies dance in the air together with snowflakes. It is the magic of Christmas that only Zagreb can offer during Advent.

In the past couple of years, Advent Zagreb has become a must for visitors from Croatia and the world, due to the unsurpassed atmosphere, wide offer and hospitality of locals who use this magical time of year to present Zagreb in full glory. It is not surprising, therefore, that for three years in a row it has been awarded the prize for the best Christmas market in Europe.

Stroll through many squares and parks for charming, romantic winter walks. If you hear the lovely voices of church choirs, take a peek into nativity scenes of Zagreb's churches. Enjoy concerts of the most beautiful Christmas songs performed by local soloists, ensembles and orchestras. Take your little ones to shows that will occupy their imagination and make their faith in the magic of Christmas even stronger. Try some of the classics of local gastronomy on the numerous terraces of Zagreb restaurants, as well as the catering stands, and see why love passes through the stomach. From carefully designed holiday menus with traditional food and local wines, to appropriately decorated facades and interiors, the Christmas story lives on in city hotels as well.

All this will create unprecedented Zagreb Advent postcards and breathe love into every corner of Zagreb. Come to the city at the foot of Sljeme mountain and warm your hearts with that special joy – in the Christmas Capital of Croatia!

Detailed information: www.adventzagreb.hr
60TH ANNIVERSARY OF ISTO

The International Social Tourism Organisation (OITS/ISTO) celebrates its 60th anniversary this year. Created in 1963, the organisation's mission is twofold: to encourage the development of Tourism for All and make holidays accessible to as many as possible, and to promote and support responsible tourism that prioritises the service of people, communities and local areas.

Today, ISTO brings together nearly 180 organisations from 45 countries, mainly in Europe, America and Africa.

We are actively preparing a set of meetings on the occasion of this anniversary, not only to remind of the great moments that have marked the life of the organisation, but also to highlight the contributions of our organisation to the current and future problems of tourism.

On this occasion, a reference text on the "Social Sustainability of Tourism" will be presented to enrich the Montreal Declaration "For a Humanist and Social Vision of Tourism", which remains relevant and internationally recognised.

One of the key features of ISTO 60th anniversary events will be the European Forum organised by ISTO Europe on "Sustainability, transitions, mobility: building tomorrow's tourism" and that will be held in Brussels (Belgium) from the 28th to the 30th of November 2023.

28 - 30 NOVEMBER 2023
Brussels, Belgium

60th Anniversary ISTO

Forum ISTO Europe
Alliance Conference
... and more!
Driving the Transformation of the Tourism Sector in Spain

Why has sustainability acquired such unprecedented relevance in the tourism sector? What is the impact of tourism activity on the environment? What measures are necessary from governments, organizations, and travelers to minimize their carbon footprints, respect local culture, and promote social inclusion?

As the tourism sector grows, why is there a decrease in the trained and qualified workforce to address its needs? What strategies and solutions are being implemented to attract, retain, and train professionals in the field of tourism? Additionally, how do technology and digitalization provide opportunities to address this challenge and enhance human resource management in the tourism sector?

Join us with experts in sustainability and tourism as they discuss and offer their views on these pertinent issues.

Whether in-person or online, don't miss the upcoming Tourism event organized by ATREVIA. Stream the event live using the following link:

REGISTRATION

Agenda:

Driving the transformation of the Tourism sector in Spain
November 15th
ATREVIA, Madrid
www.atrevia.com

- 16.00h - 16.30h: Reception, Coffee & Networking
- 16.30h - 17.10h: Roundtable - "Ecotourism and Sustainable Tourism"
- 17.10h - 17.30h: Break
- 17.30h - 18.10h: Roundtable - "Loyalty of Talent in the Tourism Sector"

ATREVIA
FROM THE AFFILIATE MEMBERS DEPARTMENT,
Thank you!

See you at the 45th Plenary Session in the Kingdom of Saudi Arabia, in 2025!
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