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. This special edition of the AMNewsletter highlights the main activities that saw the involvement of the Affiliate Members in the framework of FITUR 2024 (Madrid, Spain). This year’s international tourism fair brought together a total attendance of 250,000 visitors, 153,000 professionals, and 97,000 general public, including a relevant participation of our Affiliate Members.

In this promising framework, the Affiliate Members Department (AMD) organized another edition of the UN Tourism Affiliate Members Corner: Insights into Key Outbound Tourism Markets, that counted on remarkable participation from the Affiliate Members. Additionally, my department held several bilateral meetings with Affiliate Members, and we had the opportunity to discuss future collaborations and set the basis for implementing joint projects included in the Programme of Work 2024-2025.

I am very satisfied with the outcomes achieved at FITUR, and I am looking forward to meeting you during the next International Tourism Fair: ITB Berlin.

Lastly, I am pleased to share with you the very positive response that the new tools and functionalities of the AMConnected+ platform have received among Affiliate Members. This user-friendly interface, inspired by the most widely used social networks, the ability to navigate based on your interests through Regional and Thematic Channels, the mobile version, and other available features, reflect our commitment to providing value to the UN Tourism Affiliate Membership.

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,
Director
Ion Vilcu
AMD
the Affiliate Members Department

The UN Tourism 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 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 UN Tourism 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.
## UN TOURISM EXECUTIVE COUNCILS

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
<th>Location</th>
<th>Type</th>
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<tbody>
<tr>
<td>10-12 June</td>
<td>121st Executive Council</td>
<td>Czech Republic</td>
<td>In Person</td>
</tr>
<tr>
<td>Q4</td>
<td>122nd Executive Council</td>
<td>TBC</td>
<td>In Person</td>
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## UN TOURISM REGIONAL COMMISSIONS

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
<th>Location</th>
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<tbody>
<tr>
<td>7-9 April</td>
<td>70th Regional Commission for Europe</td>
<td>Tirana, Albania</td>
<td>In Person</td>
</tr>
<tr>
<td>29-30 April</td>
<td>69th Regional Commission for the Americas</td>
<td>Cuba</td>
<td>In Person</td>
</tr>
<tr>
<td>22-24 May</td>
<td>50th Regional Commission for the Middle East</td>
<td>Oman</td>
<td>In Person</td>
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<tr>
<td>26-28 June</td>
<td>36th Joint Meeting of East Asia and the Pacific and South Asia</td>
<td>Cebu, Philippines</td>
<td>In Person</td>
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<tr>
<td>TBC</td>
<td>67th Regional Commission for Africa</td>
<td>Algeria</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>24 Jan.</td>
<td>59th Meeting of the Board of the Affiliate Members</td>
<td>Fitur, Madrid</td>
<td>In Person</td>
</tr>
<tr>
<td>Nov.</td>
<td>60th Meeting of the Board of the Affiliate Members</td>
<td>WTM, London, UK</td>
<td>In Person</td>
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## COMMITTEE ON MATTERS RELATED TO AFFILIATE MEMBERS

<table>
<thead>
<tr>
<th>Date</th>
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<tbody>
<tr>
<td>10 June</td>
<td>5th Meeting of the Committee on Matters Related to Affiliate Membership (CMAM)</td>
<td>TBC</td>
<td>In Person</td>
</tr>
<tr>
<td>TBC</td>
<td>6th Meeting of the Committee on Matters Related to Affiliate Membership (CMAM)</td>
<td>TBC</td>
<td>Online</td>
</tr>
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</table>
### UNWTO/AMD THEMATIC EVENTS WITH THE PARTICIPATION OF AFFILIATE MEMBERS

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
<th>Location</th>
<th>Type</th>
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</thead>
<tbody>
<tr>
<td>22-23 March</td>
<td>12th World Congress on Snow, Mountain and Wellness Tourism</td>
<td>Encamp, Andorra</td>
<td>In Person</td>
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<tr>
<td>27 Sept.</td>
<td>World Tourism Day</td>
<td>Georgia</td>
<td>In Person</td>
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<tr>
<td>Q3</td>
<td>3rd Sustainable Destinations Summit</td>
<td>Mallorca</td>
<td>In Person</td>
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<tr>
<td>Q4</td>
<td>9th UN Tourism World Forum on Gastronomy Tourism</td>
<td>Bahrain</td>
<td>In Person</td>
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<tr>
<td>Q4</td>
<td>8th UN Tourism Global Conference on Wine Tourism</td>
<td>Armenia</td>
<td>In Person</td>
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### AFFILIATE MEMBERS DEPARTMENT EVENTS

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
<th>Location</th>
<th>Type</th>
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<tbody>
<tr>
<td>26 January</td>
<td>UN Tourism Affiliate Members Corner: Insights into Key Outbound Tourism Markets</td>
<td>Fitur, Madrid</td>
<td>In Person</td>
</tr>
<tr>
<td>8 February</td>
<td>Webinar on How to Use AMConnected+ for Affiliate Members</td>
<td></td>
<td>Online</td>
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<tr>
<td>TBC</td>
<td>UN Tourism Affiliate Member Corners/dedicated sessions for AMs</td>
<td>TBC</td>
<td>In Person</td>
</tr>
<tr>
<td>19 April</td>
<td>International Forum: “Turismo, Cultura e Industria Audiovisual: una relación de película” (Premios Platino)</td>
<td>Quintana Roo, Mexico</td>
<td>In Person</td>
</tr>
<tr>
<td>October</td>
<td>International Conference on Tourism and Aviation</td>
<td>Istanbul, Türkiye</td>
<td>In Person</td>
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Affiliate Members’ activities in the framework of Fitur 2024

Taking advantage of the convergence of many Affiliate Members to Madrid for Fitur 2024, the Affiliate Members Department (AMD) did its best to attend and support the members during their activities.

- **The 59th Meeting of the AMBoard**: held on the 24th, the meeting saw once again the members of the board reunited in the context of this international tourism fair, to analyze the achievements of 2023 and plan the main priorities and lines of action of the Affiliate Membership for the months to come.

- **FITUR Sports**: also this year AMD took the stage at FITUR Sports, by moderating the Roundtable "Accessibility Challenges in Sports and Adventure Tourism" and exploring solutions to make this sector of Tourism more inclusive.

- **FITUR SCREEN**: being Audiovisual Tourism one of the priority topics for the Affiliate Membership, AMD attended the presentation of “Spain Green Tour”, in support of the Affiliate Member Spain Film Commission.

- **Announcement of the pre-selections for the Premios Platino**: which will be held on April 20 in Riviera Maya, Mexico, with institutional support from UN Tourism and the organization of outstanding members of our Organization, leaders in Tourism and Audiovisual: EGEDA, Grupo Xcaret and the Quintana Roo Tourism Promotion Council.

- **Presentation of the Climate Action Plan for the tourism sector in Catalonia**: On this occasion, Director Vilcu attended by invitation of the Affiliate Member Agencia Catalana de Turismo and delivered a speech highlighting the positive effort of the Private Sector towards the sustainable development of tourism, as this plan shows.

- **Bilateral Meetings**: Director Vilcu and its Department had the opportunity to schedule several bilateral meetings with the attending entities to strengthen collaborations and advance shared goals and objectives.

You can find more information **HERE**
UN Tourism Affiliate Members Corner at Fitur 2024: Remarkable presentations and knowledge exchange

In line with the calendar of activities established through the Programme of Work for 2024-25 of the Affiliate Members Department, and following the success of the UN Tourism Affiliate Members Corner as a tool for visibility of Affiliate Members, the Affiliate Members Department organized a new edition of the “UN Tourism Affiliate Members Corner” in the framework of Fitur 2024.

On 26 January, this Affiliate Members Corner explored consumer trends in key source countries for international tourists, featuring presentations from industry experts and offering a look into the emerging dynamics shaping each market in 2024 and beyond.

Through insights and case studies, we delved into the patterns, preferences, and innovations that are set to influence and define travellers' decisions when choosing their destination.

It offered valuable perspectives and helped a wide range of stakeholders, including DMOs, to stay ahead in understanding the evolving needs and expectations of travellers thank to the expertise of the Affiliate Members in the following topics:

- Global Trends and France by Expedia Group
- United Kingdom by ABTA
- Italy by Tripadvisor
- Spain by ATREVIA
- Germany by Allianz Partners
- USA and Canada by ICF
- India by Stark Communications
- China by Dragon Trail International
- Gulf Cooperation Council by Mabrian

You can find more information HERE
Affiliate Members department organizes a webinar on how to use the AMConnected+ platform

Following the announcement at the 25th UN Tourism General Assembly, the Affiliate Members Department introduced AMConnected+, the modernized platform dedicated to Affiliate Members.

AMConnected+ is a dynamic virtual space designed for communication, information sharing, and networking, connecting over 800 representatives and 500 affiliated entities within our network. Since its launch in December 2023, this platform has been providing an engaging interface for staying updated on the latest UNWTO news and events since the beginning of its operations, in December 2023.

To ensure Affiliate Members make the most of this resource, the Affiliate Members Department organized an online webinar to show how to use AMConnected+.

This session, held online on 8 February, aimed to guide Affiliate Members through the platform's functionalities and enhance familiarity with its new features.

Topics of the Webinar:
- Introduction
- Benefits and Resources of the Membership
- How to use AMConnected+
- Q&A

The recording of the session has been shared on the AMConnected+ platform and can be accessed by Affiliate Members as a reference.

You can find more information [HERE](#).
Working Meeting in Madrid with our Affiliate Member Tourism Promotion Organization for Global Cities (TPO)

On the 6th of February we welcomed in our Headquarters in Madrid the Affiliate Member Tourism Promotion Organization for Global Cities (TPO), where we organized a full day of activities to deepen the dialogue and explore partnership opportunities across various UN Tourism Departments.

The Programme began with bilateral meetings with the Affiliate Members Department and the Regional Department for Asia and the Pacific, laying the foundations for future collaborations and mutual support in several events that will be held in 2024.

In the afternoon TPO had the chance to gain valuable insights from the presentations of key operational departments at UN Tourism, covering a range of crucial areas related to:

- Institutional Relations & Partnerships
- Tourism Market Intelligence & Competitiveness
- Innovation, Education & Investments
- Technical Cooperation & Silk Road
- Sustainable Development of Tourism

Looking ahead, both TPO and UN Tourism will continue strengthening partnerships with and working together towards a more sustainable, inclusive and resilient tourism industry.

You can find more information HERE
AFFILIATE MEMBERS DEPARTMENT

First Information Session for Affiliated Universities: Transforming the Tourism Sector through Education

The Affiliate Members Department, in collaboration with the Department of Innovation, Education and Investments and the UN Tourism Academy, organized a session on education dedicated to affiliated universities.

On Wednesday, February 7th, the UN Tourism headquarters welcomed Spanish academic institutions and universities, and Affiliate Members.

This informative session was organized in response to requests from several affiliated universities to delve deeper into the collaboration opportunities offered by UN Tourism in the educational field.

This session counted the participation of Ion Vilcu, Director of the Affiliate Members Department, and of Natalia Bayona, Executive Director and coordinator of the Education, Innovation, and Investments areas.

Over the two hours of the meeting, participants had the opportunity to learn about UN Tourism's various initiatives in education, training, and collaboration opportunities for affiliated members, and share their own insights and expertise in the area of tourism education.

The outcomes of this inaugural session with universities have been positive, and looking forward the objective is to replicate it while expanding to a wider audience, and one day even at the international level.

You can find more information HERE
PRESS COVERAGE: AMs ACTIVITIES AT FITUR

59th AM Board Meeting
- Travel Daily News:

FITUR SCREEN
- Press Digital:
- Cine y Tele:
  https://www.cineytele.com/2024/02/02/fitur-screen-2024-destilando-un-turismo-de-cine/

FITUR SPORTS
- EuropaPress:
- Afydad:

UN TOURISM AFFILIATE MEMBERS CORNER
- Smart Travel:
  https://www.smartertravel.news/inovacion-y-experiencia-humana-en-el-corazon-de-fiturtechy-2024/

OTROS
- Cronica Nacional:
- La Vanguardia:
- Reportur:
- Hospitality Net:
- Reporte Indigo:
  https://www.reporteindigo.com/reporte/gobierno-de-queretaro-construye-en-la-fitur-acuerdos-con-la-organizacion-mundial-de-turismo/
- Europa Press:
- Roast Brief:
UN Tourism Celebrates High-Level Support after Productive FITUR 2024

UN Tourism has celebrated the first major tourism event of 2024, FITUR travel trade fair in Madrid, advancing its priorities for the sector for the year ahead.

With the new UN Tourism name and logo officially announced to Members on the eve of FITUR, the Organization then welcomed a series of high-level visitors to its Madrid headquarters. The visit of the President of the Republic of Ecuador, His Excellency Daniel Noboa Azín underscored his country's commitment to tourism as a source of growth and development, also reflected in Ecuador being the official partner country of FITUR 2024. In recognition of his leading role, President Noboa Azín was presented with an honorary UN Tourism plaque.

Within the framework of FITUR Secretary-General Pololikashvili also held bilateral meetings with the Ministers of Tourism of Albania, Argentina, Colombia, Croatia, Cuba, Czechia, Dominican Republic, Gambia, Gabon, Haiti, Jamaica, Iran, Jordan, Palestine, Tanzania, Jordan, Serbia, Zambia and Zimbabwe.

UN Tourism has identified investment as a key priority for transforming the sector. Within the framework of FITUR, UN Tourism hosted "Invest in Zambia", bringing together public sector leaders from the country as well as from other African Member States, alongside high-level private sector representatives and investors. Alongside this, UN Tourism further built on its partnership with the Investment Bank for Latin America (CAF). The two parties agreed to jointly publish "Tourism Doing Business" Investment Guidelines focused on Brazil, Honduras, Jamaica, Mexico and Peru, while also re-launching the revised guidelines for investing in tourism in Ecuador.

UN Tourism gathered together a number of signatories of the Glasgow Declaration on Climate Action in Tourism. Additionally, the International Network of Sustainable Tourism Observatories (INSTO) formally welcomed its newest members, Nuevo León (Mexico) and Petén (Guatemala).

Also growing in size and impact is the Global Code of Ethics for Tourism. UN Tourism welcomed three new private sector signatories, Piñero, Kuoni and Hotel Taimar to the Code.

You can find more information HERE
UN TOURISM HIGHLIGHTS

International Tourism to reach pre-Pandemic Levels in 2024

According to the first UN Tourism World Tourism Barometer of the year, international tourism ended 2023 at 88% of pre-pandemic levels, with an estimated 1.3 billion international arrivals. The unleashing of remaining pent-up demand, increased air connectivity, and a stronger recovery of Asian markets and destinations, are expected to underpin a full recovery by the end of 2024.

The latest World Tourism Barometer provides a comprehensive overview of the sector's performance in 2023, tracking recovery by global region, sub-region and destination. Key takeaways include:

- The Middle East led recovery in relative terms as the only region to overcome pre-pandemic levels with arrivals 22% above 2019.
- Europe, the world’s most visited region, reached 94% of 2019 levels,
- Africa recovered 96% of pre-pandemic visitors and Americas reached 90%.
- Asia and the Pacific reached 65% of pre-pandemic levels following the reopening of several markets and destinations.

The latest data also highlights the economic impact of recovery. International tourism receipts reached USD 1.4 trillion in 2023 according to preliminary estimates, about 93% of the USD 1.5 trillion earned by destinations in 2019. Total export revenues from tourism (including passenger transport) are estimated at USD 1.6 trillion in 2023, almost 95% of the USD 1.7 trillion recorded in 2019. Preliminary estimates on the economic contribution of tourism, measured in tourism direct gross domestic product (TDGDP) point to USD 3.3 trillion in 2023, or 3% of global GDP. This indicates a recovery of pre-pandemic TDGDP driven by strong domestic and international tourism.

International tourism is expected to fully recover pre-pandemic levels in 2024, with initial estimates pointing to 2% growth above 2019 levels. The positive outlook is reflected in the latest Tourism Confidence Index survey, with 67% of tourism professionals indicating better or much better prospects for 2024 compared to 2023. Some 28% expect similar performance, while only 6% expect tourism performance in 2024 to be worse than last year.

You can find more information HERE
UNTOURISM HIGHLIGHTS

UNWTO Becomes “UN Tourism” to Mark a New Era for Global Sector

The World Tourism Organization (UNWTO) enters a new era today as it unveils its new name and brand: UN Tourism. With this new brand, the organization aims to reaffirm its status as the global leader of tourism for development, driving social and economic change to ensure that “people and planet” are always center stage. To achieve this goal, UNWTO engaged the services of Interbrand, the leading global branding agency. Interbrand successfully translated the Organization’s renewed vision for tourism into a new visual identity and brand narrative. This involved renaming the institution, transitioning from UNWTO to UN Tourism. At the same time, a new brand narrative was meticulously crafted, one that seamlessly aligns with UN Tourism’s central mission and priorities. This narrative pivots around three main messages: the UN as a global altruistic organization, the notion of connecting humans around the world, and the concept of proactivity and movement.

By moving away from acronyms, UN Tourism adopts a more approachable stance and capitalizes on its most appealing attributes: the “UN”, signifying authority, and “tourism”, a simple and relatable concept for all.

This change highlights the profound transformation and reinvention of UN Tourism in recent years, as it has become more agile and accountable. In this new era of global tourism, the UN agency, tasked with advancing tourism for sustainable development, will focus on encompassing education, consultancy and networking for its 160 Member States and hundreds of private sector affiliates.

The target audience includes:

- Countries - both as recipients of its assistance and as interested players contributing to its day-to-day operations and management.
- Individuals - specifically travelers and local communities whose lives flourish through the empowerment of the economy through tourism.
- Private, semi-private, and public organizations - all willing to engage with the data network, events and reports published by UN Tourism.

You can find more information HERE

You can find more information HERE
UN TOURISM HIGHLIGHTS

UN Tourism Opens Calls for Best Tourism Villages 2024

UN Tourism has opened applications for the 2024 edition of its “Best Tourism Villages” initiative.

Over the past three editions, UN Tourism – the new name of the World Tourism Organization (UNWTO) - received almost 600 applications from nearly 100 countries. Currently, the UN Tourism Best Tourism Villages Network brings together 186 members globally, comprising 129 recognized as Best Tourism Villages and 57 villages taking part in the Upgrade Programme. Together, they represent 55 countries across five world regions.

UN Tourism Secretary-General, Zurab Pololikashvili, says: “Best Tourism Villages by UN Tourism” recognizes those rural destinations where tourism is being effectively embraced as an opportunity or as a tool for sustainable growth or for preserving unique cultural and natural heritage. For the 2024 edition, we look forward to seeing more examples of tourism as a force for good.”

UN Tourism Member States are invited to submit up to eight candidate villages through their National Tourism Administrations (NTAs). Applications are open until 24 April 2024, with the selected villages announced in the third quarter of the year.


You can find more information HERE.
Every year, Kenya Utalii College hosts a culinary festival to highlight the practical lessons they have acquired. It is the students’ job to plan the activity so that all of the pupils who take on various roles may apply the knowledge and abilities they have learned.

The culinary arts students make the dishes and arrange the menu, Students taking the food and beverage service course deliver the service, housekeeping students set up the locations in accordance with the event's theme, and front desk students handle the reservations for the event. The tourism students set up the event's exposition, while the management students arrange and oversee the event.

The Gastronomy Festival this year is scheduled for March 1st and 2nd of this year. The Culinary Arts Department conducted research on local Kenyan cuisine from grassroots areas to provide authentic learning, particularly for African tastes.

This research will be included in the dishes to showcase as the same is incorporated into the local cuisine curriculum to ensure students learn authentic African cuisine and can showcase it in their menus as they practice their careers.
Adopting Sustainable Practices, Attracting Human Resources, and Qualifying the Tourism Offer Should be Priority Intervention Areas for Tourism in 2024

IPDT® - Turismo has just launched its 2024 Tourism Agenda, identifying the top priorities for the sector for the months ahead. The Agenda results from a wide survey with tourism professionals and academics, whose views and proposals (over 400) were analyzed and grouped under major categories.

The results point to 5 major priorities for tourism in the coming months.

Priority 1: Adoption of sustainable tourism practices - The majority of respondents mention the need to promote the adoption of sustainable practices by public and private sectors. This priority is strongly addressed by the research participants, with the credibility of the institutions that certify or distinguish companies or municipalities being seen as crucial for the adoption of these processes. In respect to sustainability certifications, the fact that entities are accredited by GSTC is seen as fundamental.

Priority 2: Training and valorization of tourism professionals – Human resources comes second in the top priorities for 2024. Participants refer the urgent need to provide quality training to the existing workforce and to promote the importance of tourism professions to attract well prepared staff to the industry.

Priority 3: Qualification and diversification of tourism offers - At a time when tourism thrives on novelty, the sector needs differentiating experiences that represent innovative alternatives to travelers. Thus, investing in the qualification and diversification of tourism offers is seen as paramount for organizations and destinations’ success.

Priority 4: Equitable distribution of tourist flows throughout the territory - According to survey participants, territorial cohesion is of utmost importance, with particular emphasis on promoting tourism in low-density areas to distribute flows fairly throughout the country and the year.

Priority 5: Tourism innovation, digitalization, and research – With this priority respondents want to highlight the importance of exploiting the potential of AI for the tourism sector, to leverage innovation, diversification of experiences and the importance of collaboration.

The 2024 Tourism Agenda was launched on a dedicated webinar, with the participation of the President of the Portuguese Tourism Confederation, the Rector of the University of Algarve and the Tourism Regional Director of Madeira Government and can be downloaded from IPDT website on the following link: https://www.ipdt.pt/en/tourism-agenda/
CETT Analyzes the Role of Creative Industries in Tourism

Within the framework of the “New imaginaries” project of the UB Cathedra of Tourism, Hospitality and Gastronomy CETT, the book: "The creative industries as a tool to broaden the tourist look at destinations" has been published in the TREA publishing house.

This book offers a theoretical basis on the interaction of creative industries with tourism. And it examines how different aspects of tourism management can be optimized with the inclusion of the creative industries in the tourism scenario.

Finally, the book offers a practical look at each of the creative areas covered by the UNESCO Creative Cities Network, with the aim of showing case studies of practices to promote the creative wealth of the territories.

This book has been edited by Dr. Jordi Arcos, director of research at CETT, professor Marta Salvador and Dr. Eugeni Osácar. The publication has counted with the participation of 15 researchers and professors of the Research Degree in Tourism, Culture and Territory of CETT.
HDNR Grad Programs Realigning Borders of the Classroom

Despite vastly different geographies, cultures, and political structures in the U.S. and China, an improbable relationship has continued to blossom between Warner College’s Human Dimensions of Natural Resources department (HDNR) and Central China Normal University (CCNU). The common denominator revolves around educating leaders in the ever-growing, billion-dollar tourism industry. The avenue is HDNR’s Master of Tourism Management graduate program (MTM), which takes a nature-based approach to the industry with an emphasis on innovative business techniques and sustainable practices. The partnership between the two institutions has spanned a decade, and not only survived but, perhaps surprisingly, thrived during the global pandemic, and recently birthed a second program called Master of Park and Protected Area Management (MPPM).

The MTM collaboration has celebrated 218 total graduates, including 27 last month since its first class finished in 2017.

One notable alum is Tong Yao, the Outstanding Student Award recipient and leader of the Class of 2021. Yao has published three articles in tourism industry journals and currently works for Hubei United Investment Group, a tourism real estate company, where he garnered another award – the 2022 United Investment Group Outstanding New Employee Award.

“Through the international platform enabled by MTM-China, I was able to interact with global experts in subject areas in the classroom and the field,” Yao said. “I was also able to exchange ideas with and learn from leaders in China and the U.S. across sectors involving national parks, ski resorts, destination communities, and hotels. These experiences have greatly elevated my understanding and practices in sustainable tourism management along with my classmates.”

Read Full Story...
The UN Tourism Affiliate Members Department is responsible for the management of the partnership between UN Tourism and the private sector.

Contact us at: am@unwto.org

UNprecedented Perspectives
by UN Tourism Affiliate Members