

# AM News

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UN Tourism



*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 2024, featuring the main UN Tourism events.*

*It's an exciting month ahead, with a series of important events lined up for the Affiliate Members' agenda. Starting with the Regional Commission for Europe, which took place on 7-9 April in Tirana, Albania; followed by the International Forum on "Turismo y Cultura: una relación de película," scheduled for 19 April in Quintana Roo, Mexico, and to conclude the Regional Commission for the Americas, scheduled to take place on 29-30 April, in Varadero, Cuba. For more information and updates about the Affiliate Members' possibilities of involvement in the abovementioned events please visit the AMConnected+ platform.*

*I am very satisfied with the level of engagement by our Affiliate Members in the recent events, and I look forward to the same promising results in the upcoming UN Tourism Statutory Meetings:*

- Regional Commission for the Americas & Seminar: Enhancing tourism development through innovation in community-based tourism*
- Regional Commission for the Middle East & Conference on "Investing in Tourism: Opportunities and Challenges in Sustainable Financing"*
- 121st UN Tourism Executive Council*
- Regional Commission for Asia and the Pacific & Forum on Gastronomy Tourism for Asia and the Pacific*
- Regional Commission for Africa*

*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

# AGENDA OF THE AFFILIATE MEMBERS - EVENTS 2024

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## UN TOURISM STATUTORY AND HIGH-LEVEL MEETINGS

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### UN TOURISM EXECUTIVE COUNCILS

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10-12 June	<b>121st Executive Council</b>	Spain	In Person
Q4	<b>122nd Executive Council</b>	TBC	In Person

### UN TOURISM REGIONAL COMMISSIONS

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7-9 April	<b>70th Regional Commission for Europe</b>	Tirana, Albania	In Person
29-30 April	<b>69th Regional Commission for the Americas</b>	Varadero, Cuba	In Person
22-24 May	<b>50th Regional Commission for the Middle East</b>	Muscat, Oman	In Person
26-28 June	<b>36th Joint Meeting of East Asia and the Pacific and South Asia</b>	Cebu, Philippines	In Person
2-4 Sept.	<b>67th Regional Commission for Africa</b>	Algeria	In Person

### BOARD OF THE AFFILIATE MEMBERS

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24 Jan.	<b>59th Meeting of the Board of the Affiliate Members</b>	Fitur, Madrid	In Person
Nov. TBC	<b>60th Meeting of the Board of the Affiliate Members</b>	WTM, London, UK	In Person

### COMMITTEE ON MATTERS RELATED TO AFFILIATE MEMBERSHIP

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10 June	<b>5th Meeting of the Committee on Matters Related to Affiliate Membership (CMAM)</b>	TBC	In person
TBC	<b>6th Meeting of the Committee on Matters Related to Affiliate Membership (CMAM)</b>	TBC	Online

## UN TOURISM/AMD THEMATIC EVENTS WITH THE PARTICIPATION OF AFFILIATE MEMBERS

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22-23 March	<b>12th World Congress on Snow, Mountain and Wellness Tourism</b>	Encamp, Andorra	In Person
27 Sept.	<b>World Tourism Day</b>	Georgia	In Person
11-13 Sept.	<b>8th UN Tourism Global Conference on Wine Tourism</b>	Armenia	In Person
17-18 October	<b>3rd Sustainable Destinations Summit</b>	Mallorca	In Person
Q4	<b>9th UN Tourism World Forum on Gastronomy Tourism</b>	Bahrain	In Person

## AFFILIATE MEMBERS DEPARTMENT EVENTS

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26 January	<b>UN Tourism Affiliate Members Corner: Insights into Key Outbound Tourism Markets</b>	Fitur, Madrid	In Person
8 February	<b>Webinar on How to Use AMConnected+ for Affiliate Members</b>		Online
TBC	<b>UN Tourism Affiliate Member Corners/dedicated sessions for AMs</b>	TBC	In Person
19 April	<b>International Forum: “Turismo y Cultura: una relación de película” (Premios Platino)</b>	Quintana Roo, Mexico	In Person
October	<b>International Conference on Tourism and Aviation</b>	Istanbul, Türkiye	In Person

# AFFILIATE MEMBERS DEPARTMENT

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## **Affiliate Members represented during the 70th Regional Commission for Europe**

High-level delegations representing 40 Members were informed about the work and activities realized by UN Tourism since the Commission met in Bulgaria in June 2023, as well as strategic objectives and priorities, with a focus on:

- Political outlook and the situation in Europe
- The rebranding of the World Tourism Organization
- Latest data on tourism arrivals and receipts
- Upcoming events and initiatives

The Commission Members were updated about the preparations for World Tourism Day 2024 by Georgia and accepted the invitation of Azerbaijan to host the Commission meeting in 2025.

It is worth noting that during the Commission, the Affiliate Members were represented by the Board Member: FITUR - Feria Internacional de Turismo. Through this representation, a message was conveyed to the participants about the status of the Affiliate Membership in the Region, and the main activities of the Affiliate Members included in the Programme of Work.

In the framework of the regional Commission also took place the Side Conference “Tourism Investments and Economic Development in Europe” which counted with the participation of several Affiliate Members as speakers: Melia, Horwath HTL.

For more details related to the Regional Commission and the side conference, visit the official website: [website of the 70th CEU](#).

You can find more information [HERE](#)



# AFFILIATE MEMBERS DEPARTMENT

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## UN Tourism and the Government of Quintana Roo set to host International Forum on Tourism & Culture

The World Tourism Organization and the Government of Quintana Roo will jointly hold an international thematic forum “**Turismo y Cultura: una relación de película**”, to promote synergies between tourism, culture, and the audiovisual industry, and to identify the main areas in which a higher level of cooperation can be developed among these diverse sectors.

The forum will be organized in the context of the 2024 edition of the Platino Awards for Ibero-American Cinema, which represents the largest gathering of the Spanish-speaking audiovisual industry and brings together a wide range of producers, actors, destinations, and film commissions.

It is worth noting that UN Tourism has been working with all its members - both public and private - to promote the sustainability of the tourism sector in all its facets and to protect the material and immaterial values of cultural resources, the socioeconomic development of destinations, and the improvement of the quality of life of residents.

The protection of cultural heritage must be at the center of responsible tourism planning and management.

On the other side, the Government of the State of Quintana Roo, an Affiliate Member of UN Tourism, through its Sustainable Tourism Master Plan 2030, has established a vision for its destinations to be global leaders, recognized for their destination management strategies, achieve prosperity and a better distribution of the benefits of the activity among its inhabitants, and for its companies and destinations to have the capacity to adapt to climate change through the conservation and restoration of its ecosystems. As part of the objectives of diversifying Quintana Roo's tourism offer, high-value tourism products have been identified. Among them, cultural tourism stands out, with a special emphasis on creative industries. Quintana Roo is advancing in this direction and shows its commitment through the organization of the event: International Forum on 'Tourism and Culture.'

You can find more information [HERE](#)



SECRETARÍA  
DE TURISMO

## Foro Internacional ONU Turismo – Quintana Roo “Turismo y Cultura: una relación de película”

Viernes, 19 abril 2024; Hotel Xcaret México, Quintana Roo, México

## AFFILIATE MEMBERS DEPARTMENT

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### UN Tourism welcomes Zagreb Tourist Board & Convention Bureau to its headquarters

UN Tourism headquarters welcomed the Zagreb Tourism Board & Convention Bureau (ZTB) in a collaborative meeting at our headquarters. The agenda involved discussions and potential collaborations on educational initiatives organized by the Affiliate Members, and especially about the project "Destination: Zagreb".

The purpose of this project includes the active involvement of high school students in environmental protection programs, improving the quality of life, preserving ethnological, historical, and cultural heritage and raising the level of hospitality, with an emphasis on creating a positive and welcoming climate. Through the systematic education of students, ZTB strives to raise awareness of the tourist, cultural, and natural potential of the city of Zagreb,

and at the same time to educate the secondary school system about these aspects in order to encourage long-term recognition of the importance of their own city in the context of tourism.

The meeting was attended by Ms. Natalia Bayona, Executive Director of UN Tourism, and Mr. Ion Vilcu, Director of the Affiliate Members Department. Representing the affiliated entity, the CEO, Ms. Martina Bienefeld joined the meeting.

Concluding the meeting, it has been confirmed that UN Tourism will attend ZTB at this year's "Destination: Zagreb" event.

You can find more information [HERE](#)



# AFFILIATE MEMBERS DEPARTMENT

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## News from AMConnected+, the exclusive Affiliate Members' platform

Are you a UN Tourism Affiliate Member new to the AMConnected+ platform, or want to know better how to better navigate it?

Are you looking for specific information on the platform?

Explore our community channels! They're organized by themes and regions, making it easy to find the news, events, people, and projects you're interested in:

Regional Channels: Africa, Americas, Asia & the Pacific, Europe and Middle East

Thematic Channels:

- Accessibility
- Tourism and aviation
- Audiovisual tourism
- Cultural tourism

- Gastronomy and wine tourism
- Astro tourism
- Sports tourism
- Tourism and thermal destinations
- LGBTQ+ Tourism

Click below on the links to watch an easy video tutorial that will show you, in a few steps, the possibilities offered by these channels and how to use them to always stay up to date:

- [AMConnected+, Regional and Thematic Channels \(English\)](#).
- [AMConnected+, Regional and Thematic Channels \(Spanish\)](#).

As always, if you have any questions, please contact your community guides, [HERE](#)

See you on AMConnected+!



AMConnected+

**Stay connected on the go!**  
**Download AMConnected+ on your phone:**

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**iOS**



**Android**



# UN TOURISM HIGHLIGHTS

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## UN Tourism Members Advance Agenda for Europe as Region Leads Global Recovery

Europe's national tourism authorities have met to advance shared solutions to the biggest challenges facing tourism as well as the opportunities offered by the sector's post-pandemic return.

The 70th meeting of the UN Tourism Commission for Europe brought together 40 high-level representatives in the Albanian capital. With the participation of nearly all UN Tourism's Members in the region, the meeting served as a platform for dialogue and collaboration, providing a ground for exchanging knowledge, sharing best practices, and addressing the challenges and opportunities facing the tourism sector.

Prior to the meeting, UN Tourism Secretary-General Zurab Pololikashvili met with the Prime Minister of Albania Edi Rama to discuss shared priorities and future collaboration.

The Secretary-General has commended Albania's leadership in tourism recovery after the pandemic – the country has been one of the best-performing destinations in 2023, showing 53% increase over the international tourism arrivals registered in 2019.

High-level delegations representing 40 Members were informed about the work and activities realized by UN Tourism since the Commission met in Bulgaria in June 2023, as well as strategic objectives and priorities, with a focus on:

- Political outlook and the situation in Europe
- The rebranding of the World Tourism Organization
- Latest data on tourism arrivals and receipts
- Events and initiatives

The Commission Members were updated about the preparations for World Tourism Day 2024 by Georgia and accepted the invitation of Azerbaijan to host the Commission meeting in 2025.

You can find more information [HERE](#)



# UN TOURISM HIGHLIGHTS

## UN Tourism reports openness is back to pre-pandemic levels

UN Tourism has released its latest Tourism Visa Openness report on global visa policies, revealing continuous shifts in international travel regulations. The report sheds light on the evolving landscape of travel facilitation.

Key findings include:

- **Return to Pre-pandemic openness:** Destinations' openness to international travel has rebounded to pre-pandemic levels following the lifting of COVID-19-related travel restrictions. As a consequence of the pandemic, new forms of travel facilitation, such as "nomadic visas", also appeared.
- **Decline in traditional visa requirements:** Fewer people worldwide now require a traditional visa to travel, falling from 77% in 2008 to 59% in 2018, and then to 47% in 2023.
- **Visa-exempt travel:** 21% of the world population does not need any form of visa, an increase from 17% in 2008 and 20% in 2018.
- **Visa on arrival:** 14% of the world population can apply for visa on arrival, an increase from 6% in 2008. and 15% in 2018.
- **eVisas:** 18% of the world population can apply for eVisas, an increase from 3% in 2013 and 7% in 2018.

The report looks at visa regulations for tourism by region, highlighting:

- **Asia and the Pacific** had the highest openness score of all world regions.
- The most open sub-regions are **South East Asia, East Africa, and the Caribbean**.
- The greatest increase in openness since the last report in 2018 was observed in **South Asia and West Africa**.

- The most restrictive regions remain Central and **North Africa, North America and Northern and Western Europe**.
- Visa exemptions are particularly prevalent in the Caribbean and Central America.
- Visa on arrival policies is common in **East Africa, South Asia, South East Asia and West Africa**.
- Traditional visa requests in the **Middle East** decreased from 71% of the global population in 2015 to 57% in 2023.
- eVisas are prevalent in **West and East Africa and South Asia**.

The report underscores the pivotal role of visa policy improvements in fostering tourism growth. Key recommendations include increased integration of tourism perspectives into visa strategies, targeted visa-exemption programs for low-risk traveler markets, and expanded visa-on-arrival facilities.

You can find more information [HERE](#)

Table 4.2: Tourism Visa Openness Index score – most open countries, 2023

	Country	Tourism Visa Openness Index
1	Cook Islands	100.0
1	Niue	100.0
1	Micronesia	100.0
4	Dominica	99.8
5	Haiti	95.9
6	Barbados	95.1
7	Saint Kitts and Nevis	89.0
8	Mauritius	85.0
9	Macao (China)	84.1
10	Malaysia	80.5
11	Ecuador	79.3
12	Vanuatu	77.5
13	Fiji	77.3
14	Saint Vincent and the Grenadines	76.4
15	Montserrat	76.3
16	Trinidad and Tobago	75.5
16	Bolivia	75.5
18	Antigua and Barbuda	74.7
19	Cabo Verde	74.4
20	Rwanda	73.2

# UN TOURISM HIGHLIGHTS

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## New Products and Experiences: an opportunity for mountain tourism

Offering more diverse experiences and investing in talented people will play a key role in helping mountain areas grow tourism in a sustainable and responsible manner.

The 12th World Congress on Snow, Mountain, and Wellness Tourism identified key challenges, among them climate change and evolving consumer trends, while recognizing the role tourism can play in the protection of the fragile mountain ecosystem, the building of resilience for mountain communities, and the preservation of the local heritage.

Held in the framework of the United Nation's Five Years of Action for the Development of Mountain Regions, the Congress focused on medical and wellness tourism, sustainability, the promotion of premium segments in mountain areas, emerging tourism products, and the attraction and retention of human talent. Also on the agenda was ensuring the importance of measuring the flow of visitors to mountains, representing the vital step towards unlocking the potential of the sector, promoting evidence-based policies, and ensuring its sustainable management.

Opening the Congress, Prime Minister, Xavier Espot, stated: "Tourism in Andorra has recovered pre-pandemic numbers, with more than 9 million tourists and 12 million overnight stays in 2023. However, it is important to seek a balance that ensures environmental continuity and the well-being of people, moving towards a model based on sustainability to find the balance between quantity and quality. Tourism should not be perceived as a problem, but as part of the solutions to the great challenges that the future brings, because a tourism that is respectful of nature, culture and society guarantees resources for the future."

Natalia Bayona, Executive Director at UN Tourism, recalled that "Tourism is a lifeline for many communities in mountain regions. At the same time, it can play a leading role in protecting these important ecosystems. It can provide new opportunities for conservation and drive the development of local communities. I trust that this Congress will help us move towards a better, more innovative, inclusive and sustainable growth for people and planet."

You can find more information [HERE](#)



# UN TOURISM HIGHLIGHTS

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## UN Tourism and UN Habitat Partner for a Better Urban Future Through Tourism

UN Tourism and Spain's Office of the United Nations Human Settlements Programme (UN-Habitat) partnered to discuss the role and challenges of tourism in cities and territories.

The meeting, held with the support of the Department of Territorial Planning of the Basque Government under the theme "Advancing Sustainable Urban Tourism: developing tools for promoting good practices in cities", gathered experts from UN agencies, international organizations, representatives of national, regional and local governments, academia and the private sector. The Experts Group explored how the sector can contribute to the creation of more inclusive, safe, resilient, and sustainable cities and communities, as well as addressing the challenges around urban tourism.

Representatives from Amsterdam, Barcelona, Bilbao, Genoa, Medellin, Porto, Valencia, Venice, as well as the Basque Country, shared their policies and practices fostering knowledge exchange and opportunities for mutual collaboration.

Representatives of UNESCO (United Nations Educational, Scientific and Cultural Organisation), UNEP (United Nations Environmental Programme) and the (OECD) Organization for Economic Co-operation and Development were also part to the meeting and shared their vision and experiences in a topic that brings together cities, tourism, territories, economy, environment, culture and heritage.

The experts' meeting focused on:

- Identifying current challenges for sustainable urban tourism.
- Understanding the role of tourism in the Urban Agenda.
- Looking into the latest trends and ongoing initiatives, policies and plans on urban tourism.
- Exploring how innovative approaches could contribute to promoting sustainable tourism in urban contexts and territories.
- Exploring ways to integrate a sustainable urban tourism approach into policies and plans in urban and territorial settings.

You can find more information [HERE](#)



# AFFILIATE MEMBERS NEWS

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## CIFFT Circuit 2024: Global Competition for Tourism Videos Accepting Entries

Registration is now open for the world's most prestigious competition for tourism advertising, promotional, and social media videos. The CIFFT Circuit brings international tourism and corporate film festivals together in an outstanding competition to reward excellence in tourism communication. Tourism brands from across the globe are invited to showcase their best works.

Although the CIFFT Circuit 2024 has already started, there is still time to submit entries and secure a place at six renowned festivals: Cannes Corporate Media & TV Awards (France), Terres Travel Festival (Spain), Zagreb TourFilm Festival (Croatia), ART&TUR International Festival Tourism Film Festival (Portugal), Silkfest (Serbia) and Amorgos Tourism Film Festival (Greece).

At each stage of the Circuit, the videos are evaluated by an international panel of jurors who gather renowned experts, including former Oscar and Emmy winners. The awards obtained in the competition stages give access to the CIFFT Rankings.

The top five videos in each thematic category will be awarded as the World's Best Tourism Films at the World Tourism Film Awards in Valencia, Spain.

Entrants will also have access to two additional awards: the CIFFT "People's Choice" Award, an online voting competition where the global public will choose the winner, and the CIFFT Tourism Press Award, defined by international travel journalists.

Beyond the awards, the CIFFT Circuit offers participants opportunities for benchmarking, networking, and increased visibility within the industry.

Past winners include globally recognized entities such as Switzerland Tourism, Qatar Tourism, Madrid Destino, Business Iceland, Lithuania Travel, Uganda Tourism Board, and Tourism Australia, among others.

To submit a tourism video to the CIFFT Circuit 2024 and embark on a journey of global recognition, **please visit [www.cifft.com](http://www.cifft.com)**



## AFFILIATE MEMBERS NEWS

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### From an Astro Wellness Hotel to Oman DownWinder - Diversification of Oman's tourism product portfolio

*OMRAN Group announces various new projects in the Sultanate of Oman*

**Munich - March 14, 2024.** At the world's largest travel trade show ITB Berlin last week, OMRAN Group, which is responsible for tourism development in Oman, unveiled several new projects to promote ecotourism in the Sultanate. These are in line with the goals of Oman Vision 2040 to diversify the country's economic resources and promote sustainable development. At the same time, it aims at strengthening Oman's position as a tourist destination and promoting cultural exchange.

OMRAN Group, Oman's tourism development spearhead, and UN Tourism Affiliate Member, recently unveiled new initiatives at ITB Berlin, aligning with Oman Vision 2040's sustainability and diversification aims. Key ventures include partnerships for enhancing wellness, sports, adventure tourism, and gastronomy.

A collaboration with Santani Wellness Resorts introduces two luxury wellness retreats in Jabal Shams and Dhofar, focusing on transformative health programs, set to pioneer astro-wellness tourism in the region

Additionally, the Oman DownWinder event, in partnership with Oman Sail and Visit Oman Sea & Beach Projects, invites sports enthusiasts to a week-long, non-motorized sailing challenge along Oman's scenic coastline, fostering sports tourism.

The Khasab Adventure Center, a venture with Global Leisure & Entertainment, promises an immersive nature and adventure experience in Musandam, offering water sports and biking. Furthermore, a collaboration with SIRCO Group will introduce "The Smokery" restaurant brand to Oman, featuring a state-of-the-art salmon smokehouse, aiming for culinary excellence and local salmon self-sufficiency.

These projects are set to bolster Oman's tourism portfolio, embracing eco-friendly practices and cultural exchanges, enhancing Oman's global tourism stature.

[www.omran.om](http://www.omran.om)



# AFFILIATE MEMBERS NEWS

## APPLIED RESEARCH SUMMER LAB (SL)

Organized by the Universidad del Caribe through the Interinstitutional Applied Research Center from Quintana Roo (CIIA-QRoo), with the support of UN Tourism Affiliated Members Department.

Cancun, in the state of Quintana Roo in Mexico, a city that was born and grown by and for tourism, is today the center of the most important tourism region in Latin America, by this become a unique lab for learn about tourism. In addition to the tourism environment and history, the activities of the SL are enriched by a group of experts and professionals, and academics that share knowledge and experiences with their colleagues from near and the world in this space.

**Modality:** in person.

**Dates:** July 1 to 12, 2024.

**Place:** Universidad del Caribe, campus Cancún, Quintana Roo, México.

**The event aims to:** Develop a collaborative design phase of an applied research project in tourism: pre-project, problem, reference frame, hypothesis, questions research goals, methodology, statistical sample, and research tools.



**Activities:** during the “Summer Lab (SL)” will be offered:

- Workshops
- Conferences
- Collaborative sessions
- Technical visits

**Web page:** [www.ciiagroo.com](http://www.ciiagroo.com)

**Registration** format on the web page.

**Close of Registration:** May 31, 2024.

**More Information:** [ciiagroo@ucaribe.edu.mx](mailto:ciiagroo@ucaribe.edu.mx)

ONU Turismo  
MEMBRO AFILIADO

CIIA  
CENTRO INTERINSTITUCIONAL  
DE INVESTIGACIÓN APLICADA

Universidad  
del Caribe  
CONOCIMIENTO Y CULTURA PARA EL DESARROLLO HUMANO

EVENTO PRESENCIAL

**LABORATORIO  
DE VERANO DE  
INVESTIGACIÓN  
APLICADA**

APPLIED RESEARCH SUMMER LAB (SL)

FECHA

**1 AL 12**  
DE JULIO DE 2024

TALLERES - CONFERENCIAS  
SESIONES DE TRABAJO COLABORATIVO - VISITAS TÉCNICAS

ORGANIZAN

Organizado por la Universidad del Caribe a través del Centro Interinstitucional de Investigación Aplicada de Quintana Roo (CIIA-QRoo), con el apoyo del Departamento de Miembros Afiliados de la Organización Mundial de Turismo, agencia especializada de turismo de las Naciones Unidas (AM UNWTO).

[www.ciiagroo.com](http://www.ciiagroo.com)

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## AFFILIATE MEMBERS NEWS

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### **Birds of a feather study tourism together: How a father-daughter duo from Saudi Arabia found a home at CSU**

The likelihood of a parent and child studying simultaneously at the same university is slim. And the likelihood of a parent and child studying at the same college within the same concentration? Even slimmer. So, when Ibrahim Algubaisi and his daughter Osaymah found their calling at Colorado State University's Department of Human Dimensions of Natural Resources, this was a father-daughter bonding experience unlike any other.

What makes their story so special is the path that Ibrahim and Osaymah took to ultimately end up in the nature-based tourism programs housed within HDNR.

Ibrahim is pursuing a master's degree in tourism management, while Osaymah is studying the undergraduate equivalent: natural resource tourism. The subject is especially relevant, as the Algubaisi family is from Saudi Arabia, which launched "Vision 2030," an aggressive plan to enhance tourism and entertainment in the previously private nation.

[Read More...](#)



**HUMAN DIMENSIONS  
OF NATURAL RESOURCES**  
COLORADO STATE UNIVERSITY



# AFFILIATE MEMBERS NEWS

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## Opt For a Budget-friendly Sabah Getaway to Promote National Integration

Sabah presents peninsular Malaysians with a reason to explore budget-friendly vacation options, given the increasing expense of international travel.

State Assistant Tourism, Culture, and Environment Minister Datuk Joniston Bangkuai said that by choosing Sabah as a holiday destination not only offers affordability but also plays a crucial role in fostering national integration. "Travellers from the Peninsula not only get to explore a new destination within Malaysia but also engage in cultural exchange with the local communities and foster a deeper sense of unity and understanding among Malaysians," he said.

Joniston was speaking to media practitioners at a breaking of fast event hosted by the Sabah Tourism Board (STB) at the Seri Pacific Hotel, here. Also present was STB chief executive officer Julinus Jeffrey Jimit. Acknowledging the economic concerns, specifically the depreciation of the Ringgit, he expressed optimism and stated that the lower Ringgit renders Sabah and Malaysia as a whole a more accessible tourist destination.

"In choosing to visit Sabah, it's akin to going overseas, as you will be crossing the South China Sea," he said in zest, adding that it was heartening to note the increasing numbers of domestic arrivals to Sabah. The chairman of the Sabah Tourism Board said the shift in travel preferences would help domestic tourism grow and be in line with the state government's Sabah Maju Jaya development plan to boost the state economy. He also highlighted the importance of reciprocity in promoting national unity, urging Sabahans to embrace cultural exchange with people from other states.

Joniston is leading the Sabah Tourism Board team to the 2024 Matta Fair held at the Malaysia International Trade and Exhibition Centre (MITEC) from 22-24 March. He thanked the media for promoting Sabah's tourism stories, noting that their efforts contribute to the state's key performance indicators, particularly in terms of arrivals and tourism receipts. "Your collaborative efforts not only generate ripple effects but also empower local communities and enrich Sabah's tourism landscape," he remarked.

You can find more information [HERE](#)



# AFFILIATE MEMBERS NEWS

## AFEET Inclusivo / AFEET Inclusive

AFEET Quintana Roo seeks to position Cancun, Riviera Maya, Isla Mujeres and Cozumel as leading destinations providing Inclusive Touristic services for disabled, mobility-challenged, and senior visitors.

The plan is to create a digital directory/catalogue of tourism suppliers who have facilities to provide accessibility to their products and Services.

The aim is to include hotels, restaurants, transportation, excursions and watersports, ecological theme parks, marinas, shopping plazas, public beaches amongst other services.

Considering 15% of visitors may have some form of mobility challenges the strategy is to incorporate public and private sector participation to create formal regulatory authorities and structures to oblige, encourage, and train tourism providers to engage, comply, and create accessibility to visitors.

The catalogue will be in a digital format to enable the connectivity to the widest number of web browsers and social media networks.

Current plans include:

- 1.Revision of existing suppliers, products and/or services for inclusion among AFEET members
- 2.Invitation to new providers to submit applications for inclusion.
- 3.Seek the support of public and private sector authorities and professional associations to encourage providers to support, create and develop accessible products and services.

AFEET Quintana Roo believes this project will bring significant economic, social benefits as well as important recognition to the state and its communities as providers of Inclusive products and services to the disabled, senior or mobility challenged visitor.



# AFFILIATE MEMBERS NEWS

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## Azores on Becoming a World-leading Sustainable Destination

After four consecutive years of assisting and supporting the Azores' certification process, IPDT - Tourism is proud to be part of the incremental work that led the destination to become a successful case study and a world leader in sustainable tourism.

Once again, the Azores have renewed their certification as a sustainable tourism destination, achieving Earthcheck's final level of Silver distinction – accredited certification body for destinations by the Global Sustainable Tourism Council (GSTC).

Being the first archipelago in the world to be certified, the destination leads by example when it comes to sharing knowledge and good practices, including its participation in many prestigious international conferences and forums, the revision of its Tourism Strategic and Marketing Plan, its certification as a “Whale Heritage Site” by the World Cetacean Alliance, and the international recognition by GSTC of its local certification programme for tourist accommodation - "Miosótis Azores".

In addition to these initiatives, there is also a range of promising benchmarking results that attest the success of the ongoing methodology proposed by the certification process. According to this data, in the Azores:

- 34% of the electricity produced comes from renewable sources;
- the rate of preparation for reuse and recycling stands at 33%;
- 5,800 passengers have contributed to the Voluntary Carbon Offset Programme;
- 50,000 cory's shearwaters were saved between 2011 and 2020;
- 53 charging points are available for electric vehicles.

Regarding the tourism performance, overnight stays grew 68% and the number of museum visitors 188%, while the total revenue in accommodation surpassed the pre-pandemic results, a scenario that indicates the destination's increased notoriety.

IPDT - Tourism is extremely proud to have contributed to a journey that resulted in numerous achievements for the destination, that is now in the path to reach Gold level certification by 2024.



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## Africa Youth in Tourism Innovation Summit is Poised to Accelerate Innovative Start-up and Travel Trade Linkages

In collaboration with UN Tourism, AfCFTA, MEFT (Namibia), Namibia Tourism Board, NIPDB, NEPAD and BDO, the 2024 Africa Youth in Tourism Innovation Summit has been curated to accelerate innovative travel industry and start-up linkages among all participants.

The 6th and 2024 edition of the Africa Youth in Tourism Innovation Summit and Challenge is poised to accelerate business growth. Key among this year's programme is Entrepreneurship Masterclass and Intra-Africa Trading Day. These are targeted at youth and women in tourism, businesses, start-ups, entrepreneurs, and all Namibian Tourism stakeholders to guide and assist them on how to improve their businesses or to source funding for start-ups across Africa's tourism and related industries.

Also, this well-thought capacity-building program aims to provide insights and guidance on how participants can connect to angel investors, innovative start-ups, travel tech innovators, and youth-run tourism businesses making waves in Africa.

The Entrepreneurship Masterclass & Intra-Africa Trading Day will be characterized by Market Access Expo set-up, 1- on -1 Business Exchange and Africa Tourism Innovation Challenge Boot Camp.

This year's Summit is set to host more than 650 physical delegates and over 2000 online participants from across the world. As the norm, the Ministry of Tourism, Environment, Forestry and Tourism Namibia will avail exhibition space to allow tourism stakeholders to sell their products and services to a wide range of participants.

Namibia is a distinctive tourist destination and, we encourage all delegates to stay a day or two longer to indulge in some of Namibia's famous delights including the dunes, wildlife, culinary aqua tourism and nightlife.

Register at [www.youthtourismsummit.com](http://www.youthtourismsummit.com) to attend physically as there is limited space.

For more information, please contact Ms. Rejoice Chishamba : [rejoice@africatourismpartners.com](mailto:rejoice@africatourismpartners.com) / +27 (0) 81 303 7030.



28 MAY - 31 MAY 2024

WINDHOEK, NAMIBIA

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