



# AMNEWS

*The bulletin of UNWTO's Affiliate Members from the tourism sector*

VOL. 47  
NOVEMBER 2022



*Dear Affiliate Members,*

*I am pleased to share with you the November Edition of the Newsletter, which focuses on the latest developments achieved by the Affiliate Members Department and future events and initiatives carried out by the UNWTO, the Affiliate Members Department, and the Affiliate Members themselves. Also included is the updated calendar of events for the second half of 2022, including UNWTO events and those carried out by or with the participation of our Affiliate Members.*

*On November 9, we held the 57th meeting of the Board of Affiliate Members in London, within the context of the World Travel Market. As the end of 2022 approaches, the Board of Affiliate Members met to discuss next year's roadmap and lines of action for the Membership.*

*On this occasion, the Chair of the Board presented an update on the latest participation of the representatives of the Affiliate Members Board at the UNWTO statutory meetings, while the Affiliate Members Department presented the Summary of Affiliate Members' Activities for the first half of 2022 and the AMD Programme of Work 2023 and beyond.*

*As the tourism industry is on its way to recovery, the UNWTO seeks to keep counting on the valuable inputs of the Affiliate Members. I take this opportunity to point out that the [call for proposals for the Programme of Work 2023 is open until 15 November](#). This is an excellent opportunity for Affiliate Members to engage with the UNWTO and share the valuable contributions of the private sector. I strongly encourage you to send a proposal in the area of expertise or knowledge where your entity is best at.*

*Regarding the upcoming events and initiatives, I am pleased to inform you that on November 17 we have scheduled the second meeting of the Committee on Matters related to Affiliate Membership (CMAM) during which the new candidatures for the Membership will be revised, and submitted for the approval of the 117th UNWTO Executive Council, that will be taking place in Marrakesh, Morocco on 23-25 November.*

*The Affiliate Members Department will continue to collaborate and support the Affiliate Members' initiatives to the best of its capabilities.*

*As usual, I am at your disposal and look forward to hearing any comments you might have.*

*Yours sincerely,  
Ion Vilcu*



# AGENDA OF THE AFFILIATE MEMBERS - EVENTS 2022

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## UNWTO STATUTORY AND HIGH-LEVEL MEETINGS

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### UNWTO EXECUTIVE COUNCILS

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Nov. 23-25	<b>117th Session of the UNWTO Executive Council</b>	Marrakesh, Morocco	In Person
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### COMMITTEE ON MATTERS RELATED TO AFFILIATE MEMBERSHIP (CMAM)

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Nov. 17	<b>2nd Meeting of the Committee on Matters Related to Affiliate Membership (CMAM)</b>		Online
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### BOARD OF THE AFFILIATE MEMBERS

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Nov. 9	<b>57th Meeting of the Board of the Affiliate Members</b>	London, UK World Travel Market	In Person / Hybrid
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## UNWTO THEMATIC EVENTS WITH THE PARTICIPATION OF AFFILIATE MEMBERS

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Nov. 14-16	<b>UNWTO Global Conference on Linking Tourism, Culture and Creative Industries</b>	Lagos, Nigeria	In Person / Hybrid
Nov. 23-25	<b>Smart Destinations Conference</b>	Valencia, Spain	In Person / Hybrid
Nov. 28-30	<b>6th UNWTO World Tourism Conference</b>	Kota Kinabalu, Sabah, Malaysia	In Person
Dec. 12-15	<b>7th UNWTO World Forum on Gastronomy Tourism</b>	Nara, Japan	In Person / Hybrid

## AFFILIATE MEMBERS' EVENTS WITH UNWTO SUPPORT

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<b>Estudis d'hoteleria i Turisme CETT</b>	Nov. 9-10	<b>CETT Smart Tourism Congress (6th Edition)</b>	Barcelona, Spain
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## UNWTO AFFILIATE MEMBERS DEPARTMENT EVENTS

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Dec. 1-2	<b>Experts Meeting on Cultural Tourism</b>	Madrid, Spain	In Person
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## EVENTS ORGANIZED BY THE UNWTO AFFILIATE MEMBERS

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<b>City Destinations Alliance</b>	Nov. 24-25	<b>9th TIC Expert Meeting</b>	Gothenburg, Sweden
<b>Universidad del Caribe</b>	Nov. 16-18	<b><u>XVI Congreso Internacional de Gastronomía (CIGA)</u></b>	Cancún, México & Online
<b>Fondazione Romualdo del Bianco</b>	Nov. 16-18	<b>"The World in Florence" - International Festival World's Cultural Expressions</b>	Florence, Italy
<b>Vienna Tourist Board</b>	Nov. 29	<b>Vienna Tourism Conference</b>	Vienna, Austria & Online
<b>Tourism in Skåne AB</b>	Nov. 29	<b>Webinar: Nordic Regenerative Tourism</b>	Malmö, Sweden
<b>Zagreb Tourist Board</b>	Nov. 26-Jan. 7	<b>Advent Zagreb</b>	Zagreb, Croatia

# AMD NEWS

## 57TH MEETING OF THE BOARD OF AFFILIATE MEMBERS TAKES PLACE WITHIN WTM-LONDON

As the end of 2022 approaches, the Board of Affiliate Members met for the 57th meeting to discuss next year's roadmap and line of action for the Membership.

The hybrid meeting took place on 9 November, in London, at the headquarter of the Affiliate Member and member of the Board, Tripadvisor, within the framework of the World Travel Market.

The Chair of the Board, Ms. Mar de Miguel, accompanied by the Director of UNWTO Affiliate Members Department, Mr. Ion Vilcu, and the Chief of Members Relations at UNWTO, Mr. Beka Jakeli, updated the Board members on the priority topics for the Membership.

On this occasion, the AMD presented a [Summary of Affiliate Members' Activities](#) for the first six months of the year.

Afterward, the Chair of the Board summarized the report on the participation of the Board representatives during the UNWTO statutory meetings and other thematic events.

Another important point of the agenda was the presentation by the Director of the Affiliate Members Department on the AMD Programme of Work 2023 and beyond.

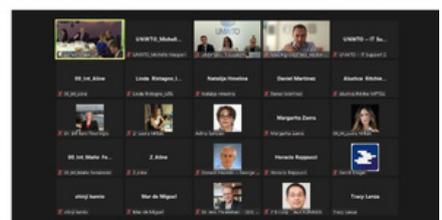
During the meeting proposals from IATA (accessibility and gender equality issues), JTB Corp. (sustainability issues), and Madrid Cultura y Turismo (public-private partnership) were submitted for debate and further action

To conclude, the Board of Affiliate Members agreed to schedule the next 58th meeting on Thursday, 19th January 2023 in the framework of FITUR, in Madrid Spain.

You can find more information [HERE](#)

## 57TH MEETING OF THE BOARD OF THE AFFILIATE MEMBERS

9TH NOVEMBER 2022, LONDON



# AMD NEWS

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## **AFFILIATE MEMBERS ARE ENCOURAGED TO SHARE THEIR PROPOSALS FOR THE UNWTO PROGRAMME OF WORK 2023!**

The Call for Proposals for the Programme of Work of the Affiliate Members Department 2023 is still open.

For Affiliate Members, this represents the opportunity to propose initiatives to be developed with the support or participation of UNWTO through the Affiliate Members Department.

Affiliate Members can share their proposals related to areas of knowledge and know-how on specific topics related to tourism **by 15 November 2022.**

Proposals need to be under one of the categories as set below:

- Hosting/co-organizing thematic conferences/seminars (in line with the UNWTO priorities);
- Publication of any study/report in the field of tourism containing best practices to share knowledge and experiences;
- Promotion of the Affiliate Membership at regional level, especially in underrepresented countries and regions;
- Conducting workshops/training and compilation of any educational materials (AMs with solid experience and previous work would be eligible);
- Other proposals of activities in line with the UNWTO priorities.

You can find more information and how to submit your proposal [HERE](#)



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## **YOUR OPPORTUNITY TO ENGAGE WITH UNWTO**

### CALL FOR PROPOSALS

#### **Programme of Work 2023 Affiliate Members Department**

Affiliate Members are kindly invited to send proposals for activities and projects to be included in the Programme of Work of the Affiliate Members Department:

- Thematic conferences/seminars (in line with the UNWTO priorities)
- Publication of any study/report in the field of tourism
- Promotion of the Affiliate Membership
- Development of education or workshops/training material
- Other proposals

**DEADLINE: 15 November 2022**



**UNWTO**  
World Tourism Organization

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# AMD NEWS

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## SKÅL INTERNATIONAL SUSTAINABLE TOURISM AWARDS 2022

On 14 October the winners of the Skål International Sustainable Tourism Awards 2022 have been announced within the context of the Skål International World Congress.

The event, organized by the Affiliate Member Skal International, counted on the participation of the Director of the Affiliate Members Department, Ion Vilcu, who contributed as well as member of the jury.

During the awards ceremony, Director Vilcu addressed the attendants with his speech, through which he thanked the participants for the interesting submissions focused on sustainable tourism development from the public & private sectors.

He then thanked the organizers for carrying out another successful edition of this event, included in the Programme of Work 2022 of the UNWTO Affiliate Members.

The Skål International Sustainable Tourism Awards echoes one of the priority lines of actions of the Affiliate Members Department: to unite public-private sector efforts for tourism development.

The association, the cooperation of the Governmental sector and private entities, and the theme of sustainability are the values reflected in Skal's initiative and in the projects presented.

You can find more information [HERE](#)



## AMD NEWS

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### DIRECTOR VILCU PARTICIPATES IN THE OPENING OF THE CONGRESS CULINARIA CASTILLA-LA MANCHA

The 4th edition of the Culinary Congress Castilla La Mancha, held in Cuenca, Spain took place on 17-18 October.

The event, organized by the Government of Castilla la Mancha, the Provincial Council of Cuenca, and the City Council of Cuenca counted on the support of the World Tourism Organization as an institutional partner.

During these days, Castilla-La Mancha became the meeting point of Spanish gastronomy, a forum to share knowledge and discover new trends directly from great experts.

In his speech during the Opening Ceremony, the Director of the Affiliate Members Department, Ion Vilcu, highlighted the growing importance of gastronomic tourism, which, not only represents one of the highest sources of income for destinations, but also enriches the experiences of travelers and tourists, while creating connections with local residents, their culture, history, nature, and heritage.

Director Vilcu also congratulated the Government of Castilla-La Mancha for its excellent work that has made it a benchmark in the Gastronomic Tourism segment at national and international levels.

You can find more information [HERE](#)



## AMD NEWS

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### UNWTO PARTICIPATES IN THE 5TH INTERNATIONAL STARLIGHT MEETING IN LA PALMA, SPAIN

The 5th International Starlight Meeting took place from the 24th to the 29th of October in La Palma, Spain, organized by the Affiliate Member Fundación Starlight and with the participation of other Affiliate Members such as SODEPAL, Dark Sky Association, and Turismo de Tenerife.

The Starlight Tourist Destination of Fuencaliente de La Palma was the host of this meeting, which focused on the preservation of dark skies and the observation of stars and its possibilities for sustainable tourism development. The event served to advocate for the potential of astro-tourism, bringing together Starlight certified territories, people trained by the Starlight Foundation as Monitors and Guides, and professionals related to the Starlight movement, who meet to exchange experiences, discuss issues associated with astro-tourism and establish guidelines for the future.

Astro-tourism is a modality of scientific that requires the protection of the night sky, thus allowing energy savings and mitigating the effects of climate change. Representatives came from Argentina, Peru, Colombia, Costa Rica, Uruguay, Canada, Chile, and Portugal, and from different regions of Spain such as Aragón, Andalusia, Catalonia, Galicia, Castilla León, Castilla-La Mancha, Extremadura, and, of course, the Canary Islands.

On this occasion, the Working Group on Scientific Tourism composed of Affiliate Members had the opportunity to hold a roundtable to discuss the latest developments in the recovery of tourism and how astrotourism could respond to the needs of diversification and sustainable transition for many destinations. Also, the group presented the table of contents of a guide for the development of astrotourism to be published jointly by UNWTO, Fundación Starlight, SODEPAL, and Turismo de Tenerife.

You can find more information [HERE](#)



# UNWTO HIGHLIGHTS

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## TOURISM TRANSFORMED AT UNWTO MINISTERS' SUMMIT

Held around the theme of 'Rethinking Tourism', the 16th Summit gathered Ministers and high-level delegates from 19 countries, alongside business leaders.

This consolidated platform for public and private sector leaders addresses tourism's most pressing issues and sets the agenda for the years ahead.

Reflecting the heightened relevance of tourism for cross-cutting economic and social wellbeing, this year's edition was the most successful to date.

Opening the event, Secretary-General Pololikashvili emphasized the unique opportunity to transform the sector. However, with UNWTO data showing that global tourism now at around 70% of pre-pandemic levels, "the window of opportunity will not stay open forever. We need to rethink tourism: as a provider of jobs, an economic pillar, and, against the backdrop of COP27, as a solution to the climate emergency".

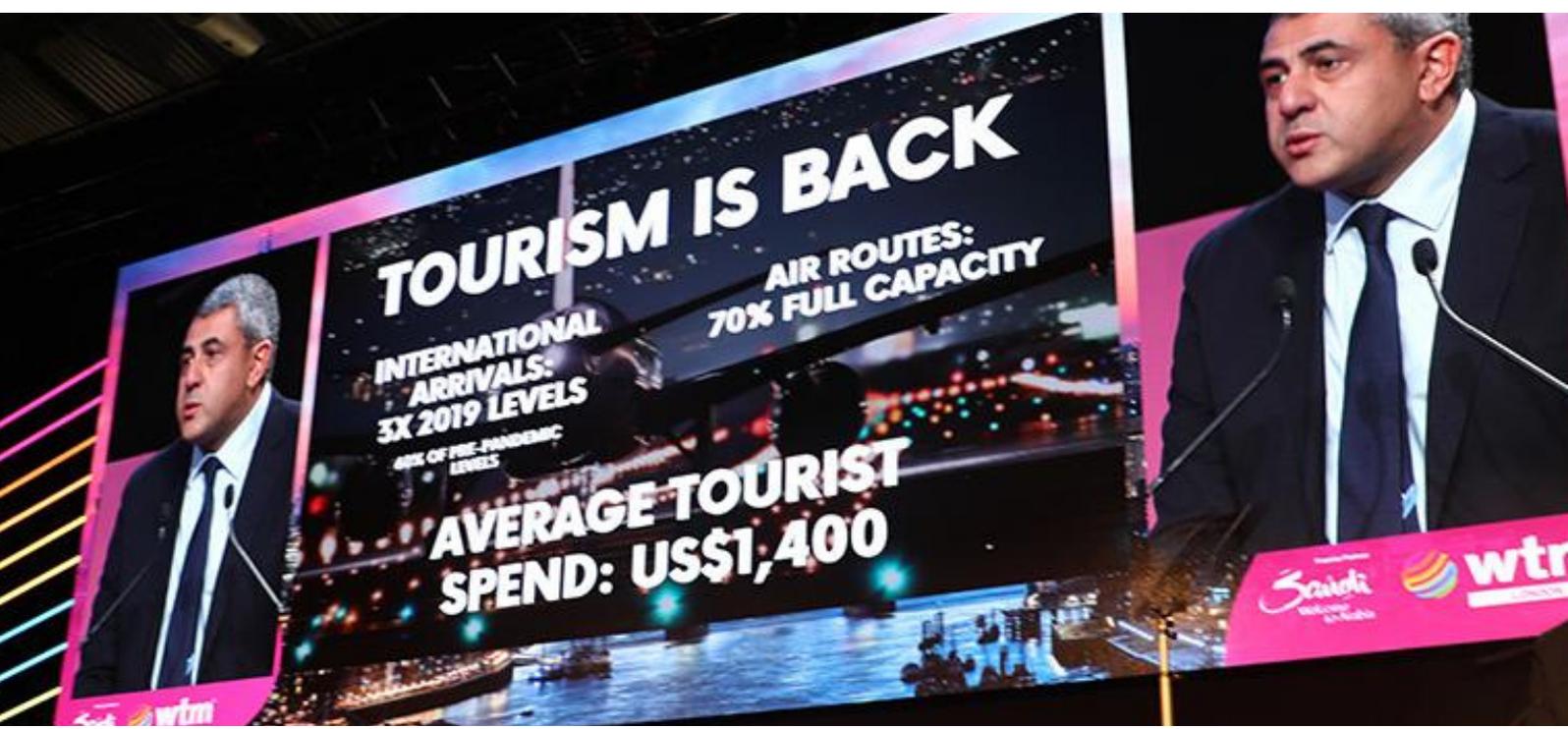
While the Summit promoted diversity of thought, background and experiences, a focus on tourism's unique power as a driver of sustainability and as a promoter of peace and understanding proved a common theme. High-level participants emphasized that now is the time for the tourism sector to focus more on cooperation rather than competition.

Ministers also acknowledged UNWTO Secretary-General Pololikashvili's call for tourism to be mainstreamed within the political agenda and for greater collaboration between ministries of tourism and those of economy, business and environment.

Building on the Organization's status as the leading provider of global tourism intelligence, the World Travel Market will also host the launch of the new Travel Trends Report 2023, produced by UNWTO in partnership with leading broadcaster Euronews.

kon from Canada, and Bogotá in Colombia.

You can find more information [HERE](#)



# UNWTO HIGHLIGHTS

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## **UNWTO AND OJIMAH PARTNER AROUND BRANDING AND INNOVATION FOR AFRICAN TOURISM**

UNWTO is to work with Omijah to make positive storytelling and digitalization key drivers of tourism recovery across Africa.

Building on UNWTO Agenda for Africa – Tourism for Inclusive Growth, the new agreement will see the two parties work together around shared goals and priorities. As a multichannel platform with reach across the continent, Ojimah will advocate for ‘Brand Africa’, enhancing the image of the region on the global stage through positive stories from across the tourism sector.

The agreement will also see UNWTO and Ojimah collaborate in supporting the digital transformation of African tourism, with the aim of both enhancing the tourist experience and helping destinations become more competitive and resilient as they recover from the impacts of the pandemic.

Additionally, recognizing the sector’s potential to advance sustainable development and growth, the partnership will focus on supporting local communities, including through the creation of jobs.

Looking beyond the short-term recovery of African tourism, the Memorandum of Understanding signed by UNWTO and Ojimah also sets out plans to work with African governments to enhance connectivity across the continent. Priorities include embracing innovation to improve visa facilitation policies, above all through the expansion of e-visas, allowing for smooth and seamless travel between destinations. To advance all of these goals, the partnership will also focus on capacity building, with key stakeholders from both public and private sectors, to be supported in their shift to digital and branding initiatives.

The MoU between UNWTO and Ojimah was signed within the framework of the 65th UNWTO Regional Commission for Africa, Arusha and will remain in force until the end of 2024.

You can find more information [HERE](#)



# UNWTO HIGHLIGHTS

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## **OBSERVATORIES      GUIDING      SHIFT TOWARDS MORE      SUSTAINABLE      AND RESILIENT TOURISM**

Destinations around the world are reporting significant advances in sustainable tourism, with timely evidence and analytics serving as key tools for transformation as the sector's recovery continues to get underway.

Meeting in Madrid, the World Tourism Organization's (UNWTO) International Network of Sustainable Tourism Observatories (INSTO) welcomed insights from more than 150 experts, with a focus on key topics including the shift towards a circular economy and reducing food waste across the sector.

The global network of INSTO Observatories is pioneering and implementing, very often for the first time, catalytic activities designed to help the tourism sector implement sustainable development at the destination level.

Together, they are leading the transformation of tourism by building on the principles of participatory approaches including all stakeholders to ensure an inclusive and resilient tourism development.

UNWTO Secretary-General Zurab Pololikashvili said: "To ensure the sustainable transformation of the tourism sector, its development must be seen as a means to achieve the overall prosperity of a local community and the surrounding environment rather than a goal in itself. The Observatories are an excellent tool for guiding and accompany this change and ensure evidence-based decision-making."

Within the framework of the meeting, the Center of Tourism Economics of the State of Sao Paulo in Brazil and the Biscay Tourism Intelligence System in Spain were officially welcomed as new members of the Network. The meeting was also an opportunity to introduce the five members who have joined since 2021: Mallorca, Barcelona, and Málaga from Spain, the Yukon from Canada, and Bogotá in Colombia.

You can find more information [HERE](#)



# UNWTO HIGHLIGHTS

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## THE WORLD TOURISM ORGANIZATION (UNWTO) AND THE TOURISM AUTHORITY OF PANAMA (ATP) PROMOTE INNOVATION THROUGH COMMUNITY TOURISM

The World Tourism Organization (UNWTO) and the Tourism Authority of Panama (ATP) have launched the Innovative Community Tourism Experiences Competition to promote innovation through alliances between tour operators and community tourism providers.

With this competition being launched together with the UNWTO, Panama seeks not only to get back to the pre-pandemic levels of visitors but also to promote innovative and disruptive tourism experiences that encourage the conservation and regeneration of the natural and cultural heritage of Panama and the empowerment of local communities.

UNWTO Secretary General Zurab Pololikashvili said: "During the pandemic, technology and the growing sense of responsibility have created a need to develop new transformative products that are more inclusive and sustainable, and with this competition, we are promoting an effort in this direction."

The categories of the contest will reflect the five Heritage Routes of Panama established in the Sustainable Tourism Master Plan 2020-2025:

1. Bridge of the World Route,
2. Crucible of Cultures Route,
3. Forests of Life Route,
4. Birds in Paradise,
5. Wonders of the Ocean.

Applications to participate will be open until **15 March 2023**.

The grand winner of the contest will receive: (a) a prize of US\$25,000 in infrastructure for the community of the winning experience,, (b) a spot to exhibit the experience at the Adventure Travel World Summit 2023 in Japan.

The five finalists' experiences will receive: (a) a course from the UNWTO Tourism Online Academy, (b) inclusion in the UNWTO Innovation Network, with global visibility through UNWTO social media channels, (c) seed capital of US\$2,000 each for the communities, (d) a spot for each of the 5 finalists in Adventure Next Latin America 2023 to market their experiences.

You can find more information [HERE](#)



# AFFILIATE MEMBERS NEWS

## AVIAREPS CONTINUES TO FURTHER DEVELOP ITS DIGITAL ECOSYSTEM

AVIAREPS launched its digital ecosystem, the all-in-one marketing hub for the travel industry, in May 2022 and has recently added new solutions.

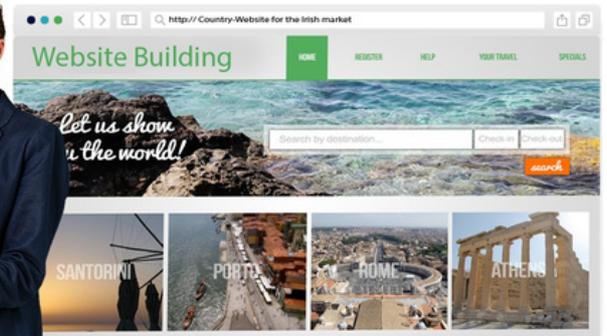
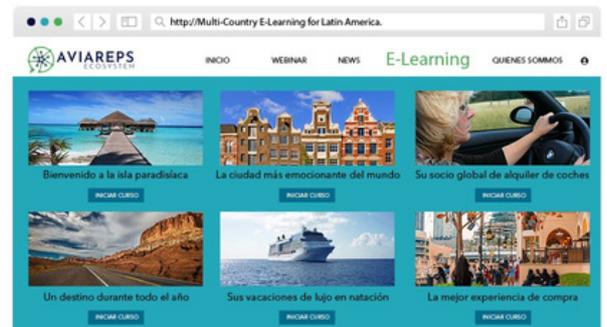
The AVIAREPS ECOSYSTEM helps clients to develop their digital travel trade ecosystem with the aim to promote their brand and product to trade partners around the world. It empowers everyone to market their brand and product to a global community online via a platform that combines several digital marketing solutions into one unified hub. Clients can select the following solutions to communicate with the trade in one or more markets online: trade website, campaign website, webinars, e-learning, virtual events. With only a few clicks, customers can promote their destination, hotel, airline, car rental, cruise line or attraction and reach potential travel trade professionals and media all over the world.

By bringing these digital solutions under one global umbrella, AVIAREPS simplifies digital marketing and expands the potential reach of digital marketing campaigns.

All campaigns are fully customizable to the client's CI and the intuitive interface of the AVIAREPS Ecosystem allows users to easily update multiple contents on the fly without technical expertise. The travel trade benefits from a browser-based solution, responsive on any device, and a single sign-on for all Ecosystem websites.

Recently added solutions such as the product countdown and event websites are designed to accompany live events and make the handling more convenient and user-friendly through online registration, partner landing pages with restricted access, raffle module, paper-free sales enablement, and many more to come.

For more information, please visit the [AVIAREPS Ecosystem website](#).



# AFFILIATE MEMBERS NEWS

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## **ADVENT ZAGREB 26TH NOVEMBER 2022-7TH JANUARY 2023**

*Advent Zagreb Christmas Market – filled with joy!*

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 destination for visitors from Croatia and the world, due to the unsurpassed atmosphere, wide offer, various accompanying facilities and hospitality of locals who use this magical time of year to present their city 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 the many squares and parks, locations for charming, romantic winter walks. 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. Admire the decorations on the Upper Town, with the cobbled streets and parks looking magical, as if coming out from fiction. 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.

All this will create unprecedented Zagreb Advent postcards and breathe love into every corner of Zagreb, the capital of Croatia.

Detailed information about Advent in Zagreb can be found online at [www.adventzagreb.hr](http://www.adventzagreb.hr)

More information and more events: [www.infozagreb.hr](http://www.infozagreb.hr), [www.lovezagreb.hr](http://www.lovezagreb.hr), [www.facebook.com/visitzagreb](https://www.facebook.com/visitzagreb)



  
**Zagreb**

GLAVNI GRAD HRVATSKE

## AFFILIATE MEMBERS NEWS

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### **IGLTA FOUNDATION RELEASES LANDMARK REPORT OUTLINING 5 KEY STRATEGIES FOR ACHIEVING GREATER ENVIRONMENTAL AND COMMUNITY IMPACT THROUGH LGBTQ+ TRAVEL**

The IGLTA Foundation has released a new report authored by Peter Jordan—one of the world’s leading specialists on LGBTQ+ travel—outlining best practices for businesses and travel companies to remain competitive in the wake of the global COVID-19 pandemic.

The report is titled “Going Further: How to Make LGBTQ+ Travel Transformational for Travelers, Communities and the Planet” and aims to provide recommendations and insights for leaders in the travel industry through extensive research and focus groups. The IGLTA Foundation commissioned the report to help ensure the travel industry continues to evolve and move forward.

“Going Further” helps explain how the LGBTQ+ travel community can work together to rebuild and promote LGBTQ+ travel through five positive action steps that businesses can take—in addition to existing efforts to support responsible travel—that benefit their destinations, host communities and visitors. The report includes data from an IGLTA consumer survey conducted last year to assess the mindset of LGBTQ+ travelers as they returned to leisure travel post-pandemic. Even before the pandemic emerged, consumers were paying increasing attention to the impact of business on their local communities, economy, and the environment. Now, data from that survey shared for the first time as part of this project shows that these issues matter more than ever to LGBTQ+ travelers, too.

Among the key findings, the survey found that:

- 2 in 3 LGBTQ+ travelers wanted to reduce the environmental footprint of their next trip.
- LGBTQ+ travelers show a strong desire to support their destination’s local LGBTQ+ community, for example by contributing to LGBTQ+ community projects (69% of respondents) and supporting LGBTQ+ owned businesses (72%).
- Nearly three quarters of respondents said that racial equality had become important or very important to them during the past year, underlining the importance for businesses to actively improve their diversity, equality, and inclusion practices.
- More than half of respondents said that improving their mental health was important to them, reflecting a greater social awareness of this issue.

The full report can be read at [iglta.org/research](https://iglta.org/research)



**Going Further:  
How to Make LGBTQ+ Travel  
Transformational for Travelers,  
Communities and the Planet**

## AFFILIATE MEMBERS NEWS

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### TOURISM IN SKÅNE AB

*Invitation to seminar, November 29, 1-5 pm,  
Malmö Sweden*

Nordic Regenerative Tourism - For a better tomorrow

Tourism is a force that connects people and provides opportunities for exploring new cultures and strengthening bonds with nature. It is an important economic force for communities around the globe and can be an important factor in urban and rural development.

The balance between these positive effects and potential negative impacts on local residents, climate and infrastructure is delicate and calls for new approaches where flourishing communities and thriving natural landscapes are at the core.

Speakers at this conference will discuss and give concrete examples of how tourism can help a place or destination develop positively, on nature's and local communities' own terms.

Regenerative tourism is a new approach to ensure tourism becomes a self-empowering force for good in the future.

*Come and join us - let's co-create the opportunities for a better tomorrow.*

Click [HERE](#) to register

**tourism** in skåne  
part of business region skåne

# Nordic Regenerative Tourism

## For a better tomorrow



Nordic Council  
of Ministers



**NorReg**

Nordic Regenerative Tourism

## AFFILIATE MEMBERS NEWS

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### "FALLING FOR CROATIA" AUTUMN CAMPAIGN

"Falling for Croatia, or #FallingForCroatia and #BestFallBucketList is a new promotional campaign until the end of November on Facebook, Instagram, and Twitter.

It's an ultimate autumn guide through Croatian destinations and activities. The main goals are to encourage tourist traffic post-season and maintain Croatia's visibility on major in-bound markets - following the excellent results achieved during the high-season this past summer.

The aim is to maintain positive trends in the shoulder season. Moreover, the objective is to attract new guests and emphasize other aspects of the overall Croatian tourist offer;

which particularly stands out across continental regions with their quality, originality, and sustainability," said Kristijan Staničić, Director of the Croatian National Tourist Board.

Autumn is the period when Croatia, primarily continental and inland, offers a magical experience. This campaign will cover as many products and destinations, from the interior of Istria and Gorski Kotar, through Međimurje and Hrvatsko Zagorje, and to Slavonia and Baranja, as well as the Dalmatian hinterland. At the same time, the activities that stand out are tours of national and nature parks and visits to traditional and cultural events on the continent. Or, moreover, cycling or walking along numerous marked trails, or tasting numerous eno-gastronomic delicacies.



# AFFILIATE MEMBERS NEWS

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## **REINVIGORATING CARPHA'S REGIONAL TOURISM AND HEALTH PROGRAM (THP) IN TOBAGO**

The Regional Tourism and Health Program (THP) is designed to enhance sustainable tourism through the promotion of healthier, safer travels for foreign and local visitors to the various islands in the Caribbean.

Several of the THP tools have been airmarked for implementation during this transitional period in Tobago, part of the twin isle Republic of Trinidad and Tobago, as the island seeks to reinvigorate and sustain the quality of their tourism product. One of these key planned initiatives focuses on the provision of adequate knowledge on the Prevention & Control of Infectious Diseases in the Hospitality Sector. This training is geared towards building awareness and capacity among stakeholders in the tourism sector as it relates to managing potential infectious disease threats and reducing risks associated with the reintroduction of tourism into the region post-pandemic. The Tobago Tourism Agency Limited benefited from said training ahead of the launch of their upcoming Carnival between October 28th to 30th, 2022.

The THP will continue to expand and enhance the utilization of the THiS and CVSS electronic surveillance systems for early warning and response to potential disease threats in hospitality businesses and cruise lines, respectively. Furthermore, with the completion of the Hospitality Health, Safety, and Environmental Sanitation (HSE) Standards, Tobago was chosen as the ideal location to officially launch and implement these documents as part of their re-energized tourism thrust. This event is scheduled for November 14th, 2022.

These tools will provide a sense of confidence and safety, not only for the hospitality sector but also for travellers, regarding their overall safety and the reduced risk of illnesses upon arrival, translating into an overall happier travel experience and enhanced reputational image. Moreover, these initiatives by the THP endeavour to enhance the brand quality and competitiveness of Tobago's tourism product as a healthier, safer option.



# AFFILIATE MEMBERS NEWS

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## FAMALICÃO, YOUR PLACE

Vila Nova de Famalicão is one of the most thriving cultural, commercial, and industrial municipalities in Portugal. The destination is developing a new experience for tourists that are already in the territory (business segment). Famalicão, as it is known internally, is the 3rd most exporting municipality in the country, and one of the main industrial economies in the north of Portugal. For this reason, a large number of business travellers arrive at the destination every day.

### *Turning visitors into tourists*

Knowing that these visitors have free time to spare at the destination, the proposed challenge was to turn them into tourists, ensuring that their free time is used to explore tourist experiences in the municipality.

### *Experiences based on the existing tourist offer*

Famalicão has a diversified offer of tourist activities, including a structured network of museums and cultural spaces of great value and interest. It has a gastronomic offer of high quality, with unique conditions to enjoy outdoor walks and sports activities. It has a growing tradition of wine tourism, with award-winning wines.

As to accommodation and tourist entertainment, the offer is rapidly improving, with a complete and structured program of events on offer. To add to the reasons for visiting the destination, 4 experiences were created that can be carried out during the visitors' free time:

- Famalicão AM (before lunch experiences);
- Famalicão PM (end of the day experiences);
- Famalicão Walk/Run (get to know the town on a run or walk)
- Famalicão by Bike (get to know the town by bike).

These experiences were organized into a digital brochure, offered to companies operating in the area, and made available online by the municipality. This brochure is fully interactive and contains links and contacts that can easily be updated, thus serving as a hands-on guide to support the expected growth of demand for the destination's tourism sector.



## AFFILIATE MEMBERS NEWS

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### EQUATORIAL GUINEA PARTICIPATES IN THE MOST IMPORTANT TOURISM FAIRS IN ITALY

The Secretary of State for Tourism Catalina Martínez Asumu and the General Director of Grand Hotel Djibloho, Vincenzo Presti, have been from October 12 to 14, representing the Equatorial Guinean Nation, at the largest tourism fair held in Italy, the TTG Travel Experience.

This initiative is a resource where different countries and operators from all over the world converge to support and promote tourism, using means such as tour operators, and partnership for the exhibition of social, cultural, economic, sports, and active tourism elements and information.

During the meeting at the TTG fair in Rimini, the representatives of Equatorial Guinea, sent by H.E Teodoro Nguema Obiang Mangue, have scheduled, together with the different tourism companies, a tour with Italian members belonging to the tourism sector, on future dates.

Catalina Martínez Asumu has entered into conversations with the managers of Alpitour Group, Veratour, and MSC Cruises, who confirmed that they will arrive in the country in December to study and agree on collaboration with Equatorial Guinea

Days before, from October 6 to 9, the Secretary of State and Vincenzo Presti attended the Natural Tourism and Well-being Exchange, on the island of Elba. Equatorial Guinea was a special guest at said event; thus allowing, to captivate, even more, the attention of the participants present at the act, leading them to want to know even more about the riches that the Equatorial Guinean country possesses.

For the Secretary of State for Tourism, cooperation between the two countries is eminent: "There are many synergies between Italy and Equatorial Guinea in terms of ecotourism and sustainable tourism that can make us collaborate together, and we are prepared to welcome Italian tourists and other parts of the world, with great pleasure, to show the natural beauties of Equatorial Guinea", detailed Catalina Martínez Asumu.



# AFFILIATE MEMBERS NEWS

## INTERNATIONAL THEMATIC CONFERENCE: IMPROVEMENT OF SUSTAINABLE MOBILITY, ACCESSIBILITY, AND RESPONSIBLE TRAVEL

On October 22nd, 2022, the Online International Thematic Conference: Improvement of sustainable mobility, accessibility, and responsible travel, hosted by Duy Tan University, Vietnam, with the participation of the World Tourism Organization (UNWTO) was held successfully.

Tourism and mobility are strictly connected: moving from the usual residential place for leisure or entertainment represents the essential condition of tourism.

The control of accessibility and mobility and responsible travel to and within a tourist destination is one of the most critical management tools to regulate visitor flows, reduce traffic congestion and pollution and meet tourists' and residents' requirements.

Responsible tourism emphasizes the tourism industry's responsibility by increasing economic benefits to local people, improving the well-being of host communities, and addressing challenges for efficient sustainable tourism while promoting positivity through sustainable mobility and accessibility.

The aim of this conference was to discuss the initiatives from the Asian students' perspectives regarding tourism resilience during the pandemic.



After the panel sessions, the conference's session chairs chose out 3 best teams among the 12 presentations, which were:

1. Nguyen Duc Thinh; Vo Mai Tuyet Nhi; Huynh Thi A Ly; Tran Thi Tu Nhi- *Contribution of ecotourism in the sustainable development of Dak Nong province;*
2. Dai Duong Pham; Jing Yin; Tran Thi Tu Nhi; Yeong-Hyeon Hwang- *The Role of Tourism to Achieve the SDGs: Vietnamese Gen Z's Perspective;*
3. Yijia Sun, Tuan Phong Ly- *The Influence of Word-of-web on Customers' Purchasing Process: The Case of Xiaohongshu.*



## Thematic Conference 2022

# SUSTAINABLE MOBILITY, ACCESSIBILITY AND RESPONSIBLE TRAVEL

## SPEAKERS



**MR. IGOR STEFANOVIC**  
• Technical Coordinator at the Ethics, Culture and Social Responsibility Department, UNWTO



**DR. MO CHULMIN**  
• Dean of Duy Tan Hospitality and Tourism Institute



**TUAN PHONG LY (JACK)**  
• Assistant Prof, Macao Institute for Tourism Studies



**PANCA OKTAWIRANI**  
• Assistant Prof, University of Jember, Indonesia



**MR. SON DANG**  
• Chairman - Vietnam Responsible Travel Club  
• Managing Director - Footprint Travel

ONLINE STUDENT CONFERENCE

SAT, 22 OCT 2022

8:00 AM (GMT+7)

**FREE REGISTRATION**

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The UNWTO Affiliate Members Department is responsible for the management of the partnership between UNWTO and the private sector.

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