

# AM News

VOL. 68 - September 2024



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 the Affiliate Members' network. Also included is the updated calendar of events for 2024, featuring the main UN Tourism events.

September is an important month as the global tourism community convenes to observe World Tourism Day, an occasion of great importance for all tourism players from both the public and private sectors. For this occasion, UN Tourism will hold its celebration on 27 September, in Tbilisi, Georgia. Under this year's theme, "Tourism and Peace" the event aims to delve into the nexus between tourism and peacebuilding, underscoring how travel, cultural exchange, and sustainable tourism practices can contribute to conflict resolution, reconciliation, and the promotion of peace across the world.

Looking ahead, I encourage Affiliate Members to mark their calendars for the 3rd World Sports Tourism Congress, which will take place on 28-29 November in Madrid, Spain. This congress will unite ministers, high-level officials, sports legends, and stakeholders to discuss and exchange innovative ideas and insights on sports tourism. The congress will place a particular emphasis on the local impact, contribution to the Sustainable Development Goals (SDGs), and strategic planning to enhance tourism and stimulate local economies through sports events.

I am also pleased to report that the new tools and functionalities of the AMConnected+ platform have been received positively by Affiliate Members. The user-friendly interface, inspired by the most widely used social networks, allows for easy navigation based on 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 and Public-Private Collaboration Department is committed to collaborating and supporting our Affiliate Members' projects to the best of our abilities. We are always available to hear your comments and feedback.

Sincerely,  
Ion Vilcu  
Director

A handwritten signature in blue ink, appearing to read 'Ion Vilcu', with a long, sweeping horizontal stroke extending to the right.

# AM-PPC

## the Affiliate Members and Public-Private Collaboration Department

The UN Tourism Affiliate Members and Public-Private Department (AM-PPC) 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><u>121st Executive Council</u></b>	Barcelona, Spain	In Person
13-15 Nov.	<b><u>122nd Executive Council</u></b>	Cartagena de Indias, Colombia	In Person

### UN TOURISM REGIONAL COMMISSIONS

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7-9 April	<b><u>70th Regional Commission for Europe</u></b>	Tirana, Albania	In Person
29-30 April	<b><u>69th Regional Commission for the Americas</u></b>	Varadero, Cuba	In Person
22-24 May	<b><u>50th Regional Commission for the Middle East</u></b>	Muscat, Oman	In Person
26-28 June	<b><u>36th Joint Meeting of East Asia and the Pacific and South Asia</u></b>	Cebu, Philippines	In Person
22-24 July	<b><u>67th Regional Commission for Africa</u></b>	Livingstone, Zambia	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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6 June	<b>5th Meeting of the Committee on Matters Related to Affiliate Membership (CMAM)</b>		Online
13 Nov.	<b>6th Meeting of the Committee on Matters Related to Affiliate Membership (CMAM)</b>	Cartagena de Indias, Colombia	Hybrid

## UN TOURISM/AM-PPC THEMATIC EVENTS WITH THE PARTICIPATION OF AFFILIATE MEMBERS

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22-23 March	<b><u>12th World Congress on Snow, Mountain and Wellness Tourism</u></b>	Encamp, Andorra	In Person
27 Sept.	<b><u>World Tourism Day</u></b>	Georgia	In Person
22-24 July	<b><u>2nd UN Tourism Regional Conference on Brand Africa</u></b>	Livingstone, Zambia	In Person
26-28 July	<b><u>First UN Tourism Regional Forum on Gastronomy Tourism for Africa</u></b>	Victoria Falls, Zimbabwe	In Person
11-13 Sept.	<b><u>8th UN Tourism Global Conference on Wine Tourism</u></b>	Armenia	In Person
17-18 October	<b><u>3rd Sustainable Destinations Summit</u></b>	Mallorca, Spain	In Person
18-19 Nov.	<b><u>9th UN Tourism World Forum on Gastronomy Tourism</u></b>	Manama, Bahrain	In Person
28-29 Nov.	<b><u>3rd World Sports Tourism Congress</u></b>	Madrid, Spain	In Person

## AM-PPC EVENTS

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26 January	<b><u>UN Tourism Affiliate Members Corner: Insights into Key Outbound Tourism Markets</u></b>	Fitur, Madrid	In Person
8 February	<b><u>Webinar on How to Use AMConnected+</u></b>		Online
19 April	<b><u>International Forum: “Turismo y Cultura: una relación de película” (Premios Platino)</u></b>	Quintana Roo, Mexico	In Person
25 June	<b><u>Webinar on How to Use AMConnected+ (in Spanish)</u></b>		Online
28 June	<b><u>UN Tourism Affiliate Members’ Global Networking Session</u></b>	Cebu, the Philippines	In Person
13 Nov.	<b><u>UN Tourism Affiliate Members’ Global Networking Session</u></b>	Cartagena de Indias, Colombia	In Person

# AM-PPC NEWS

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## Registration Open for the 3rd World Sports Tourism Congress

The iconic Santiago Bernabéu Stadium will welcome the 3rd World Sports Tourism Congress on 28-29 November 2024.

The Congress, jointly organized by UN Tourism and the Government of the Region of Madrid, will once again bring together high-level stakeholders from these sectors to share innovative ideas, best practices, and insights of sports tourism, including its economic impact, contribution to the Sustainable Development Goals (SDGs), and strategies for effectively promoting destinations through sports events and sponsorships.

Destinations globally recognize the potential of this segment and seek to position themselves as Sports Tourism destinations by investing in sporting infrastructure, bidding to host sports events, and implementing marketing strategies to promote their sports offer.

## Topics on the Agenda

- Sports Tourism on Government Agendas
- Partnership models between governments and sports entities
- Long-term planning in Sports Tourism
- Sponsorship trends
- Brand alignment between destinations and sports businesses
- Brand Activation
- Community engagement in sports events
- Best practices in bidding for sports events
- Innovation in sports infrastructure and tourist experience
- New technologies (i.e., Virtual Reality, Augmented Reality, IoT, Artificial Intelligence)
- E-sports
- Sustainability and net-zero strategies
- Environmental, Social, and Governance (ESG) integration in destination planning
- Measuring impact

You can find more information and the registration details [HERE](#)

Register Now

UN Tourism

3<sup>rd</sup> Edition  
**World Sports Tourism Congress**  
#WSTC2024

28 - 29 November  
Santiago Bernabéu Stadium,  
Madrid, Spain

WORLD SPORTS TOURISM CONGRESS

UN Tourism

Comunidad de Madrid

## AM-PPC NEWS

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### UN Tourism and FIA Reinforce Partnership to Advance Sustainable Sports Tourism

UN Tourism and the Fédération Internationale de l'Automobile (FIA), have partnered to advance Sports Tourism on a global scale.

The new Memorandum of Understanding (MoU) marks a step forward in the partnership between the two organisations, highlighting their mutual dedication to advancing sustainable practices and raising awareness about the positive impact of Sports Tourism on destinations. By combining expertise and influence, it aims to leverage the power of world-class sporting events to drive tourism, economic growth, and sustainability. The MoU was signed by FIA President Mohammed Ben Sulayem and UN Tourism Secretary-General Zurab Pololikashvili during the Formula 1 Grand Prix weekend in Monza, Italy.

Over 40 years of Affiliate Membership with UN Tourism, the FIA has served as the leading entity in the field of global motorsports and sustainable tourism.

Under Ben Sulayem's leadership, the Federation oversees some of the world's most prestigious motor racing events, including Formula 1, which draws millions of international fans and significantly boosts local tourism in host cities.

In recognition of his contributions, FIA President, Mohammed Ben Sulayem has been appointed as UN Tourism's Ambassador for Sustainable Tourism, in the category of "Sport". This appointment highlights his dedication to integrating sustainability into motorsport events and activities, promoting initiatives that align with the Sustainable Development Goals (SDGs) and enhancing the global tourism landscape.

The collaboration between UN Tourism and the FIA will contribute to advancing the understanding of Sports Tourism's potential. With an approximate value of \$609 billion, and with a 17.5% annual growth rate, it is one of the fastest-growing sectors within tourism. As UN Tourism continues to promote this dynamic field, the upcoming 3rd World Sports Tourism Congress (Madrid, Spain, 28-29 November 2024) will serve as a key platform for advancing these discussions.

You can find more information [HERE](#)



# AM-PPC NEWS

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## UN Tourism Attends the Presentation of the Sport Summit Madrid 2025

The presentation of the Sport Summit Madrid 2025 took place at the Madrid City Hall, with the participation of all institutional partners, including UN Tourism.

This event will be held in Madrid on June 18-19, 2025, bringing together key stakeholders from the sports and related industries. With conferences, B2B networking spaces, and exhibition areas, It will offer an excellent opportunity for professionals to network, exchange ideas, and share best practices.

Director Vilcu emphasized that UN Tourism is pleased to support this initiative, launched by our Affiliate Member MadCup,

as it aligns closely with our Organization's mission to strengthen the virtuous link between tourism and sports, helping destinations capitalize the potential of this growing sector.

During the event, the impact study of MadCup 2024 was also presented. As one of the largest international grassroots sporting events, MadCup saw participation from 809 teams (over 100 of which were female), representing 35 countries, with more than 2,300 games across 17 categories.

The tournament generated an economic return of EUR 60 million in the Madrid Community. UN Tourism is also very proud to support this tournament, which successfully integrates sports, tourism, education, and values.

You can find more information [HERE](#)





### IGLTA Foundation & UN Tourism Webinar: Impact of LGBTQ+ Tourism and Travel on Destinations

The Affiliate Member INTERNATIONAL GAY & LESBIAN TRAVEL ASSOCIATION (IGLTA) in collaboration with UN Tourism organized a webinar focused on the Impact of LGBTQ+ Tourism and Travel on Destinations. This online event featured a unique presentation on the definition of LGBTQ+ tourism and travel: Growing significance in the tourism industry, with a focus on:

- **Economic Impact:** Contribution to local economies through spending on accommodation, dining, entertainment, and shopping
- **Social Impact:** Promotion of diversity and inclusivity within destinations Fostering of tolerance and acceptance in local communities, and the Empowerment of LGBTQ+ individuals by providing safe spaces for travel

- **Cultural Impact:** Enrichment of destination offerings through LGBTQ+ events, festivals, and celebrations, as well as the preservation and promotion of LGBTQ+ history and heritage sites.

The second part of the webinar featured selected Case studies/Best practices:

- The impact of World Pride on Sydney
- 1 Case Studies from Affiliate Member Visit Benidorm (Ayuntamiento de Benidorm).

To conclude the webinar, participants had the opportunity to ask questions and clarify their doubts during the Q&A session.

You can find more information and the recording of the webinar [HERE](#)



IGLTA  
FOUNDATION



UN Tourism  
UNITED NATIONS  
WORLD TOURISM ORGANIZATION

**WEBINAR:**

## Impact of LGBTQ+ Tourism and Travel on Destinations

# AM-PPC NEWS

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

Are you a UN Tourism Affiliate Member new to the AMConnected+ platform, and willing to share content with the rest of the network?

We encourage Affiliate Members to publish news, events, initiatives, and publications related to tourism. Your knowledge and ideas can spark engaging conversations and benefit the entire network of Affiliate Members within AMConnected+.

In this tutorial, we provide some simple instructions so that you can learn how to publish and share news and information.

Click below on the links to watch the video tutorial and start posting now:

- [AMConnected+, How to create relevant content on AMConnected+ \(English\)](#)
- [AMConnected+, Cómo crear contenido relevante en AMConnected+ \(Spanish\)](#)

If you have any doubts, the Thematic Channel "First Steps" provides the main guidelines on how to use the platform. Access it [HERE](#)

And do not forget, your community guide are available to assist you. You can reach out to them: [HERE](#)

See you on AMConnected+!



AMConnected+

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

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iOS

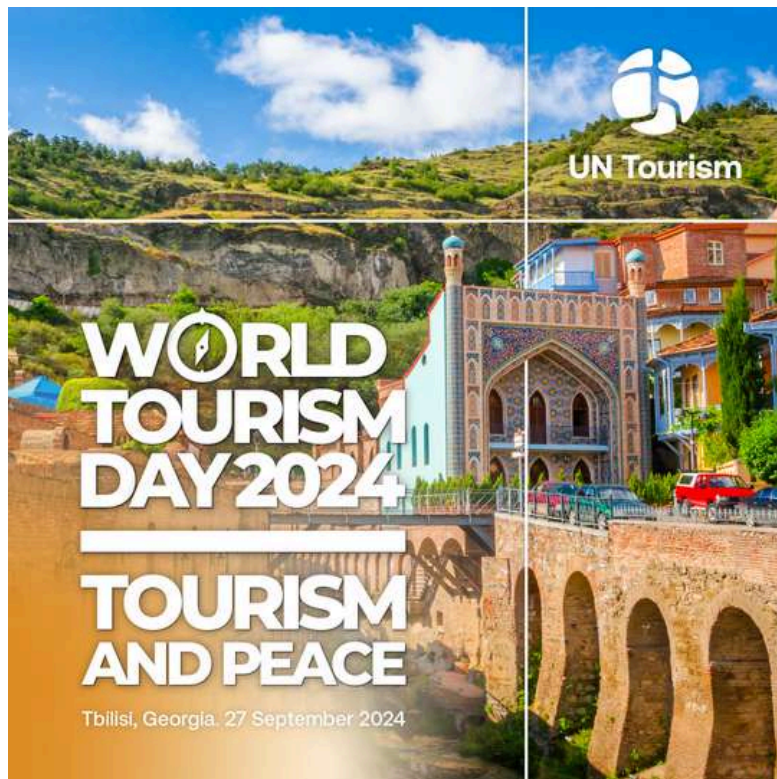


Android



# UPCOMING EVENTS

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Consult AMConnected+ for more information: <https://amconnected.unwto.org/>

# UN TOURISM HIGHLIGHTS

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## In Latin America, UN Tourism Drives Growth Through Investment

UN Tourism is leading the promotion and coordination of investments in the sector throughout the Latin America region.

Tourism is increasingly emerging as a fundamental pillar for development in the region, offering ample opportunities for economic growth and community empowerment. To harness this potential, UN Tourism has confirmed its plans to expand its series of Investment Guides and Investment Forums, each focused on a specific country in the region. The guides identify key competitiveness factors to build an attractive value proposition for investors, including information on green and sustainable investments, underlining a commitment to environmental responsibility.

Between 2019 and 2023, the tourism sector attracted 1,983 announced foreign direct investment (FDI) greenfield projects, with a total of US\$106.7 billion in capital investments.

This flow of capital has created nearly 260,000 potential jobs worldwide, underscoring the sector's significant role in economic development and job creation. Between 2019 and 2023, 212 tourism investment projects were announced in Latin America and the Caribbean, with a total of US\$20.5 billion in capital expenditure, expected to create more than 73,000 potential jobs.

In Latin America, incentives for investment in the tourism sector include a variety of measures designed to attract foreign capital. Most countries in the region have specialized investment promotion agencies, bilateral investment agreements, free zones with special tax conditions, and specific foreign investment promotion laws. In addition, many countries offer tax exemptions on tourism projects, tax benefits in specific areas, and VAT exemptions for tourism activities. Special visas have also been implemented for investors, digital nomads, and pensioners. These incentives demonstrate the region's commitment to promoting tourism development and attracting investments that drive economic growth.

You can find more information [HERE](#)



# UN TOURISM HIGHLIGHTS

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## Montevideo to Host Office for the Tourism Law Observatory for Latin America and the Caribbean

The first thematic office of UN Tourism will be based in the region of the Americas and will focus on legal issues. With the signing of the Collaboration Agreement between the Ministry of Tourism of the Oriental Republic of Uruguay and UN Tourism for the opening of the first thematic office of the Organization, the head office of the Tourism Law Observatory for Latin America and the Caribbean has been inaugurated at the United Nations House in Montevideo, Uruguay.

The ceremony was attended by His Excellency the President of Uruguay Luis Lacalle Pou, the United Nations Resident Coordinator in the country Pablo Ruiz, the Minister of Tourism Eduardo Sanguinetti, Senator and former Minister of Tourism Tabaré Viera, and the Director General of the Ministry of Tourism Ignacio Curbelo. In attendance on the part of UN Tourism were Gustavo Santos, Regional Director for the Americas and Alicia Gómez, Legal Counsel of the Organization, along with Julio Facal, member of the UN Tourism World Committee on Tourism Ethics. Also participating were the Minister of Tourism of Brazil, Celso Sabino, the Lead Tourism Specialist of the Inter-American Development Bank, Juliana Bettini,

academic collaborators of the Observatory and prestigious jurists from Spain, Chile, Cuba, the Dominican Republic, Argentina, Costa Rica, Mexico and other authorities of the Americas.

The Observatory is a project jointly developed by UN Tourism and the Inter-American Development Bank. It will deploy a pioneering digital tool, which includes a database, "TurismoLex", that compiles the tourism legislation of the LAC area, as well as a virtual classroom, a community of practices and regulatory quality indicators. The Observatory will represent an interactive forum where the public, private and academic sectors will be able to exchange best practices and discuss legislative trends in tourism in the region.

With this background, the Observatory, which will begin its operations at the beginning of 2025, will have as its main objectives the improvement in the quality of tourism regulations. It will also serve as a technical forum that promotes appropriate regulation for the area, issuing reports and studies through which the Administrations, mainly, can develop legislation appropriate to the interests of the sector, thus facilitating regional regulatory cooperation, improving cross-border relations and the harmonious development of tourism legislation.

You can find more information [HERE](#)



# UN TOURISM HIGHLIGHTS

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## UN Tourism Puts Spotlight on Education and Innovation at Bled Strategic Forum

UN Tourism brought its expertise to the Bled Strategic Forum, highlighting the essential role of investments and innovation as drivers of a better future, while also engaging in an official visit to the Ministry of Economy, Tourism and Sport to strengthen collaboration.

The Forum is recognized as the top international conference in Central and South-Eastern Europe, offering a platform to explore ideas on modern society and its future. Joining leading public and private sector policymakers and thinkers at the event, UN Tourism Executive Director Natalia Bayona made clear how the sector can continue to adapt and so drive inclusive and sustainable development, both across the region and globally.

As part of a special panel discussion on the power of data in tourism transformation, Ms. Bayona highlighted the importance of rethinking education and training as a key step towards transforming the sector.

By equipping the workforce with digital skills, we can address challenges such as seasonality and overcrowding, while fostering smart, sustainable destinations," she said.

At the same time, UN Tourism also made clear the need for more and better-targeted investments into the sector, noting that this is already driving positive transformation and supporting the shift towards greater sustainability. Over the past five years alone, \$48 billion in venture capital has been invested in tourism technology. "Together, innovation and education have the power to transform the industry," Ms. Bayona concluded.

Within the framework of the Bled Strategic Forum UN Tourism commended Slovenia for its work promoting sustainable tourism as well as its remarkable record of attracting investments into the sector. The possibilities for further collaborations informed UN Tourism's meeting with the country's Minister of the Economy, Tourism and Sport Matjaž Han, most notably shared plans to boost private investments.

You can find more information [HERE](#)



# UN TOURISM HIGHLIGHTS

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## UN Tourism in Kazakhstan: Working Together to Put Sustainability, Education and Innovation at the Heart of Tourism Development

UN Tourism has agreed to work with the Ministry of Tourism and Sports of the Republic of Kazakhstan to foster the development of sustainable tourism in the country.

On an official visit, UN Tourism Secretary-General Zurab Pololikashvili met with the President of Kazakhstan, His Excellency, Kassym-Jomart Tokayev, to discuss avenues for closer collaboration around shared goals.

In the framework of his visit to Astana, the Secretary-General participated in a round table hosted by the President's Affairs office which brought together country's tourism stakeholders to discuss the current state of Kazakhstan's tourism sector, its challenges and strategic priorities. A Memorandum of Understanding signed with the Ministry of Tourism and Sports sets out key areas for collaboration to develop tourism in an inclusive and sustainable way.

Secretary-General Pololikashvili said: "UN Tourism is proud to work with the Republic of Kazakhstan to harness the unparalleled power of sustainable tourism to drive growth and support development. By working together to promote innovation and drive investments into the sector, we can create many new jobs, support businesses of all sizes and preserve and promote at the same time Kazakhstan's rich heritage, environment and culture."

UN Tourism delegation also held high-level talks with both the Minister of Tourism and Sports Yerbol Myrzabossynov, and the Minister of Digital Development, Innovation, and Aerospace Industry, Zhaslan Madiyev. Discussions focused on the implementation of the MoU signed between the two parties, recognizing the importance of strengthening the tourism sector across the Republic. Under the terms of the MoU, UN Tourism will cooperate with the Ministry in the following areas:

- Sustainable development of destinations
- Digitalization in Tourism
- Education and Training
- Innovation in tourism
- Investment promotion in tourism

You can find more information [HERE](#)



## AFFILIATE MEMBERS NEWS

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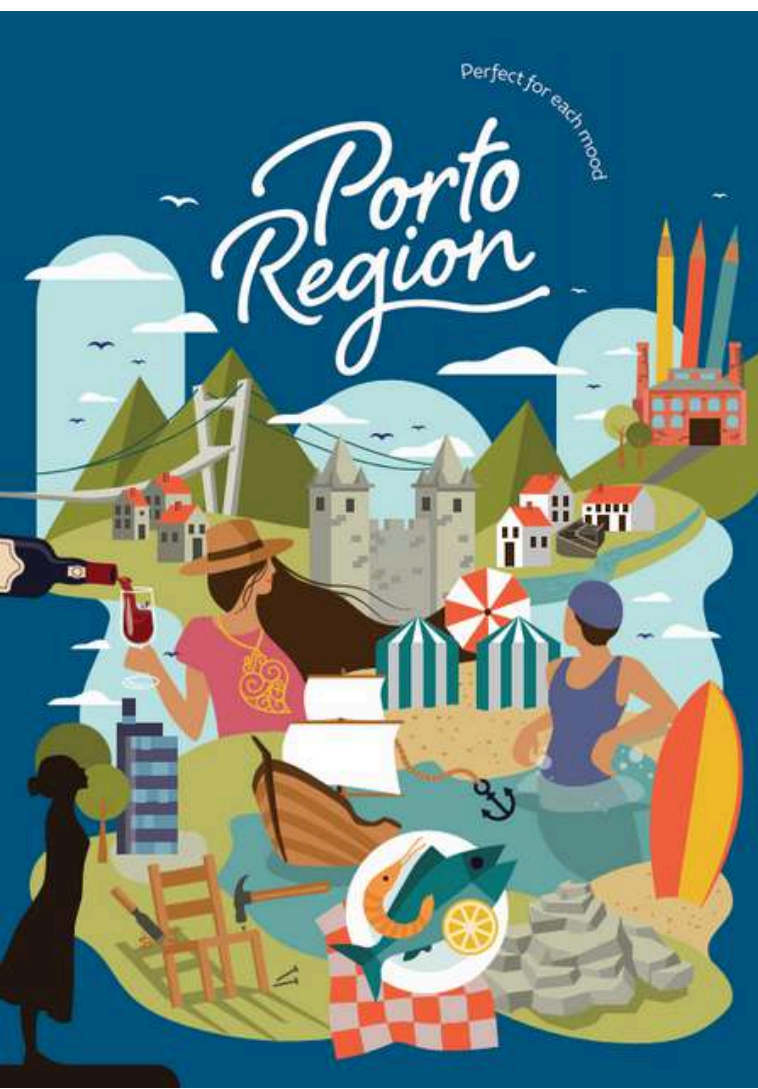
### PORTO REGION - PERFECT FOR EACH MOOD

IPDT - Tourism has recently completed another tourism development project, this named “Porto Region - Perfect for Each Mood!” designed for the Porto Metropolitan Area (AMP) in northern Portugal. The project aims to organize the diverse tourist offerings of the 17 municipalities within the AMP, emphasizing their unique attributes and the region’s rich cultural and physical contrasts. The concept, centered around the idea of being “Perfect for Each Mood,” seeks to cater to different tastes, motivations, and lifestyles by providing a wide range of urban, natural, leisure, and well-being experiences.

The region’s tourist experiences have been categorized into seven distinct “moods”: Adventurous, Creative, Curious, Romantic, Sweet tooth, Nostalgic, and Zen, which visitors can explore throughout the AMP. This approach is meant to resonate with the diverse and welcoming ambiance of the region, creating a sense of belonging for visitors and aligning with broader market needs and regional and national strategies.

To promote these experiences, the project developed three key communication tools: a [promotional video](#), a brochure, and a [website](#), all aimed at enhancing local promotional efforts, fostering partnerships, and managing tourist flows effectively.

The project, which took about a year to complete, was publicly launched on July 11, 2024, in an event attended by key stakeholders, including government officials and tourism professionals. The event also featured a roundtable discussion on the project’s impact and implementation, and a presentation by IPDT on key insights into the international visitor profile for the region, which supported the project’s recommendations.





# AFFILIATE MEMBERS NEWS

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## Introducing the New Visit Greece Mobile App: Your Ultimate Travel Companion

TOPOSOPHY is excited to unveil the enhanced Visit Greece mobile app, developed in collaboration with the Greek National Tourism Organization (GNTO), Eurobank, and Mastercard®. This bilingual app aims to position Greece as a sustainable travel destination by offering travelers innovative tools for responsible exploration.

The revamped app serves as a comprehensive travel companion, seamlessly integrated with Greece's leading tourism portal, [visitgreece.gr](https://www.visitgreece.gr). It offers a diverse array of functionalities, including curated destination guides, event listings, and essential traveler information. With dedicated sections for sustainable experiences, car rentals, accommodation, shopping, dining, and Mastercard® Priceless offers, the app caters to a wide range of traveler needs. Real-time geolocation ensures users receive relevant information based on their current whereabouts, while bilingual capabilities (Greek and English) guarantee accessibility for a global audience.

Key initiatives involved meticulous management of app features to seamlessly integrate with the [visitgreece.gr](https://www.visitgreece.gr) portal, enhancements in visual design and functionality, and development of an interactive map to deliver essential information and enhance sponsor visibility.

Beyond technical enhancements, our strategy included a pivotal role in app promotion. We developed and executed a comprehensive marketing strategy encompassing push notifications and newsletters, highlighting relevant news and featured experiences to engage and inform users. Additionally, in-app surveys were implemented to gather feedback on user satisfaction and traveler experiences, continuously guiding app improvements and partner evaluations.

For further details or assistance, contact TOPOSOPHY to discover how we can help your destination leverage innovative travel solutions and promote sustainable tourism practices.

**TOPOSOPHY**  
PLACE MAKING & MARKETING AGENCY

TOPOSOPHY



## AFFILIATE MEMBERS NEWS

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### **OMRAN Group's Contribution to Oman's Tourism Education: Oman Tourism College Launches "Train the Trainer" Course**

OMRAN Group is proud to announce the launch of the "Train the Trainer" course at Oman Tourism College (OTC), a pioneering initiative in collaboration with the World Federation of Tourist Guide Associations (WFTGA). This groundbreaking program, taking place from August 25th to September 9th, 2024, marks a significant milestone in Oman's tourism education, aligning with our commitment to elevate the nation's tourism sector.

The course, hosted in Muscat, will bring together 14 participants from both government and private sectors within the tourism industry. It is designed to equip them with the essential skills and knowledge to effectively train the next generation of tour guides. The curriculum focuses on best practices in tour guiding, visitor engagement techniques, and tour management, with a strong emphasis on enhancing communication and leadership capabilities.

The "Train the Trainer" course is the first of its kind in Oman, showcasing an international collaboration that highlights our commitment to fostering excellence in tourism.

About the World Federation of Tourist Guide Associations (WFTGA):

The WFTGA is a global non-profit organization committed to advancing the profession of tour guiding through comprehensive training programs and professional workshops. Their mission is to enhance the quality of tour guiding worldwide and support the development of professional standards in the industry.



## AFFILIATE MEMBERS NEWS

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### Tourism Competitive Intelligence Panel enters a new phase

From the north to the south of Brazil, the VAI Turismo Project goes on strengthening the relationship with the tourist trade and with the public authorities of Brazilian states. The interaction with state governments has been going on since 2022, when the movement succeeded in delivering public policy proposals focused on the sustainable development of tourism.

Now, the Vai Turismo, an initiative of the National Confederation of Commerce of Goods, Services, and Tourism (CNC), coordinated by its Tourism and Hospitality Business Council (Cetur), works increasingly integrated with Brazilian states and prepares the delivery of the Tourism Competitive Intelligence Panel, a platform that allows the registration of projects aimed at public and business policies in the sector, enabling market analysis and concrete data comparisons that show the economic and social impact of the public policy proposals that are being materialized.

The Vai Turismo is travelling the country, literally, to present the Tourism Competitive Intelligence Panel to state and municipal governments, in partnership with the Commerce Federations, responsible for implementing the Project locally. By the end of July, about 450 projects focused on Tourism, including public and private initiatives, were registered in the panel.

Through the available information by the Panel it will be possible to affirm, with data, that Tourism is a development vector in the country, and the tool will be essential to boost Tourism and foster the sustainability and integration of the Brazilian tourism regions.

Follow the next editions of the AM Newsletter to keep up with the VAI Turismo progress by the Brazilian states and the local advances. Learn more about the VAI Turismo on the website:

<https://vaiturismo.portaldocomercio.org.br/>



# AFFILIATE MEMBERS NEWS

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## Tanzania Awaits You: Secure Your Spot on TATO's Familiarization Trips

As a member of UN Tourism, you understand the importance of firsthand experiences in the travel industry.

The Tanzania Association of Tour Operators (TATO), with over 40 years of leadership in Tanzania's tourism industry and representing 300+ dedicated members—ranging from safari and trekking experts to adventure and cultural specialists, as well as a variety of accommodation providers—is offering travel trade professionals an exclusive opportunity to explore one of the most captivating destinations in the world: TANZANIA.

In 2024, TATO invites you to join one of our meticulously planned Familiarization (FAM) trips:

- The 7-day itineraries will take place on October 13-19, November 10-16, and December 1-7.
- The 10-day itineraries are scheduled for October 13-22, November 10-19, and December 1-10.

Each program offers an unparalleled journey through Tanzania's iconic landscapes, including thrilling safaris in the Serengeti and the Ngorongoro Crater,

as well as an awe-inspiring view of Mount Kilimanjaro. For those seeking a touch of island paradise, an optional 3-night Zanzibar extension awaits, offering the perfect blend of relaxation and adventure.

These FAM trips are not just a travel experience; they're a gateway to enhancing your professional expertise. By joining TATO FAM trips, you'll gain invaluable insights into Tanzania's offerings, empowering you to better serve your clients and promote this incredible destination.

Seize this chance to expand your professional expertise and explore Tanzania like never before. Secure your spot today by visiting [www.tatotz.org/fam-trips](http://www.tatotz.org/fam-trips) or emailing [famtrip@tatotz.org](mailto:famtrip@tatotz.org).

Let's embark on this unforgettable journey together, karibuni sana Tanzania!



## AFFILIATE MEMBERS NEWS

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### **JTB welcomes all of you at the Tourism Expo Japan 2024 in Tokyo on Sep 26 – 29, 2024!**

JTB will exhibit at Tourism Expo Japan 2024 to be held at Tokyo Big Sight for four days from September 26 to 29, 2024, under the concept of “Voyage to the Wow (Wonder of the world)! JTB will exhibit under the following three themes.

#### Theme 1: Overseas Travel

While domestic travel in Japan has recovered to pre-Corona levels, the environment surrounding overseas travel by Japanese nationals remains challenging due to the weak yen and other factors, and the industry must work together to achieve an early recovery in overseas travel. We will introduce the land-based contents of overseas travel, and Royal staff, JTB's professional travel agents are well known for their expertise in advising customers on overseas travel, will hold an interactive event for customers to participate in overseas travel experience.

#### Theme 2: Sports

As the only MLB-approved hospitality and travel package provider in Japan, JTB offers a variety of game-viewing programs and “globally interactive” experiences for fans. Struck-out games trials and talk shows with prominent Japanese former MLB players will also be held at the site.

#### Theme 3: Inbound Travel and Tourism DX

Digital services that create a human flow of inbound travelers and promote the flow of visitors to local communities will be introduced, as well as initiatives that seek to solve regional tourism challenges, such as overtourism.

Please visit the booth R-008 to see us in person and our tireless efforts to “generate value through creative exchanges” which is the business domain of the JTB Group in response to the drastically changing tourism environment! We look forward to seeing you at TOKYO BIG SIGHT, Tokyo on Sep. 26 - 29, 2024.



*Perfect moments, always*





The UN Tourism Affiliate Members and Public-Private Collaboration Department is responsible for the management of the partnership between UN Tourism and the public and private sectors.

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UNprecedented Perspectives  
by UN Tourism Affiliate Members