

AM News

VOL. 67 - August 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.

In recent weeks, the African Region has been at the forefront of several significant UN Tourism events. Zambia successfully hosted the last Meeting of the Regional Commission: the Commission for Africa and the 2nd Regional Conference on Brand Africa, focused on "Promoting Africa to unlock tourism investments and the sector's growth potential." Additionally, Zimbabwe hosted the First UN Tourism Regional Forum on Gastronomy Tourism for Africa.

Looking ahead, I am pleased to inform you that the registration for World Tourism Day 2024 Tourism and Peace is now open. This year's celebration will take place in Tbilisi, Georgia on 27 September. Also, 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 underline that extends 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

UN TOURISM STATUTORY AND HIGH-LEVEL MEETINGS

UN TOURISM EXECUTIVE COUNCILS

10-12 June	<u>121st Executive Council</u>	Barcelona, Spain	In Person
13-15 Nov.	122nd Executive Council	Cartagena de Indias, Colombia	In Person

UN TOURISM REGIONAL COMMISSIONS

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

BOARD OF THE AFFILIATE MEMBERS

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

COMMITTEE ON MATTERS RELATED TO AFFILIATE MEMBERSHIP

6 June	5th Meeting of the Committee on Matters Related to Affiliate Membership (CMAM)		Online
TBC	6th Meeting of the Committee on Matters Related to Affiliate Membership (CMAM)	TBC	Online

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

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

AM-PPC EVENTS

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

AM-PPC NEWS

Affiliate Members represented during the 67th UN Tourism Regional Commission for Africa

The 67th Meeting of the UN Tourism Regional Commission for Africa (CAF) took place in Livingstone, Zambia from 22 to 24 July 2024.

For this occasion, the Chair of the Board selected the Affiliate Member Tanzania Association of Tour Operators as representative of the Board of Affiliate Members. On behalf of the Board, TATO's Chairman, Mr. Willbard Chambulo had the opportunity to present the status of the membership as well as the main initiatives carried out by the Affiliate Members in the last period to the Members States and different tourism stakeholders attending.

Recognizing this positive trend, the Commission Meeting Session featured a special Ministerial-level discussion focused on global tourism investment trends, with a special emphasis on the promising tourism outlook in Zambia.

The session offered insights into sustainable development opportunities and strategies to attract and secure tourism investments. Key talking points included sustainable tourism development strategies, enhancing Africa's global tourism competitiveness, and innovation in tourism marketing and branding.

The meeting also saw the launch of a new set of Investment Guidelines for Zambia. The publication focuses on tourism and inclusive growth in Zambia, which aligns with the UN Tourism Agenda for Africa, identifying opportunities for global investors.

Additionally, Members embraced the Secretariat's emphasis on safety and security recommendations in the UN Tourism Agenda for Africa which includes a tourism police initiative in collaboration with The West African Economic and Monetary Union (UEMOA) and the New Partnership for Africa's Development (NEPAD).

You can find more information [HERE](#)



AM-PPC NEWS

LAST DAYS: Be a Pioneer in Sustainable Tourism: Join UN Tourism and Oxford's Innovative ESG Project!

UN Tourism and the University of Oxford are inviting Affiliate Members to join an innovative project on sustainable tourism and Environmental, Social, and Governance (ESG) reporting.

This groundbreaking initiative aims to create a harmonised ESG Framework for Tourism Businesses, providing a standardised, credible, and comparable approach to measuring and enhancing sustainability efforts within the sector.

By participating, you will have a unique opportunity to help shape this pioneering global Framework,

by engaging in brief interviews, surveys, focus group discussions, and field visits carried out by a team from UN Tourism and the University of Oxford.

SG has become crucial for corporations worldwide, capturing non-financial topics not included in standard financial reporting. In the tourism industry, ESG is vital for customer relations, risk management, and sustainable financing.

Currently, ESG reporting lacks standardization, hindering comparability. The UN Tourism is working on a harmonized ESG framework for tourism businesses.

You can find more information about the initiative and how to get involved [HERE](#)

  OXFORD SDG
IMPACT LAB


UN Tourism

Join the UN Tourism & Oxford Project on Sustainable Tourism!

Are you a forward-thinking Affiliate Member ready to lead the way in sustainability?

UN Tourism and the University of Oxford are seeking organisations to participate in an innovative research project on sustainable tourism and ESG.

 **ESG**
Framework
for Tourism
Businesses



AM-PPC NEWS

ON THE GO, the podcast about the future of the Tourism Industry is now available

The Affiliate Member ATREVIA and UN Tourism are jointly producing a series of podcasts that will address current events, trends, and challenges in the tourism sector.

This initiative counts with the participation of managers and experts, from UN Tourism itself, as well as representatives of companies and relevant public entities in the sector, Affiliate Members who are leading specific areas of the tourism industry.

The objective of the podcast is to highlight the valuable knowledge, information, and best practices for the sector of our Affiliate Members, reaching a wide and diverse audience thanks to the potential offered by a dynamic format such as this series of podcasts.

In the introductory episode of the Podcast, Esther Benito, Global Director of Tourism, ATREVIA (moderator), and Ion Vilcu, Director of the Affiliate Members and Public-Private Collaboration Department, explored key opportunities and trends in Tourism and the vision and priorities of UN Tourism.

The first episode of the podcast focused on Sports Tourism. On this occasion, the speakers discussed:

- The growing importance of Sports Tourism in the tourism agenda and the main trends.
- The specific benefits that Sports Tourism provides to local communities and visitors
- The role of Sports Tourism in generating employment and economic opportunities in the tourism industry
- Examples and case studies from our Affiliate Members
- And many more!

You can find more information [HERE](#)



 Podcast de Turismo

ATREVIA

On
the
go

Diálogos
sobre el futuro
del turismo

Con la colaboración de



ONU Turismo

AM-PPC NEWS

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:

iOS



Android



UPCOMING EVENTS

Save the date



UN Tourism

3rd Edition

**World
Sports
Tourism
Congress**

#WSTC2024

28 – 29 November
Madrid, Spain



UN Tourism

**WORLD
TOURISM
DAY 2024**

**TOURISM
AND PEACE**

Tbilisi, Georgia. 27 September 2024



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

UN TOURISM HIGHLIGHTS

New Academies, Communications Strategy and More Investments: UN Tourism Sets Course for African Members

UN Tourism continues to deliver on its Agenda for Africa, bringing the region's Members together around a focus on investments, multilateral cooperation and education.

The 67th meeting of the UN Tourism Regional Commission for Africa (22-24 July) welcomed public and private sector leaders from across the region. The Member States met as Africa's tourism sector experiences strong recovery. During the first quarter of 2024, arrivals were up 5% compared to pre-pandemic levels. This positions the continent as the second-best performer globally, surpassing all regions except the Middle East.

Secretary General, Zurab Pololikashvili, stated, "Zambia, as the whole African region, is an excellent example of the positive impact of tourism, which leads to new investments and job creation. Furthermore, our Members come together in Livingstone as Zambia celebrates 60 years of peace and independence, an inspiration as we get set to mark World Tourism Day around the theme of 'tourism and peace' in September."

On this occasion, UN Tourism has launched a guide on sustainable tourism development in Zambia that identifies key sectors for investment. Titled "Tourism Doing Business— Investing in Zambia," the guide aims to boost economic growth nationwide, emphasizing:

- Zambia's biodiversity and natural resources make it an attractive destination for investors.
- Zambia shares borders with eight other countries.
- Zambia has been ranked the 7th Best Country to do Business out of 54 African nations and the 1st for Ease of Obtaining Credit in Africa after celebrating 60 years of peace and stability.
- Zambia offers attractive investment incentives, with 16 investment promotion and protection agreements currently in place.

Looking ahead, UN Tourism will hold a first joint meeting of its Regional Departments for Africa and the Americas (Punta Cana, Dominican Republic, 3-5 October 2024). Here, Members of both Commissions will meet to discuss South-South cooperation through investments, education, cultural roots, creative industries, and innovation.

You can find more information [HERE](#)



UN TOURISM HIGHLIGHTS

UN Tourism Promotes “Brand Africa” to Unlock Investment Opportunities in Region

UN Tourism has united its Member States to focus on promoting “Brand Africa” and exploring new opportunities for growth and diversification across the region.

Held within the framework of the Regional Commission for Africa, “Promoting Africa to Unlock Tourism Investments and the Sector’s Growth Potential”, brought together public and private sector leaders to identify new opportunities and find shared solutions to the most pressing challenges. The Forum formed part of UN Tourism’s wider emphasis on empowering its Members to advance a new, positive narrative for the sector across the continent.

Alongside key UN Tourism experts, stakeholders included the Affiliate Members Zambia Tourism Agency and Africa Tourism Partners, and key figures from leading civil society actors and businesses from the region, including Meta

Discussions focused on strengthening Brand Africa, including through greater public-private collaboration. Delegates also shared their insights into revolutionizing the image of Africa in order to drive greater tourism competitiveness, while top media thinkers provided their insights into Think Tank discussions on “shifting the narrative” of African tourism.

Reflecting the importance of investments for advancing Brand Africa, the event also saw the official launch of the latest in UN Tourism’s series of Investment Guidelines. The latest publication, focused on Zambia, again provides vital information for international investors, identifying key areas of growth and other opportunities within Zambia’s burgeoning tourism sector.

You can find more information [HERE](#)



UN TOURISM HIGHLIGHTS

New Academies in Collaboration with UN Tourism Planned for Zambia and Zimbabwe

UN Tourism has announced a major step forward in its work to grow education and skills development in Africa with the establishment of the first collaborative Academies in the region.

With African tourism experiencing significant growth, there is now an urgent need to train a wide range of skilled professionals, all equipped with the skills modern tourism businesses need. Reflecting this demand, UN Tourism has signed a Memorandum of Understanding with the Ministry of Tourism of Zambia to establish the ZITHS Mukuni International Academy for Tourism and Hospitality in collaboration with UN Tourism. The Academy will offer a range of courses, all focused on equipping students both new to the sector and establish tourism workers the skills they need to find work or advance in their careers.

Laying the foundation stone in Livingstone, Secretary-General Pololikashvili said: “Africa’s tourism sector is growing and diversifying at a tremendous rate. These new Academies in Collaboration with UN Tourism will help train the tourism workers of tomorrow in a range of specialisms, giving African tourism the talent it needs to thrive.”

UN Tourism has also agreed to establish the Africa International Tourism Academy for Culinary Arts in collaboration with UN Tourism. The specialist centre will be hosted in Victoria Falls, Zimbabwe and focus on training skilled professionals in culinary arts both within the country and right across Africa. The announcement coincides with the celebration of the first UN Tourism Gastronomy Tourism Forum for Africa, an event showcasing the region’s diverse gastronomy and set to bring together leading players from the public and private sectors.

You can find more information [HERE](#)



UN TOURISM HIGHLIGHTS

Victoria Falls Hosts First Regional Forum on Gastronomy Tourism for Africa

UN Tourism successfully held its inaugural Regional Forum on Gastronomy Tourism for Africa, marking a significant step forward for both the continent and the host nation. The Forum also highlighted Zimbabwe's commitment to leveraging gastronomy as a catalyst for sustainable tourism development across the country and Africa.

Under the patronage of the First Lady of the Republic of Zimbabwe, Her Excellency Dr. Auxillia C. Mnangagwa, and in collaboration with the Basque Culinary Center, the forum brought together around 200 delegates from 33 countries, including 11 Ministers and Deputy Ministers, the African Union, the Southern African Development Community (SADC) and the Food and Agriculture Organization of the United Nations (FAO).

The discussions at the forum emphasized the transformative power of gastronomy tourism in enhancing local communities and economies throughout Africa.

Participants explored the role of gastronomy in elevating Africa's presence on the global tourism stage, as well as strategies for integrating gastronomy into national tourism policies.

The event also featured UN Tourism Regional Gastronomy Pitch Challenge – driving innovation in Africa, in which five entrepreneurs presented innovative solutions to improve the gastronomy and tourism value chains.

In addition, the signing of a Memorandum of Understanding marked the establishment of the Zimbabwe International Tourism Academy for the Culinary Arts, in partnership with UN Tourism. This initiative underscores a strong commitment to skills development and education, reinforced by the announcement of 100 UN Tourism Academy online scholarships aimed at nurturing culinary talent across the continent.

The second edition of the Regional Forum on Gastronomy Tourism for Africa will be held in Tanzania.

You can find more information [HERE](#)



UN TOURISM HIGHLIGHTS

UN Tourism and World Sustainable Hospitality Alliance to Advance Common ESG Framework

UN Tourism and the World Sustainable Hospitality Alliance will work together to implement a common framework for Environmental, Social, and Governance (ESG) for the sector.

The ESG Framework for Tourism Businesses, developed by UN Tourism in collaboration with the University of Oxford SDG Impact Lab, is aimed at helping enterprises across the sector measure and report their sustainability efforts and impacts more consistently and reliably. With this new agreement, UN Tourism will work alongside the Alliance to test the Framework, refine its indicators and relevant tools, and foster stakeholder engagement.

The partnership comes as tourism businesses face increasing pressure to disclose their ESG actions and impacts. The ESG Framework for Tourism Businesses is rooted in the Statistical Framework for Measuring the Sustainability of Tourism (SF-MST), endorsed by the UN Statistical Commission with unanimous support from all 193 UN Member States, and strives to bring greater and much-needed alignment between private and public sector data.

Alongside this, the Alliance's Net Positive Hospitality Pathway and Framework is designed to harmonise metrics and key performance indicators (KPIs), develop standards, and streamline reporting within the hospitality industry.

You can find more information [HERE](#)



AFFILIATE MEMBERS NEWS

Skål International celebrates impressive success of its Sustainable Tourism Awards Entries Reception

[Malaga, 13 July 2024] - Skål International, the leading tourism organization of travel executives that embraces all sectors from the tourism industry from 1934, is pleased to announce the outstanding participation in the 23rd edition of its Sustainable Tourism Awards, with 56 participants representing 20 countries worldwide across eight newly refreshed categories.

Since 2002, these annual awards have attracted over 1,000 entrants, aiming to honor outstanding contributions, achievements, innovation, and best practices in sustainability and responsible tourism. The success of the entries reception underscores the tourism industry's dedication to environmental stewardship, providing a platform for recognition and inspiring professionals to innovate for sustainability and positive change.

Skål International, an Affiliate Member of UN Tourism since 1984, continues to enhance its Sustainable Tourism Awards with their close collaboration. UN Tourism provides Skål International with global platforms to promote the STA program and its winners, showcasing exemplary "best practices" for other institutions, companies, and countries to emulate in fostering a sustainable future.

Skål International is also delighted to keep its partnership with Biosphere Tourism and Responsible Tourism Institute since 2018, and Sustainable Travel International who joins Skål International to make the objective of these awards a reality and to bring them closer to the international tourism community.

Distinguished sustainability experts on the independent judging panel are currently evaluating the entries received and we have pleasure in sharing with you the lists of participants to the 23rd edition of the Skål International Sustainable Tourism Awards.

[View here](#)

The winners will be announced on 17 October during the Opening Ceremony of the 83rd Skål International World Congress in Izmir, Türkiye.

[Click here](#) to view an insight of the Sustainable Tourism Awards history.

For more information, please visit <https://skal.org/sta-winners#> or contact awards@skal.org.



With the collaboration of



AFFILIATE MEMBERS NEWS

Let Pigs Fly: Defying the Gravity of Impossible in Urban Tourism

“When pigs fly” has long been a synonym with the wildly improbable. We now need those pigs flying - as our most wicked challenges demand seemingly impossible solutions and this is what we will be diving into at the City Destinations Alliance Conference in Bruges, October 16-18, 2024. Join us as we delve into...

... how radical collaboration within urban tourism can spark much-needed transformation. Discover strategies for handling crises when your pig hits the fan and attracts public frenzy. Explore how YES-and thinking can lead to the extraordinary, and how we can piggyback on innovations from other challenged industries striving for impossible change. Add your voice to the discussion: Is there a real pig flying moment ahead for air travel, or is it simply a pigment of our imagination?

Help us let pigs fly, as we meet for the City Destinations Alliance Conference in Bruges. Over two immersive days, we will explore audacious ideas and solutions in urban tourism. The industry is calling for positive disruption, and we'll learn and exchange with the brave, the curious, and hopefully also the delightfully bonkers.

From prompt battles to workshops and live demos, we will see pigs flying in three distinct formats: from mainstage inspirators who HOG THE SPOTLIGHT, to GUINEA PIGS of curious experimentation and joint exploration, to PIGGYBACKING on the successes and learnings of other DMOs and urban tourism solutions.

Let's make the impossible possible together at the “Let Pigs Fly” Conference!

More info:
<https://citydestinationsalliance.eu/event/gds-forum-citydna-autumn-conference-2024-bruges/>

CITY DESTINATIONS ALLIANCE



AFFILIATE MEMBERS NEWS

Agreement between OCA Global and Tourism Optimizer Platform for the Commercialization and Certification of Government and Institutional Service Providers Worldwide

Tourism Optimizer Platform (TOP), the only company in the world specialized in Governmental and Institutional Travel and Tourism (GITT), has signed an agreement with the prestigious certification firm OCA Global. The objective of this partnership is to certify service providers oriented towards this sector on an international level.

OCA Global, with a presence in more than 60 countries and a turnover of over 130 million euros, and Tourism Optimizer Platform (TOP), a pioneering company in the governmental and institutional travel sector, have reached an agreement to certify service providers specialized in this niche market. This market has unique requirements and needs different from other sectors and lacks typical elements of the tourism industry, such as seasonality.

TOP, an Affiliate Member of UN Tourism, is not only responsible for identifying the GITT sector but also for creating the GITT Standard International Norm. This is the only regulatory body and technical reference to date that identifies and regulates the flows, involved agents, and specific elements of this type of travel and events.

OCA Global, in turn, collaborates with leading international firms such as Airbus, Amazon, Google, Cepsa, BBVA, Fremap, Naturgy, Orbea, Renfe, Repsol, Siemens, Grupo Volkswagen, Inditex, Ferrovial, RTVE, Ohla, Sacyr, BP, among others, and now establishes this strategic alliance with Tourism Optimizer Platform.

The GITT sector generates more than €12.5M annually directly and much more indirectly. The sector has a socio-economic impact on destinations, generating wealth and adding additional prestige to the destinations themselves as well as to both the public and private sectors.



AFFILIATE MEMBERS NEWS

Promoting Excellence in Safari Guiding: TATO's New Code of Conduct and Ethics

The Tanzania Association of Tour Operators (TATO) announces the release of its comprehensive Safari Guide Code of Conduct and Ethics. This initiative aims to elevate safari guiding standards across Tanzania, reinforcing TATO's commitment to sustainable tourism and preserving Tanzania's natural and cultural heritage.

Key Highlights:

1. Professionalism and Presentation: Guides represent their companies and Tanzania's wilderness. The code emphasizes professionalism in dress, language, and behavior, both on and off duty.

2. Conduct and Ethics: This section covers compliance with national laws, respect for privacy, inclusiveness, and bans on illicit drug use and alcohol consumption while on duty. It stresses the protection of clients' privacy and data.

3. Training and Experience: Guides should work within their expertise and pursue ongoing professional development. The code outlines emergency protocols and the need for accurate information.

4. Vehicle Protocols: The guidelines ensure vehicle safety, adherence to speed limits, and respectful driving, crucial for conservation and client safety.

5. Environmental Impact: The code promotes responsible waste management, avoiding single-use plastics, and respecting wildlife. Guides should minimize their ecological footprint and educate clients on sustainability.

6. Wildlife Interaction: Emphasis is on minimal interference with wildlife, respecting animal comfort zones, and discouraging disruptive behaviors.

7. Cultural Sensitivity: Guides should foster respectful interactions with local communities, enhancing tourists' cultural experiences.

TATO urges all tour operators to adopt this code and ensure their guides adhere to these standards. By embracing these guidelines, we can significantly improve the image and quality of safari guiding in Tanzania.

Download your copy of the Safari Guide Code of Conduct and Ethics from the TATO website at www.tatotz.org/guides-code-of-conduct or by scanning the QR code. The code is available in multiple languages to accommodate our diverse community.

TATO Safari Guide Code of Conduct & Ethics



AFFILIATE MEMBERS NEWS

Explore Urbanism with Common Ground by TOPOSOPHY

TOPOSOPHY presents Common Ground, a podcast series that delves into urbanism through the perspectives of food, travel, business, technology, and the environment. Each episode offers listeners a global journey, uncovering inspiring stories of individuals who are transforming cities and societies.

Our podcast addresses critical urban issues, such as: How can we create more sustainable food systems? In what ways can tourism benefit local communities? How can we revitalize neglected buildings? What strategies can reduce the impact of natural disasters? And how is remote work reshaping urban planning?

Common Ground features a diverse array of voices, including renowned chefs, influential musicians, passionate activists, visionary architects, and pioneering entrepreneurs. Episodes highlight key topics such as Massimo Bottura and Kamal Mouzawak's groundbreaking efforts to reform food systems, Kyoto's preservation of Machiya townhouses, and Doug McMaster's zero-waste restaurant alongside Pete Pearson's waste reduction initiatives.

Whether you're a city planner, sustainability advocate, or simply interested in urban transformation, our podcast offers valuable insights into the challenges and opportunities shaping our cities.

To listen and discover how we can support your urban solutions, visit [TOPOSOPHY Podcasts](#).

TOPOSOPHY

PLACE MAKING & MARKETING AGENCY

TUNE INTO
Common Ground

A podcast series by
TOPOSOPHY



AFFILIATE MEMBERS NEWS

JTB Group leads Sustainable Tourism Initiative “bring to life” intangible cultural heritage affected by natural disasters

Nanao-ko Masturi (Nanao Port Festival) will be Held in Tokyo at the end of August, 2024.

JTB Corp. (JTB) has partnered with the “Nanao-ko Matsuri” - Nanao Port Festival” Executive Committee to hold the “Nanao Port Festival” at Zojo-ji Temple in Minato-ku, Tokyo, at the end of August 2024.

The festival was originally scheduled to be held in Nanao City, Ishikawa Prefecture in this July, but due to the 2024 Noto Peninsula Earthquake, it is currently unable to be held locally. The event will be held with the cooperation of Zojo-ji Temple, the venue of the festival.

Currently, many festivals have been canceled or postponed due to the earthquake, resulting in a decrease in tourists and depopulation, which has caused a decline in communities and economic impact. Even in such an environment, local people and those involved in tourism are working hard to preserve and pass on the intangible traditional culture of the community.

With the cooperation of Zojo-ji Temple in Tokyo, the venue for this event,

a variety of events will be held, including a reenactment of the “So-Odori (Traditional Huge Group Bon Odori dance performance)”, which is the main event of the “Nanao-ko Matsuri” Festival, a booth to support recovery efforts, Local products sales of Noto peninsula area, disaster prevention events, and stage performances by various organizations.

Event Overview

- Event Name: Nanao-ko Masturi - Nanao Port Festival in Tokyo
- Date and Time: Friday, August 30, 2024, 3:00 p.m. – 9:00 p.m.
- Saturday, August 31, 2024, 9:00 a.m. – 9:00 p.m.
- Place and Venue: At the Zojoji Temple (Minato Ward, Tokyo)

The JTB Group serves a diverse range of clients under the mission of “Connecting and Contributing. By linking our clients with one another, we aim to address interrelated social issues in Japanese society. This time, JTB has connected Ishikawa Prefecture, the disaster-stricken area, with the rest of Japan through an event that contributes to the inheritance of intangible cultural heritage for the next generation.



AFFILIATE MEMBERS NEWS

The 9th TPO Forum

The 9th TPO Forum will take place from August 28 to 30, 2024, in Sanya, Hainan, China.

This Forum, themed "Open Cooperation and Innovative Development for Sustainable Tourism", promises to be a vibrant and engaging platform for participants to exchange valuable information and insights about the tourism industry. The event will feature dynamic sessions, a technical tour, and both opening and closing ceremonies. Participants will have the opportunity to meet tourism experts from around the world and share inspiring strategies for fostering cooperation and development.

Furthermore, the 9th TPO Forum will offer meaningful networking opportunities through a variety of activities,

designed to actively engage TPO members and all participants, driving the prosperity of global sustainable tourism.

As the venue of this forum, Sanya is located on the southern Hainan Island covering a total land area of 1,921 square kilometers and a sea area of 3,500 square kilometers. Sanya offers a unique blend of tropical rainforest and ocean scenery. Its natural beauty and excellent ecological environment make Sanya a paradise for daily living, travel, and vacations.

Tourism Promotion Organization for Global Cities and Sanya Tourism Board encourage you to mark your calendar and make arrangements to attend the 9th TPO Forum. We look forward to seeing you all in Sanya in August.



Tourism Promotion Organization
for Global Cities

The 9th TPO Forum 2024

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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