

AM News

VOL. 69 - October 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.

Following the successful celebration of World Tourism Day—a significant occasion for tourism stakeholders from both the public and private sectors—UN Tourism is now preparing for upcoming events. Notably, the 122nd Meeting of the Executive Council will take place from 13-15 November. In this promising setting, and given the presence of many Affiliate Members in Colombia for the event, my department will organize dedicated activities and networking sessions. Please stay tuned for more details, which we will share soon on the AMConnected+ platform.

Looking ahead, I encourage you to mark your calendars for the 3rd World Sports Tourism Congress, scheduled for 28-29 November in Madrid, Spain, in the iconic Santiago Bernabéu Stadium. This congress will bring together ministers, high-level officials, sports figures, and stakeholders to exchange innovative ideas and insights on sports tourism, with a particular focus on its local impact, contribution to the Sustainable Development Goals (SDGs), and strategic planning for leveraging sports events to boost tourism and local economies.

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.	<u>122nd Executive Council</u>	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
13 Nov.	6th Meeting of the Committee on Matters Related to Affiliate Membership (CMAM)	Cartagena de Indias, Colombia	Hybrid

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

11-13 Sept.	<u>8th UN Tourism Global Conference on Wine Tourism</u>	Armenia	In Person
27 Sept.	<u>World Tourism Day</u>	Georgia	In Person
17-18 Oct.	<u>3rd Sustainable Destinations Summit</u>	Mallorca, Spain	In Person
21-22 Oct.	<u>1st Regional Conference on Women's Empowerment in Tourism in Latin America and the Caribbean</u>	Asuncion, Paraguay	In Person
18-19 Nov.	<u>9th UN Tourism World Forum on Gastronomy Tourism</u>	Manama, Bahrain	In Person
28-29 Nov.	<u>3rd World Sports Tourism Congress</u>	Madrid, Spain	In Person
28 Nov.	<u>2nd UN Tourism International Seminar "Tourism Law and Sustainability"</u>	Cordoba, Spain	In Person
9-11 Dec.	<u>First UN Tourism Conference on Tourism for Rural Development and Second Best Tourism Villages by UN Tourism Network Annual Meeting</u>	Hoi An, Vietnam	In Person

AM-PPC EVENTS

26 January	<u>UN Tourism Affiliate Members Corner: Insights into Key Outbound Tourism Markets</u>	Fitur, Madrid	In Person
8 February	<u>Webinar on How to Use AMConnected+</u>		Online
19 April	<u>International Forum: "Turismo y Cultura: una relación de película" (Premios Platino)</u>	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
13 Nov.	<u>UN Tourism Affiliate Members' Global Networking Session</u>	Cartagena de Indias, Colombia	In Person

AM-PPC NEWS

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)
- 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

3rd 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

UN Tourism Promotes Sustainable Sports Tourism at the World Football Summit 2024

At UN Tourism we continue to work towards positioning sports tourism as a driver of sustainable development and economic growth for destinations.

On September 17-19, representatives of UN Tourism attended the World Football Summit 2024 in Seville, one of the world's leading events for the sports sector and associated industries, with tourism standing out among them.

During the panel "Sustainability, Sport and Tourism", Director Vilcu highlighted the high-added-value of Sports Tourism and its contribution to the spatial and temporal diversification of the tourism offerings of destinations,

as well as the positive legacy for communities promoting sustainable practices in sports infrastructure and activities.

World Football Summit is the platform that connects over 110.000 of the football industry's decision-makers in an effort to generate new business opportunities and shape the future of the game

At UN Tourism we will continue to foster dialogue and the exchange of best practices in this field, starting with the 3rd World Sports Tourism Congress, which will take place on November 28-29 at the Santiago Bernabéu Stadium in Madrid.

You can find more information [HERE](#)



AM-PPC NEWS

UN Tourism attends the Genoa International Boat Show for the first time

UN Tourism attended for the first time the Genoa International Boat Show, one of the world's premier boat shows, held annually in Genoa, Italy.

With approximately 120,000 visitors and featuring 1,052 brands and 1,030 boats this year, the event underscored the event's growing influence within the nautical tourism industry.

Within this promising context, the Affiliate Member European Boating Industry (EBI) organized the European Sustainable Boating Roundtable "Achieving Greener Boating and Nautical Tourism by 2030", successfully convening policymakers and industry leaders for a productive discussion on sustainability in nautical tourism.

After the keynote from MEP Daniel Attard, Sofía Gutierrez, Deputy Director at the Sustainable Tourism and Resilience Department at UN Tourism, took the stage to present the UN Tourism mission and main initiative aiming at promoting the sustainable development of tourism.

A crucial discussion on sustainability in nautical tourism followed counting on the experience of

- Philip Easthill – EBI (moderator)
- Areti Priovolou – D-Marin | The Selection of Premium Marinas
- Hans Roelants – Brunswick Corporation
- Olivier Bougan – Fédération des Industries Nautiques
- Sofía Gutierrez – UN Tourism

This initiative served as an ideal platform for the exchange of ideas and networking opportunities, emphasizing the crucial alignment of industry objectives with sustainable practices.

You can find more information [HERE](#)



AM-PPC NEWS

Episode 2 of the ATREVIA-UN Tourism Podcast “ON THE GO” 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 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 and 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 this episode of the Podcast, we explore the importance of travelers' rights as well as the UN Tourism International Code for the Protection of Tourists.

Speakers:

- Esther Benito, Global Director of Tourism, ATREVIA (moderator)
- Eduardo Sanguinetti, Minister of Tourism, Uruguay
- Alicia Gomez Alapont, Director of Legal Affairs and International Standards, UN TOURISM
- Zigor Díez Gamboa, Business Development Director and Global Head of Travel Business, MAPFRE / MAWDY (Affiliate Member)

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

Register Now

122
EXECUTIVE COUNCIL

Cartagena de Indias, Colombia
13 – 15 November 2024

unwto.org

UN Tourism

The poster features a blue background on the left with white text. On the right, there is a photograph of Cartagena de Indias, Colombia, showing a mix of modern skyscrapers and traditional colonial architecture with red-tiled roofs and palm trees.

Register Now!

**9th UN Tourism
World Forum
on Gastronomy
Tourism**

Manama, Bahrain
18 – 19 November 2024

unwto.org

UN Tourism

The poster features a blue background on the left with white text. On the right, there is a photograph of two people sitting at an outdoor table under a palm tree, enjoying a meal and drinks.



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

UN TOURISM HIGHLIGHTS

World Tourism Day 2024: A Global Message of Tourism for Peace

Tourism has committed to embrace its unique role as a pillar of peace and understanding. On World Tourism Day 2024, UN Tourism brought sector leaders from every global region together around a common vision and commitment to building a “peace-sensitive sector”, recognizing its potential to build bridges and foster understanding.

The official celebrations in Tbilisi, Georgia, welcomed almost 500 participants from 51 different countries, including 13 Ministers of Tourism. Reflecting its firm commitment to the day and its theme of "Peace and Tourism", the host country was represented by Prime Minister Irakli Kobakhidze as well as seven other Ministers, showcasing tourism's cross-sectoral importance.

Welcoming delegates, UN Tourism Secretary-General Zurab Pololikashvili, said: "I call on all of you to help build a –'peace-sensitive tourism sector', one that plays a key role in building peace and ending conflicts, provides tourism stakeholders with tools to realize this potential, promotes tourism education as peace education, and links tourism to other peace building initiatives".

Reflecting on the theme of World Tourism Day 2024, "Tourism and Peace", the official celebrations featured a Ministerial Debate focusing on what this looks like in action. Ministers representing Georgia, Uzbekistan, Sierra Leone and Bahrain, made clear how peace and security are the foundations for prosperity, providing examples from their own countries and personal travels of how tourism connects people and promotes understanding. Key takeaways include the important role of tourism in combatting disinformation and mistrust, and the essential need to ensure the benefits tourism delivers are enjoyed fairly and equally across societies.

To complement the public sector view, the day also featured a private-sector panel. The dialogue explored the private sector's potential and responsibility and to leverage its strengths and capabilities to promote peace and stability through tourism, and how it can work with the public sector to achieve these essential goals. And from the field of entrepreneurship and digital innovation, panellists highlighted the potential for tourism to rebuild in post-conflict and create resilience against future shocks.

You can find more information [HERE](#)



UN TOURISM HIGHLIGHTS

International Tourist Arrivals hit 96% of pre-pandemic levels through July 2024

International tourism bounced back to 96% of pre-pandemic levels in the seven months through July 2024, driven by strong demand in Europe and the re-opening of markets in Asia and the Pacific. According to the latest World Tourism Barometer by UN Tourism, around 790 million tourists travelled internationally in the first seven months of 2024. Data show a strong start to the year, followed by a more modest second quarter. Results are in line with UN Tourism's projection of a full recovery in international arrivals in 2024 despite ongoing economic and geopolitical risks.

UN Tourism Secretary-General Zurab Pololikashvili said: "International tourism is on track to consolidate its full recovery from the biggest crisis in the sector's history. The ongoing rebound comes despite a range of economic and geopolitical challenges, highlighting the strong demand for international travel as well as the effectiveness of boosting air connections and easing visa restrictions. This recovery also highlights the growing need for tourism planning and managing to cater for its impacts on communities in a way that the immense socio-economic benefits are paired with inclusive and sustainable policies".

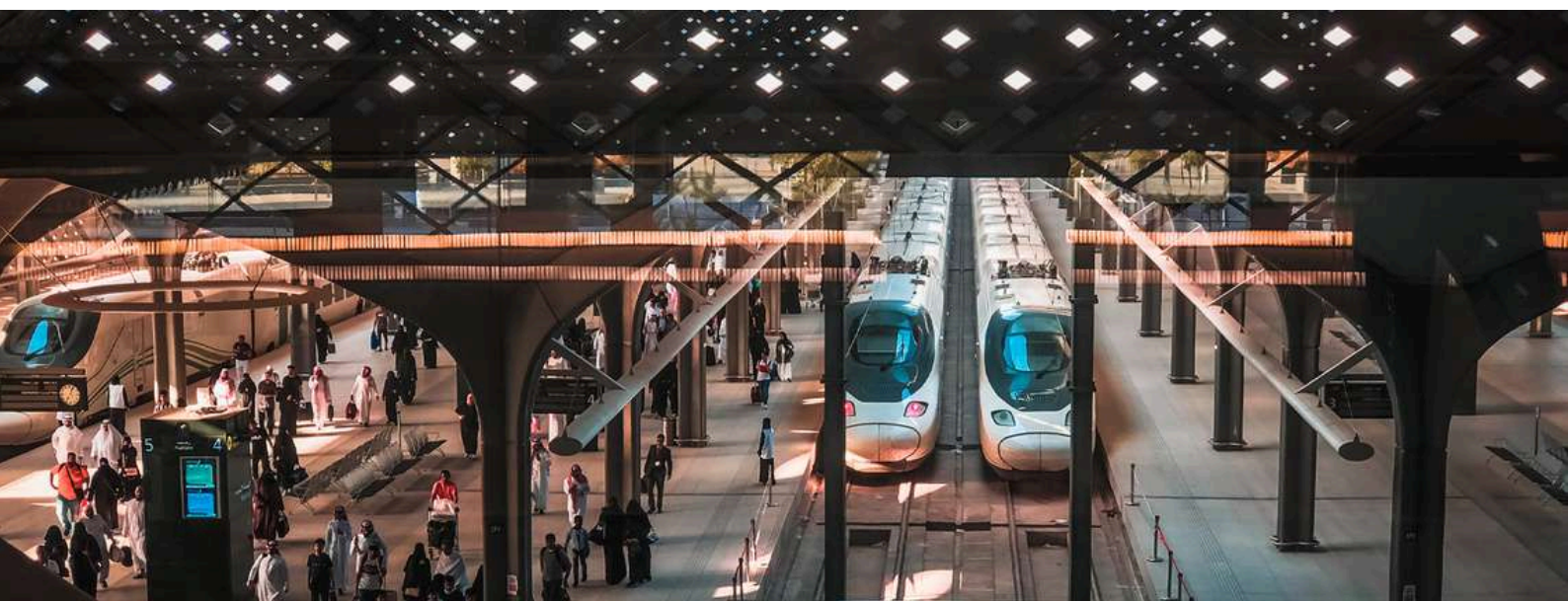
With increased air connectivity and visa facilitation supporting the recovery in international travel, the data shows all world regions have recorded a strong year so far.

- The Middle East remained the strongest-growing region in relative terms, with international arrivals climbing 26% above 2019 levels in the first seven months of 2024.
- Africa welcomed 7% more tourists than in the same months of 2019.
- Europe and the Americas recovered 99% and 97% of their pre-pandemic arrivals respectively during these seven months.
- Asia and the Pacific recorded 82% of its pre-pandemic tourist numbers (-18% versus 2019) reaching 85% in June and 86% in July.

A total of 67 out of 120 destinations around the world had recovered 2019 arrival numbers in the first half of 2024, based on countries reporting monthly or quarterly data.

Regarding international tourism receipts, 47 out of 63 countries with available data had recovered pre-pandemic values in the first six months of 2024, many reporting strong double-digit growth compared to 2019

You can find more information [HERE](#)



UN TOURISM HIGHLIGHTS

UN Tourism Calls on G20 to Lead the Transformation of the Sector

At a meeting of the Ministers of Tourism of the G20 economies in Belem, Brazil, UN Tourism Secretary-General Zurab Pololikashvili noted that the sector is on track to fully recover pre-pandemic levels by the end of this year.

Given this, the focus must now shift to the future, with an emphasis on empowering and including local communities, fighting climate change, and progressing nature net positive and circularity.

Secretary-General Pololikashvili said: “Tourism heavily depends on biodiversity, climate stability and natural resources. Accelerating climate action in tourism is critical for the resilience of the sector and host communities.” In this context, he applauded Brazil’s G20 Presidency focus on inclusion and sustainability.

Closing the the meeting, Minister of Tourism of Brazil, Celso Sabino said “the Belém Declaration affirms the collective commitment to promote a more sustainable, resilient and inclusive tourism in the world”.

Secretary-General thanked and commended the Belem Declaration adopted by the G20 Tourism Ministers which highlights the Statistical Framework for Measuring the Sustainability of Tourism (SF-MST) as a tool to produce credible, comparable, and integrated data on tourism’s economic, social, and environmental impact as well as the G20 Tourism and SDGs Platform developed by the G20 Tourism in collaboration with UN Tourism.

The G20 economies represent over 70% of all international tourist arrivals and receipts generated worldwide and 82% of tourism’s global GDP. In 2023, the sector accounted directly for 3.1% of the GDP of the G20, 5% of all exports of the group and 23% of all its service exports.

International tourism recovered 97% of its pre pandemic levels in the G20 economies in the seven months 2024. G20 tourism direct GDP value recovered fully already in 2023 at US\$ 2.8 trillion.

You can find more information [HERE](#)



UN TOURISM HIGHLIGHTS

Global Conference on Wine Tourism Celebrates Heritage and Innovation

The importance of preserving heritage while also embracing innovation was highlighted as UN Tourism welcomed experts from all over the world to its Global Conference on Wine Tourism.

The 8th edition of the Conference marked a milestone for both Armenia and global wine tourism. With over 300 participants from more than 25 countries, the conference emphasized key areas that are essential for advancing the contribution of wine tourism to development and territorial cohesion, highlighting its potential to serve as a catalyst for both cultural preservation, job creation and economic growth.

Welcoming delegates, UN Tourism Secretary-General Zurab Pololikashvili said: “The Global Wine Tourism Conference is the leading event to share stories, customs, and rituals rooted in the history of winemaking. These stories are not just about wine—they are about the people, the land, and the cultures that have nurtured these traditions for generations. We must include these traditions in the wine tourism experience.”

Minister of Economy of the Republic of Armenia, Gevorg Papoyan, made clear the importance of wine tourism to the host country. In Armenia, the growing sector supports jobs and businesses, most notably in rural areas, while also protecting heritage that dates back more than 6,000 years.

Discussions highlighted a growing demand for experience-driven tourism, where visitors seek not only wine tastings but to connect with the people and places behind them. The conference also emphasized the importance of education and training in wine tourism, focusing on the need to empower professionals with practical skills as well as on the collaboration among industry stakeholders as essential for creating a shared vision and maximizing the benefits of wine tourism destinations.

The conference showcased Armenia’s the important development in wine tourism in Armenia. Armenian winemakers showcased their unique wine tourism experiences, rooted in centuries-old traditions such as the 6000-year-old Areni-1 cave, and Armenia’s newest and most modern wineries.

You can find more information [HERE](#)



UN TOURISM HIGHLIGHTS

UN Tourism and easyJet holidays advance partnership towards ESG Framework for Tourism Businesses

UN Tourism and easyJet holidays have stepped up their collaboration as they develop a groundbreaking ESG (Environmental, Social, and Governance) Framework for businesses across the sector. According to the latest UN Tourism data, international tourist arrivals have returned to 96% of pre-pandemic levels, with full recovery likely by the end of the year.

With further growth anticipated, there is a pressing need to look beyond the economic impacts of the sector and measure metrics relating to environmental dependencies, community impact, employee well-being, and much more. However, the sector currently lacks a unified Environmental, Social, and Governance (ESG) reporting framework, making it difficult for tourism companies and stakeholders to measure, compare, and meaningfully communicate their sustainability efforts and impacts.

To address this, UN Tourism, in collaboration with the University of Oxford (Oxford SDG Impact Lab), has been developing the first harmonized ESG Framework for Tourism Businesses. easyJet holidays has been part of the project from its inception and is now scaling up its support to accelerate the next critical phases. Through this strategic partnership, easyJet holidays will play a key role in supporting the research and development of the ESG Framework, including pilot testing with companies worldwide, stakeholder engagement, and organization of awareness initiatives.

The development of the ESG Framework is being guided by extensive research, with input from nearly 600 tourism companies worldwide to date. This comprehensive approach ensures that the Framework addresses the real-world challenges and opportunities facing the sector.

You can find more information [HERE](#)



AFFILIATE MEMBERS NEWS

Crisis Management in Tourism - ETC Report & Checklist

TOPOSOPHY, in collaboration with the European Travel Commission (ETC), is proud to announce the completion of the European Tourism Crisis Management Framework. This strategic report and actionable checklist provide European National Tourism Organisations (NTOs) with the tools to better prepare for, respond to, and recover from crises.

This framework addresses a wide range of risks, including health emergencies, geopolitical instability, cyber threats, and environmental disasters, all of which have significantly affected tourism in recent years.

Through in-depth desk research, surveys, interviews with ETC members, and an interactive workshop, our Research & Intelligence team gathered valuable insights to ensure the framework meets the specific needs of tourism bodies across Europe.

In an ever-changing world, where climate change continues to increase the frequency and intensity of crises, this tool emphasizes the importance of proactive planning and long-term resilience. It also offers guidance on stakeholder coordination and communication, helping NTOs collaborate more effectively during emergencies.

We invite you to explore the full report and checklist [here](#).

TOPOSOPHY
PLACE MAKING & MARKETING AGENCY



AFFILIATE MEMBERS NEWS

Save the date - Terres CHECK-IN

Next October 10th will take place Terres CHECK-IN International Hospitality Film Festival, an event that combines international case studies with the awards ceremony of a unique contest in the world.

As a joint initiative of Terres Landscape and Travel Communication and the Catalan foundations CETT, Climent Guitart and Jordi Comas Matamala, the event has the support of UN Tourism, among other institutions.

The proposal of the Terres CHECK-IN International Hospitality Film Festival arises from the desire to create a community and connect the various actors that make up the hospitality industry at the international level, creating a space for knowledge, exchange, and communication trends that can be transferable to the sector to improve the experience at a time when the audiovisual tourism has reached a point of great maturity.

The CHECK-IN format will be hybrid, with face-to-face activities and streaming. Check the program and registration at the following link: <https://www.terrescheckin.com/>



Barcelona School
of Tourism, Hospitality
and Gastronomy

Centre adscrit

UNIVERSITAT DE
BARCELONA

International Hospitality Film Festival

Platja d'Aro
/10.10.2024

www.terrescheckin.com

ORGANITZACIÓ:



AMB EL SUPORT DE LES INSTITUCIONS:



AFFILIATE MEMBERS NEWS

TATO Enhances Healthcare in the Serengeti with Seronera Dispensary

In a pioneering initiative to improve healthcare in one of Tanzania's most remote regions, the Tanzania Association of Tour Operators (TATO) is nearing completion of the Seronera Dispensary in the heart of the Serengeti. This essential facility addresses a longstanding lack of medical services, providing critical care for both local residents and the thousands of tourists who visit the area each year.

While the Serengeti is famous for its wildlife and stunning landscapes, its remote location can make it challenging to access timely healthcare. TATO's Seronera Dispensary is a major advancement, ensuring that medical help will be available when needed, whether for emergencies, accidents, or illnesses.

This project highlights TATO's dedication to sustainable tourism and community development.

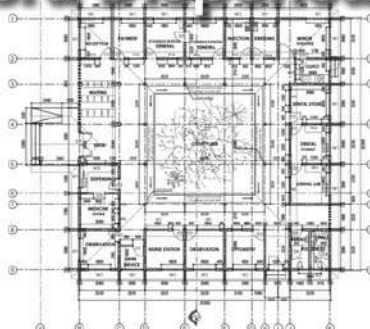
As the tourism industry continues to expand, there is a growing need for infrastructure that supports the health and safety of both locals and visitors.

More than just a medical facility, the Seronera Dispensary represents a key step in making healthcare accessible in one of Africa's most visited wilderness areas. Through this initiative, TATO is setting a new benchmark for the tourism industry by prioritizing the well-being of everyone.

TATO - the Tanzania Association of Tour Operators is a prominent organization representing over 300 members in Tanzania's tourism sector. For more details, visit www.tatotz.org or reach out via email at info@tatotz.org



TATO Seronera Dispensary, Serengeti



AFFILIATE MEMBERS NEWS

ALBUFEIRA IS PART OF YOUR LIFE - THE GUIDE TO A MEMORABLE HOLIDAY

The Strategy for Development, Promotion and Attraction of New Tourists to Albufeira, a project developed by IPDT-Tourism, aims to strengthen Albufeira as Portugal's Best Sun and Sea Tourist Destination, with international recognition.

One of the first actions of this strategy was the launch of the 'Albufeira is part of your life' campaign. In the city streets, outdoor panels were installed, featuring messages intended to raise awareness about behaviors desired in public spaces, assuming coexistence with residents. Themes such as security, civility, mobility, environmental care, and tourist flows were the focus of the bilingual campaign messages. Albufeira aimed, with humor, to alert its visitors to behaviors that should be avoided for the well-being of all. The following are examples of these messages:



- 'Stay fresh, don't flash!' - aims to make visitors aware of the proper use of clothing in public spaces.
- 'Catch memories, not hangover.' - advises moderate alcohol consumption.
- 'Wreck it? Don't you dare. Handle with care!' - highlights the need to preserve the destination and prevent vandalism, which is a crime.
- 'Stop! In the name of love.' - promotes the end of public violence, associating an emergency phone number in case of necessity.
- 'Catch a ride, let your worries slide.' - promotes the use of public transportation within the city, notably Giro, a convenient, safe and sustainable way of getting around.
- 'We have more in common than you might think.' - appeals to mutual respect and acceptance of diversity.

Associated with this campaign, a support [guide](#) is available on the municipality's official website, bringing together all of Albufeira's suggestions for a memorable holiday.



Albufeira is part of your life!

- 'Stay fresh, don't flash!'
- 'Catch memories, not hangover.'
- 'Wreck it? Don't you dare. Handle with care!'
- 'Stop! In the name of love.'
- 'Catch a ride, let your worries slide.'
- 'We have more in common than you might think.'



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.

Contact us at: am@unwto.org

UNprecedented Perspectives
by UN Tourism Affiliate Members