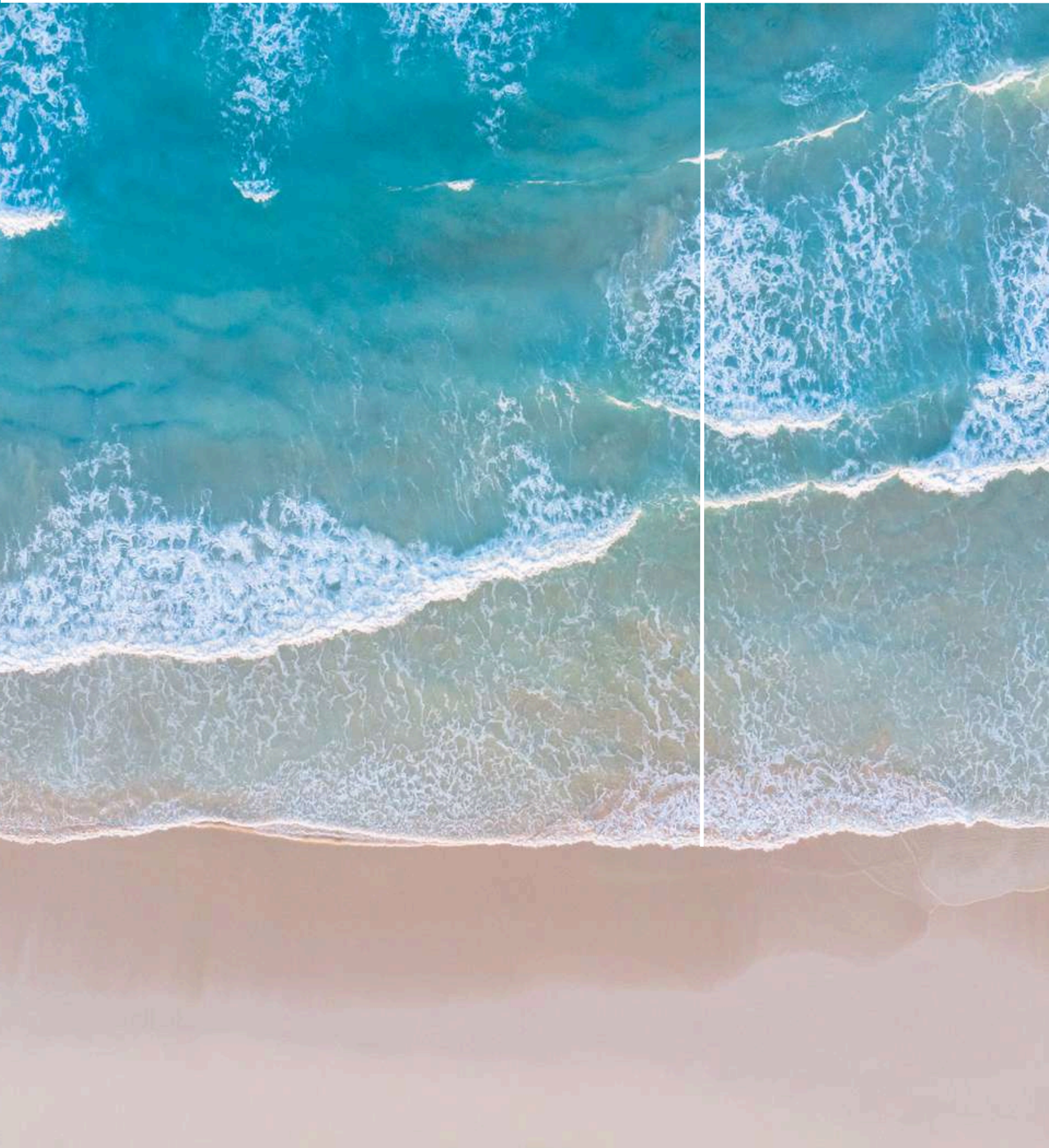


AM News

VOL. 79 - August 2025



UN Tourism



Dear Affiliate Members,

I am pleased to introduce the latest edition of the Affiliate Members Newsletter. This monthly publication will keep you updated on the latest news, events, and initiatives related to your membership and the Affiliate Members network. Also included is the calendar of events for 2025, featuring key UN Tourism events.

We are pleased to share that the last Regional Commission of the year, the 70th UN Tourism Regional Commission for the Americas, concluded successfully. The event saw strong participation from Affiliate Members, especially during the dedicated, welcoming, and networking activities my department organized, reflecting the growing engagement of our network in regional and thematic discussions.

Preparations are also advancing for the elections of the Board of Affiliate Members for the 2026–2029 mandate. With the candidacy submission period now closed, we are entering the promotion phase, during which candidates will carry out their campaigns ahead of the official election period in October. I encourage all Affiliate Members to stay informed via AMConnected+, where all related updates and documents are available.

We are also pleased to see the positive reception of the new tools available on AMConnected+, including the mobile app, now accessible on both iOS and Android devices.

As 2025 marks the 50th Anniversary of UN Tourism, we look forward to celebrating this milestone with all of you. I encourage you to remain active on AMConnected+, where you can access resources, discover collaboration opportunities, and contribute to shaping the future of tourism together.

The Affiliate Members and Public-Private Collaboration Department remains fully committed to supporting your initiatives and fostering meaningful partnerships across the network. Please feel free to share your suggestions, ideas, or needs with us at any time.

*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.

AGENDA OF THE AFFILIATE MEMBERS - EVENTS 2025

UN TOURISM STATUTORY AND HIGH-LEVEL MEETINGS

UN TOURISM GENERAL ASSEMBLY & EXECUTIVE COUNCILS

29-30 May	<u>123rd Executive Council</u>	Segovia, Spain
7-11 Nov.	<u>26th UN Tourism General Assembly</u>	Riyadh, Saudi Arabia
7 Nov.	45th Affiliate Members Plenary Session	Riyadh, Saudi Arabia
8 Nov.	124th Executive Council	Riyadh, Saudi Arabia
11 Nov.	125th Executive Council	Riyadh, Saudi Arabia

UN TOURISM REGIONAL COMMISSIONS

11-13 Feb.	<u>51st Regional Commission for the Middle East</u>	Doha, Qatar
15-16 April	<u>37th Joint Meeting of East Asia and the Pacific and South Asia</u>	Jakarta, Indonesia
4-6 June	<u>71st Regional Commission for Europe</u>	Baku, Azerbaijan
11-13 June	<u>68th Regional Commission for Africa</u>	Abuja, Nigeria
31 July-2 Aug.	<u>70th Regional Commission for the Americas</u>	Lima, Peru

BOARD OF THE AFFILIATE MEMBERS

29 May	61st Meeting of the Board of the Affiliate Members	Segovia, Spain
11 Nov.	62nd Meeting of the Board of the Affiliate Members	Riyadh, Saudi Arabia

COMMITTEE ON MATTERS RELATED TO AFFILIATE MEMBERSHIP

29 May	7th Meeting of the Committee on Matters Related to Affiliate Membership (CMAM)	Segovia, Spain
8 Nov.	8th Meeting of the Committee on Matters Related to Affiliate Membership (CMAM)	Riyadh, Saudi Arabia

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

8-10 April	2nd UN Tourism Africa & Americas Summit	Livingstone, Zambia,
23-25 April	2nd UN Tourism Regional Forum on Gastronomy Tourism for Africa	Arusha, Tanzania
28-29 April	Expo Japan Women Pavillion: Empowering Innovation, Investment, and Inclusion	Osaka, Japan
12-13 May	World Tourism Forum Prague 2025	Prague, Czech Republic
24-25 June	UN Tourism Global Forum on Urban Tourism: Shaping the Future of Urban Tourism	Tehran, Islamic Republic of Iran
22-24 July	2nd UN Tourism and ICAO Ministerial Conference on Tourism and Air Transport in Africa	Luanda, Angola
27 Sept.	World Tourism Day 2025	Melaka, Malaysia
6-7 Oct.	9th UN Tourism Global Wine Tourism Conference	Plovdiv, Bulgaria
Oct. (TBC)	10th UN Tourism World Forum on Gastronomy Tourism	San Sebastian, Spain
2-6 Dec.	III International Seminar on Tourism Law	La Habana, Cuba

AFFILIATE MEMBERS AND PUBLIC-PRIVATE COLLABORATION DEPARTMENT'S EVENTS/INITIATIVES

8 Nov.	Affiliate Members Corner	Riyadh, Saudi Arabia
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Affiliate Members take the stage at the 70th Meeting of the Regional Commission for the Americas

UN Tourism has brought together its Member States from across the Americas to guide the sector's development beyond recovery and towards greater resilience and sustainability.

In Lima, Peru, the Commission for the Americas, met jointly for the 70th time and welcomed high-level delegations from 17 Member States to assess achievements, analyse sector trends, and focus on key priorities.

The agenda of the Commission focused on the following priority topics:

- Report of the Secretary-General - Implementation of the Programme of Work
- Report of the Regional Director for the Americas - Implementation of the Programme of Work in the Americas 2024-2025
- Report on the activities of the Affiliate Members

- Results of the survey on Members' priorities for the UN Tourism Programme of Work for the period 2026-2027
- Preparations for the 26th session of the UN Tourism General Assembly in the Kingdom of Saudi Arabia in November 2025
- Nomination of candidates to the various General Assembly offices and their subsidiary bodies
- Nomination of candidates to represent the Americas on the Executive Council and its subsidiary bodies
- Recommendation of the host country of World Tourism Day 2026
- Place and date of the seventy-first meeting of the UN Tourism Commission for the Americas in 2026

It is worth noting that during the Commission, the Affiliate Members were represented by Cámara Argentina de Turismo, Vice-President of the Board of Affiliate Members, who conveyed to participants the status of the Affiliate Membership in the Region, and the main activities carried out by the Affiliate Members recently.

You can find more information [HERE](#)



AM-PPC NEWS

Regional Meeting of Affiliate Members – Tourism in the Americas: Inspiring Best Cases

On 31 July 2025, UN Tourism hosted the Regional Meeting of Affiliate Members for the Americas in Lima, Peru, as part of the 70th UN Tourism Regional Commission for the Americas. The event brought together Affiliate Members and government representatives to exchange experiences and highlight impactful practices in tourism development across the region.

The meeting opened with remarks from José Koechlin von Stein, President of the National Chamber of Tourism of Peru (CANATUR); Fernando Desbats, from the Argentine Chamber of Tourism (CAT) and representative of the Board of Affiliate Members; and Ion Vilcu, Director of the Affiliate Members and Public-Private Collaboration Department (AM-PPC), UN Tourism.

The agenda featured presentations on two key themes: Tourism Governance and Public-Private Collaboration, and Training, Professionalization, and Human Capital Development in Tourism. Affiliate Members shared case studies that demonstrated innovative approaches to destination management, workforce development, and cross-sectoral cooperation.

The day before, on 30 July, a Welcome & Networking Event was held at the Hotel Real InterContinental Lima Miraflores, offering a dedicated space for Affiliate Members and public sector delegates to connect and explore future partnerships ahead of the Regional Commission for the Americas.

You can find more information [HERE](#)



IGLTA Foundation - UN Tourism Webinar "The Power of Words: Strengthening Tourism Through Inclusive Communication"

On the occasion of the first global live activation of the Comprehensive Guide for LGBTQ+ Inclusive Communication in Tourism, the IGLTA Foundation, in collaboration with UN Tourism and Miles Partnership, hosted a webinar dedicated to the power of inclusive language in the tourism sector.

The session marked a significant step in advancing inclusive practices across the industry, offering practical insights for travel and hospitality professionals seeking to create more welcoming experiences for LGBTQ+ travelers. The guide, authored by Billy Kolber (HospitableMe), serves as a hands-on resource for destinations and businesses aiming to align their communication strategies with the values of diversity, equity, and inclusion.

Speakers from UN Tourism, the IGLTA Foundation, Miles Partnership, and the guide's author explored the importance of inclusive language, the role of DMOs in inclusive marketing, and real-world applications of the guide's recommendations. The session also highlighted the IGLTA Foundation's leadership in promoting inclusive tourism globally.

The webinar attracted a diverse audience of Affiliate Members, tourism boards, DMOs, and industry professionals, all committed to fostering a more inclusive and respectful travel environment.

This initiative reflects UN Tourism's ongoing commitment to supporting its Affiliate Members in adopting inclusive practices and promoting tourism that is accessible and welcoming to all.

You can find more information [HERE](#)



IGLTA
FOUNDATION



UN Tourism
UNITED NATIONS
WORLD TOURISM ORGANIZATION

miles
PARTNERSHIP

HospitableMe

WEBINAR

**The Power of Words:
Strengthening Tourism
Through Inclusive
Communication**

Episode 10 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 podcast episodes that address current events, trends, and challenges in the tourism sector with the participation of managers and experts as well as representatives of companies and relevant public entities in the sector, and 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 context of Pride Season, this episode explores the evolving landscape of LGBT+ tourism—its progress, persistent challenges, and the role of the tourism industry in creating truly inclusive destinations.

- How the LGBT+ travel experience has changed over the past decade
- What travelers are looking for in 2025: safety, authenticity, and inclusion
- The risks of pinkwashing and the need for real commitment from destinations
- How the industry can move from marketing to meaningful action

Speakers:

- Iván España – Account Director, ATREVIA (moderator)
- Nano García – Project Director, Red Española de Destinos por la Diversidad
- Auston Matta – Marketing Director, IGLTA (Affiliate Member)

You can find more information [HERE](#)



AM-PPC NEWS

AMConnected+: Learn how to schedule content within the platform

Are you a UN Tourism Affiliate Member new to the AMConnected+ platform, and willing to make the most out of this network?

Do you have news or an event you'd like to share on the Affiliate Members' platform, but can't always be online?

With the content scheduling feature on AMConnected+, you can choose exactly when your post goes live—no need to be in front of your computer or mobile device! Take advantage of this tool to manage your time more efficiently and stay active within the Affiliate Members' network, even when you're busy with other priorities.

Watch these videos to learn how it works and start scheduling your posts with ease:

Click on the links below to find out more:

- [Learn how to schedule content within the platform \(ENG\)](#)
- [Learn how to schedule content within the platform \(ESP\)](#)

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 guides are available to assist you. You can reach out to them: [HERE](#)

AMConnected+, the exclusive Affiliate Members platform, now has its own smartphone app. It is available for iOS and Android under the name “AMConnected+.”

See you on AMConnected+!



AMConnected+

Stay connected on the go!

Download the new AMConnected+ App on your phone.

iOS:



Android:



UN TOURISM HIGHLIGHTS

UN Tourism/ICAO Ministerial Summit calls for enhanced cooperation to unlock Africa's growth

The second UN Tourism and ICAO Ministerial Conference on Tourism and Air Transport in Africa concluded with a unified call to enhance partnerships and collaboration to unlock the region's growth.

Jointly organized by UN Tourism, the International Civil Aviation Organization (ICAO), and the Government of Angola, the high-level event drew more than 300 international delegates around the theme “Accelerating Synergies for Resilient and Sustainable Growth”. The three-day conference, focused on strengthening the alignment between two of Africa's fastest-growing sectors: tourism and air transport.

The Luanda Conference placed a strong emphasis on advancing Africa's tourism and air transport sectors through enhanced connectivity, regulatory reform, and cross-sector collaboration. Delegates agreed that aligning aviation and tourism policies is vital to unlocking the continent's potential, particularly through open skies agreements, cohesive infrastructure planning, and public-private investment.

The Conference began with an expert-led workshop featuring technical sessions on innovation, connectivity, investment, and regional integration. Participants explored how technologies like AI and digital platforms can improve service delivery, while also identifying new funding models to expand infrastructure. In-depth discussions addressed how frameworks such as the African Continental Free Trade Area (AfCFTA) and the Single African Air Transport Market (SAATM) can support harmonized policies and boost regional mobility.

Over two days of ministerial sessions, high-level officials focused on aligning policy frameworks, driving innovation for inclusive growth, ensuring equitable access to travel, and building resilient transport and tourism systems. The Conference concluded with the formal adoption of the Luanda Ministerial Statement—an affirmation of Africa's collective commitment to developing a seamless, sustainable, and integrated travel ecosystem.

You can find more information [HERE](#)



UN TOURISM HIGHLIGHTS

Kinshasa Sets the Stage: “The Rumba Route for Peace” Connects Tourism and Culture

UN Tourism and the Government of the Democratic Republic of the Congo successfully cast a global spotlight on music and tourism as dynamic engines for diplomacy, youth empowerment, and inclusive growth.

Held under the High Patronage of His Excellency President Félix Antoine Tshisekedi Tshilombo, the “Rumba Route for Peace” Festival (16-18 July) brought together representatives from across the globe to celebrate the power of music to heal, connect, and inspire across borders—an approach deeply echoed in UN Tourism’s advocacy for using culture as a bridge between people and nations. The event was also in full alignment with UN Tourism’s “Agenda for Africa: Tourism for Inclusive Growth”.

The four high-level panels delved into music tourism’s power to drive peace, protect artists’ rights, boost economic development, and harness the digital revolution to amplify cultural heritage.

A standout moment of the Congress was the “Fair Play” Masterclass, led by ARIPO, which underscored the critical importance of copyright and related rights protection. The session empowered 100 artists and creative entrepreneurs with practical tools to build fairer, more sustainable music economies across Africa and beyond. The Festival also featured performances by artists from across Africa, including Angola, Kenya, South Africa, and Zimbabwe and offered hands-on experiences such as an immersive rumba initiation, inviting participants to connect with heritage through movement, flavor, and sound.

In Kinshasa, UN Tourism reaffirmed its strong commitment to a creative, youth-led, and sustainable future, notably through the awarding of 100 scholarships in Destination Marketing via its UN Tourism Academy. This initiative reflects a long-term investment in empowering the next generation of African tourism professionals and innovators.

An audience with President Tshisekedi further reflected the high-level national support for leveraging culture and tourism as strategic pillars of development.

You can find more information [HERE](#)



UN TOURISM HIGHLIGHTS

UN Tourism celebrates 1st Regional Congress of the Tourism Law Observatory for Latin America and the Caribbean in Punta Cana

UN Tourism held the First Regional Congress of the Tourism Law Observatory for Latin America and the Caribbean, under the theme "Legal perspectives towards sustainable tourism," on 15 and 16 July Punta Cana, Dominican Republic.

The event was organized by UN Tourism, in conjunction with Grupo Puntacana and Quiroz Advisors – QA Legal, and in collaboration with the Ministry of Tourism of the Dominican Republic.

Over two days, experts and authorities discussed the main challenges and opportunities facing tourism in the region from a legal perspective. One of the highlights of the Congress was the formation of a working group on Governance and Land Use Planning, where representatives of Member States, under the direction of UN Tourism and experts in Tourism Law, developed legal recommendations on land use planning and land management as a tourism resource.

These conclusions will serve as a basis for developing good practice guidelines and future actions by the LAC Observatory in this area. In parallel, specialized training was provided to the private sector, focusing on the application of international standards for accessible tourism. In addition, with the participation of the Development Bank of Latin America (CAF) and the Inter-American Development Bank (IDB), a post-conference on green investments was held, where financial mechanisms to promote a more inclusive and sustainable tourism economy were explored.

The Congress was attended by prominent international guests, including the Minister of Tourism of Ecuador, Mateo Estrella, and the Vice-Minister of Tourism of the Dominican Republic, Carlos Peguero, as well as representatives from the business, academic, and financial sectors of the region. This conference marks a milestone in the consolidation of a regional legal approach to sustainable tourism development and reinforces the commitment of UN Tourism and its partners to creating more sustainable and competitive destinations.

You can find more information [HERE](#)



UN TOURISM HIGHLIGHTS

UN Tourism and E1 Series join forces to promote sustainable mobility and tourism through sport

UN Tourism, the United Nations agency promoting the development of responsible, sustainable, and accessible tourism, and E1 Series, the world's first and only all-electric raceboat championship, have signed an agreement to promote sustainable mobility and tourism through global sport.

The agreement was signed by E1 Series founder and Chairman Alejandro Agag - who has also been appointed a UN Tourism Special Ambassador for Sport - and Zurab Pololikashvili, UN Tourism Secretary-General, on E1 Monaco race day.

Both organisations' signature of the Memorandum of Understanding (MoU) in Monaco – regarded as an epicentre of sustainable marine mobility – highlights their mutual dedication to promoting clean marine transport technologies. In turn, this supports sustainable sports tourism development around the world.

E1 races around the world visiting iconic locations from Jeddah and Doha to Dubrovnik, and will soon travel to Lagos in Africa and then onto Miami for the 2025 season finale.

In particular, UN Tourism and E1 Series will collaborate on initiatives that contribute to the achievement of SDG 8 (Decent Work and Economic Growth), SDG 9 (Industry, Innovation and Infrastructure), SDG 11 (Sustainable Cities and Communities), and SDG 14 (Life Below Water). Together, both organisations will raise public awareness and promote action in marine conservation, prioritising the protection and restoration of diverse coastal and marine ecosystems.

The collaboration between UN Tourism and E1 Series will contribute to advancing the understanding of sports tourism's potential.

You can find more information [HERE](#)



AFFILIATE MEMBERS NEWS

OMRAN Group Leads Regenerative Tourism with New Eco-Tourism Investments

Muscat, Oman – OMRAN Group, Oman's leading tourism development company, is making a profound commitment to a regenerative tourism future through pivotal investment agreements with the Environment Authority in the Sultanate of Oman. These collaborations will develop several vital nature reserves across the country, actively transforming Oman's natural assets into distinctive, world-class eco-tourism destinations that restore and enhance their ecological vitality.

This strategic initiative is a cornerstone of OMRAN Group's vision to elevate Oman's position on the global tourism map as a beacon of responsible and regenerative development. The comprehensive agreements cover the meticulous development, management, and operation of tourism projects within key ecological zones, including:

- Ras Al Shajar Nature Reserve (Quriyat)
- Arabian Oryx Sanctuary (Haima)
- Wetlands Reserve (Mahout)
- Turtle Reserve (Ras Al Hadd)
- And sites within the unique Jabal Samhan Nature Reserve (Dhofar)

This ambitious collaboration highlights OMRAN Group's dedication to crafting destinations that not only showcase Oman's unique natural environment but also actively contribute to its revitalization and long-term health. These initiatives are designed to offer visitors deeply immersive and educational experiences, carefully balancing environmental restoration with thoughtful tourism development. Such concerted efforts are paramount for diversifying Oman's tourism offerings, ensuring they meet and exceed stringent global environmental standards, and crucially, for securing the long-term regeneration and resilience of Oman's precious ecosystems.

This significant step clearly demonstrates OMRAN Group's unwavering dedication to advancing regenerative ecotourism through robust partnerships with national stakeholders, including the Ministry of Heritage and Tourism and the Environment Authority. These projects are in direct alignment with the forward-looking goals of Oman Vision 2040, laying the groundwork for a prosperous and environmentally conscious future for the Sultanate.



AFFILIATE MEMBERS NEWS

Risk Management for Outdoor Programs Online Training

Viristar's Risk Management for Outdoor Programs course offers a comprehensive training in safety management for outdoor, wilderness, travel, field-based, adventure, and related programs.

This 40-hour course covers theoretical models of incident causation and prevention, safety standards, and detailed procedures for helping prevent and mitigate incidents.

The curriculum addresses risk assessment and safety management practices, an overview of general legal principles, and adventure activity standards and good practice guides.

Graduates complete the course with valuable, practical skills and expert guidance for improving safety at their organization.

Upcoming Course Dates

Courses are offered monthly on the following dates:

- September 3 - October 1, 2025
- October 1 - 29, 2025
- November 5 - December 3, 2025
- December 3 - 31, 2025
- January 7 - February 4, 2026
- February 4 - March 4, 2026

Additional Services Offered by Viristar

- [Adventure Safety Accreditation](#)
- [Risk Management Review](#)
- [Incident Review](#)
- [Safety Systems Development](#)



VIRISTAR®



AFFILIATE MEMBERS NEWS

World Football Summit Lands in Hong Kong to explore the intersection between football, innovation and progress

As global tourism evolves toward more experience-driven, purpose-led models, sports becomes an essential lever for destinations to bring a more diverse, inclusive, and active tourist profile. World Football Summit (WFS) is the leading global platform connecting football industry leaders with the sectors – and actors – driving economic, social, and environmental progress.

Since 2016, WFS has brought together over 35,000 attendees, 2,200 speakers, and 640 partners across 29 events, acting as a global hub for knowledge exchange, innovation, and strategic networking.

This September 3–4, WFS lands in Asia with WFS Hong Kong 2025, an event designed to spotlight the region's growing influence on the global game and the powerful connection between football and tourism.

By welcoming industry leaders from brands, sports properties, service providers, media and content agencies, disruptors, investment firms, government representatives, destination marketing agencies, and academic institutions, among others,

WFS Hong Kong is committed to explore how major events, clubs, brands, and local ecosystems can unlock tourism growth and cultural impact with football as the catalyst.

Confirmed speakers include renowned names such as Ben Wiggins (Chelsea FC), Sarah Walsh (Women's Asian Cup), Romy Gai (FIFA), and Ming Joo Kim (K League), offering global perspectives on how football is reshaping cities, economies, and cross-border collaboration.

With events programmed in Madrid (October) and Riyadh (December), WFS continues to grow as a truly global platform, creating space for dialogue between the public and private sectors, and helping stakeholders harness the full potential of the world's most popular sport.

We welcome all UN Tourism Affiliate Members driving progress in the intersection between sports and tourism to be a part of one of the biggest sports leaders communities worldwide: If you would like to explore partnership, visibility, exhibiting, or networking opportunities, click [HERE](#).

WORLD
FOOTBALL
SUMMIT

WFS Where the football industry meets

September 3rd & 4th
Hong Kong, SAR China
Asia World Expo- Hong Kong

HONG KONG

www.worldfootballsummit.com

AFFILIATE MEMBERS NEWS

Diriyah Company Enters TIME100 and Awards \$2.7 Billion in Arena and Retail Contracts

Diriyah Company has been named one of the TIME100 Most Influential Companies in the world for 2025, joining a prestigious group of global brands shaping the future of business, culture, and sustainability. The recognition by Time Magazine places Diriyah Company in the same bracket as the likes of Microsoft, Apple, LVMH, and JP Morgan, and highlights its growing impact as the developer behind Diriyah, the City of Earth.

This milestone comes as Diriyah Company accelerates progress across the \$63.2 billion masterplan by recently announcing two major construction contracts that further solidify its leadership in large-scale cultural and urban development.

The first is a \$1.53 billion contract awarded to China Harbour Engineering Company to develop the Diriyah Arena District, a dynamic new area anchored by a 20,000-seat indoor arena designed to host international concerts, sporting events, and live performances. The arena's architecture blends Najdi heritage with modern design, reinforcing Diriyah's identity as a cultural destination.

The second contract, worth \$600 million, was awarded to Salini Saudi Arabia for the development of Diriyah Square. As the retail heart of the City of Earth, Diriyah Square will bring together 400 global and local brands in a walkable, heritage-inspired setting that prioritizes experience and design. Salini is already delivering major components of the district, including one of the largest underground car parks in the world.

Diriyah Company has now awarded over \$26 billion in contracts since inception, including \$5 billion in the first half of 2025. The City of Earth moves steadily toward its ambition of welcoming 100,000 residents, supporting 178,000 jobs, and contributing over \$18.6 billion directly to Saudi Arabia's GDP.

Diriyah is not just building a destination. It is shaping a global model for a culturally grounded and future-ready development.



AFFILIATE MEMBERS NEWS

SHTM and Central Asian University co-organised the OBOROT Conference in Tashkent

The School of Hotel and Tourism Management (SHTM) at the Hong Kong Polytechnic University (PolyU) partnered with Central Asian University to co-organise the 3rd One Belt One Road One Tourism (OBOROT) International Conference in Tashkent, Uzbekistan, from 24 to 27 June 2025.

This year's conference marked a milestone as the first OBOROT International Conference held in Central Asia, reinforcing the region's growing role in global tourism education and collaboration. Under the theme "Development, Marketing, Sustainability," the conference brought together scholars, researchers, and educators from across the region to exchange ideas and forge new partnerships in the hospitality and tourism industry.

The opening ceremony featured remarks by Prof Geoffrey Shen, PolyU Associate Vice President (Global Partnerships), Director of Global Engagement, and Chair Professor of Construction Management, followed by an insightful speech by Prof Kaye Chon, SHTM Dean and Chair Professor, and Walter and Wendy Kwok Family Foundation Professor in International Hospitality Management.

Over three days, the conference hosted 20 sessions and panel discussions, where speakers from SHTM and partner universities presented their research findings. These sessions sparked fruitful discussions on a broad range of topics, from culture and heritage to smart tourism and sustainable destination development.



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UNIVERSITY

Supported by



HTM

The 3rd One Belt • One Road • One Tourism

International Conference
Development, Marketing, Sustainability



Tashkent, Uzbekistan
24-27 June 2025

AFFILIATE MEMBERS NEWS

Politics, Perception & Travel: How Political Events Shape Traveller Sentiment & Destination Reputation

At TOPOSOPHY, we understand that political dynamics and public perception are inseparable from the way people experience places. In a global climate marked by polarisation, protests, and rising geopolitical tensions, travellers are no longer passive observers—they are increasingly discerning, attuned to safety, values, and cultural narratives. The interplay between politics and perception now directly impacts not only where people go, but why they go—and how long they stay.

We recognise that political events are no longer background noise to the visitor economy—they are central forces shaping how people perceive, engage with, and remember places. As a strategic partner to cities and regions, we are continually adapting our methodologies to help destinations remain resilient in the face of shifting political realities. Whether navigating the impact of contentious legislation, social unrest, or geopolitical tensions, we focus on designing strategies that are rooted in clarity, cultural empathy, and future-proof positioning.

Our approach blends narrative alignment with audience insight, enabling destinations to communicate values such as openness, trust, and civic responsibility.

We believe that strategic storytelling must reflect the evolving sentiments of global travellers while staying true to local identity and social context. This means building frameworks that not only respond to perception challenges but also anticipate them—equipping destinations to remain relevant, respected, and ready to engage meaningfully with the world.

The stakes are higher than ever: missteps in political tone or civic discourse can trigger sharp drops in visitor sentiment, while positive political changes such as sustainability commitments or inclusive tourism policies—can rapidly enhance destination desirability.

Our most recent White Paper explores how cities can proactively manage reputation in an era of heightened political sensitivity. Through cross-sector alignment, strategic communications, and values-led placemaking, we offer pathways for destinations to maintain resilience and relevance.

TOPOSOPHY

PLACE MAKING & MARKETING AGENCY



AFFILIATE MEMBERS NEWS

IPDT Tourism Barometer Anticipates a Positive Second Half, But Warns of Strategic Risks and Bets on Future Markets

The 74th edition of the IPDT – Tourism Barometer confirms a summer of strong tourism activity and international visibility for Portugal. This projection is based on the high level of confidence among tourism professionals, with the index reaching 83.3 points – one of the highest recorded since 2010.

Among the main source markets, the United Kingdom, Spain, USA, France, and Germany stand out. These markets contribute to expectations of growth in overnight stays and revenue, driven by tourists with higher purchasing power. On the other hand, the domestic market remains stable, reflecting the resilience of national demand, even in an inflationary context.

The edition also highlights the untapped potential of the Asian market.

To capitalize on this strategic market, experts recommend coordinated actions, including the creation of direct air connections with major Asian hubs, partnerships with local and specialized operators, culturally adapted digital campaigns, and the facilitation of entry visas. The Barometer marks the 40th anniversary of Portugal's accession to the EEC and underlines the crucial role of Schengen mobility, the euro, and EU structural funds in modernizing the tourism sector.

Despite the optimism, IPDT also warns of structural risks, such as climate instability, limitations in supporting infrastructure – such as Lisbon airport – and the growth of anti-tourism sentiment. António Jorge Costa, president of IPDT, stresses the need for a firm and structured response to these challenges.

The survey was conducted between June 30 and July 9, 2025, among a panel of professionals holding leadership roles in the sector.





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*