

# AM News

VOL. 81 - October 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.*

*As we move into the final quarter of the year, we look back on one of the most important moments on the global tourism calendar: World Tourism Day, celebrated on 27 September. This year's theme highlighted tourism's transformative potential as an agent of positive change. The global celebrations, including the official UN Tourism event in Melaka, Malaysia, brought together stakeholders from around the world to reflect on how tourism can drive progress beyond growth—through good governance, strategic planning, robust monitoring, and clear priority setting aligned with long-term sustainability goals.*

*We are also pleased to announce that registration for the **26<sup>th</sup> UN Tourism General Assembly** is now open. In this context, several dedicated initiatives and events for Affiliate Members will be held, including the **45<sup>th</sup> Plenary Session of Affiliate Members**, the most important statutory meeting of the Affiliate Membership.*

*Preparations are also advancing for the elections of the Board of Affiliate Members for the 2026–2029 mandate. With the promotion phase now closed, we are finally entering the voting period. 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 50<sup>th</sup> 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**

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## **UN TOURISM STATUTORY AND HIGH-LEVEL MEETINGS**

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### **UN TOURISM GENERAL ASSEMBLY & EXECUTIVE COUNCILS**

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

### **UN TOURISM REGIONAL COMMISSIONS**

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

### **BOARD OF THE AFFILIATE MEMBERS**

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|         |                                                                             |                         |
|---------|-----------------------------------------------------------------------------|-------------------------|
| 29 May  | <b><u>61<sup>st</sup> Meeting of the Board of the Affiliate Members</u></b> | Segovia,<br>Spain       |
| 11 Nov. | <b><u>62<sup>nd</sup> Meeting of the Board of the Affiliate Members</u></b> | Riyadh,<br>Saudi Arabia |

### **COMMITTEE ON MATTERS RELATED TO AFFILIATE MEMBERSHIP**

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|        |                                                                                                         |                         |
|--------|---------------------------------------------------------------------------------------------------------|-------------------------|
| 29 May | <b><u>7<sup>th</sup> Meeting of the Committee on Matters Related to Affiliate Membership (CMAM)</u></b> | Segovia,<br>Spain       |
| 8 Nov. | <b><u>8<sup>th</sup> Meeting of the Committee on Matters Related to Affiliate Membership (CMAM)</u></b> | Riyadh,<br>Saudi Arabia |

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

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|             |                                                                                                             |                                     |
|-------------|-------------------------------------------------------------------------------------------------------------|-------------------------------------|
| 8-10 April  | <b>2<sup>nd</sup> UN Tourism Africa &amp; Americas Summit</b>                                               | Livingstone,<br>Zambia,             |
| 23-25 April | <b>2<sup>nd</sup> UN Tourism Regional Forum on<br/>Gastronomy Tourism for Africa</b>                        | Arusha,<br>Tanzania                 |
| 28-29 April | <b>Expo Japan Women Pavillion: Empowering Innovation,<br/>Investment, and Inclusion</b>                     | Osaka,<br>Japan                     |
| 12-13 May   | <b>World Tourism Forum Prague 2025</b>                                                                      | Prague,<br>Czech Republic           |
| 24-25 June  | <b>UN Tourism Global Forum on Urban Tourism:<br/>Shaping the Future of Urban Tourism</b>                    | Tehran, Islamic<br>Republic of Iran |
| 22-24 July  | <b>2<sup>nd</sup> UN Tourism and ICAO Ministerial Conference<br/>on Tourism and Air Transport in Africa</b> | Luanda,<br>Angola                   |
| 27 Sept.    | <b>World Tourism Day 2025</b>                                                                               | Melaka,<br>Malaysia                 |
| 6-7 Oct.    | <b>9<sup>th</sup> UN Tourism Global Wine Tourism Conference</b>                                             | Plovdiv,<br>Bulgaria                |
| 1-3 Dec.    | <b>10<sup>th</sup> UN Tourism World Forum on Gastronomy Tourism</b>                                         | Santa Cruz de<br>Tenerife, Spain    |
| 2-6 Dec.    | <b>III International Seminar on Tourism Law</b>                                                             | La Habana,<br>Cuba                  |

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

|        |                                 |                         |
|--------|---------------------------------|-------------------------|
| 8 Nov. | <b>Affiliate Members Corner</b> | Riyadh,<br>Saudi Arabia |
|--------|---------------------------------|-------------------------|

### **FIA and Tourism launch the 1st Awards for Excellence in Sustainable Sports Tourism**

Featuring four categories, the awards are designed to recognise initiatives that drive sustainability, innovation, social impact, and successful examples of public-private partnership within the sports tourism sector, while promoting and encouraging responsible practices that align with the United Nation's Sustainable Development Goals.

1. Most Sustainable Sport Event
2. Community Impact in Sports Tourism
3. Innovation in Sports Tourism Development
4. Outstanding Public-Private Partnerships in Sports Tourism

The launch of these Awards builds on the strategic partnership established between the two Organizations in September 2024, to foster collaboration in areas where tourism, sport and sustainable mobility intersect.

UN Tourism Secretary General, Zurab Pololikashvili stated: "These Awards reflect the growing recognition of sports tourism as a strategic driver of sustainable development, social cohesion and innovation. We are proud to partner with our Affiliate Member FIA to honour the efforts of those making a meaningful impact through sport and tourism".

As one of the fastest-growing sectors globally, sports tourism reached a market value of \$609 billion in 2023 and is projected to grow to \$2.3 trillion by 2032, and this initiative seeks to spotlight exemplary initiatives that are shaping the future of the sector. The awards are open to UN Tourism Members, FIA Member Clubs, and other stakeholders involved in the fields of sports and tourism.

The Awards are now open, and UN Tourism and FIA invite all eligible organizations to take part in this first edition – a unique opportunity to showcase how sport and tourism can drive sustainability.

You can find more information [HERE](#)



## AM-PPC NEWS

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### UN Tourism supports MADCUP's Presentation of 2025 Highlights and Future Initiatives

MADCUP hosted a special presentation event in Madrid to share the outcomes of its 2025 activities and unveil key initiatives for 2026. The event brought together institutional leaders, tourism stakeholders, and sports industry representatives for an afternoon of reflection, dialogue, and networking.

The agenda included a review of MADCUP's 2025 projects, featuring the release of its Economic Impact Study, which showcased the tournament's contribution to local development and youth engagement. The event also highlighted the success of the Sports Summit Madrid (SSM) and other affiliated initiatives.

Ion Vilcu, Director of the Affiliate Members and Public-Private Collaboration Department of UN Tourism, delivered a speech during the opening session. He emphasized the growing importance of sports tourism as a driver of sustainable development and community impact, and highlighted the work UN Tourism is carrying out with several Affiliate Members—including MADCUP—to advance this segment. He also reaffirmed the Organization's commitment to supporting youth-focused and innovation-driven initiatives in tourism.

The event concluded with a networking reception, offering attendees the opportunity to connect and exchange ideas in an informal setting.

You can find more information [HERE](#)



# AM-PPC NEWS

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## UN Tourism participates in the fifth edition of Iberseries & Platino Industria

The fifth edition of Iberseries & Platino Industria has kicked off in Madrid, bringing together key players from the Ibero-American audiovisual industry. Organized by our Affiliate Member EGEDA, the event has become the leading platform for dialogue among streaming platforms, TV networks, creatives, producers, distributors, and institutions working in tourism, education, and audiovisual innovation.

This year, UN Tourism took part in a panel focused on the AMEA Program (Advisory to Municipalities on Audiovisual Strategy), an initiative led by the Comunidad de Madrid and Film Madrid Region aimed at strengthening the audiovisual potential of municipalities and promoting filming in rural, historical, natural, and industrial settings.

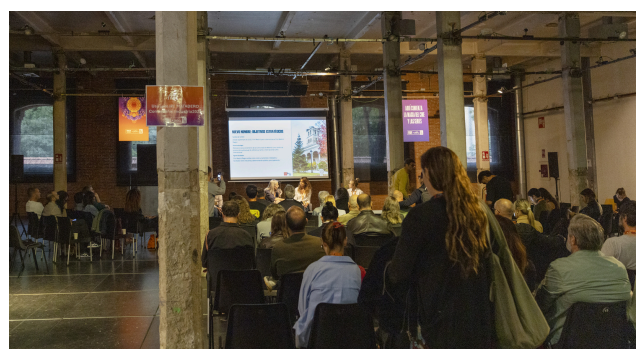
The session was moderated by Xiomara García, General Coordinator of Film Madrid Region, and featured the following panelists:

- Miguel Anaya, President of ALOMAD (Madrid Location Scouts Association)
- Silvia del Castillo, Director General of Tourism, Las Rozas City Council
- Michelle Masperi, Project Specialist, Affiliate Members and Public-Private Collaboration Department, UN Tourism

AM-PPC contributed a global perspective on screen tourism, highlighting UN Tourism's work in this area and the role of active Affiliate Members. Key topics addressed included:

- The role of screen tourism in diversifying destinations.
- Recommendations to promote screen tourism as a sustainable development tool.
- Synergies between the audiovisual and tourism sectors.

You can find more information [HERE](#)



## UPCOMING EVENTS

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Register Now



UN Tourism

# 26 UN Tourism General Assembly

Riyadh, Saudi Arabia,  
7-11 November 2025

[unwto.org](https://unwto.org)

# UN TOURISM HIGHLIGHTS

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## UN Tourism Celebrates World Tourism Day 2025 in Melaka, Malaysia: A Milestone for Sustainable Transformation

UN Tourism celebrated World Tourism Day 2025 in the historic city of Melaka, Malaysia, under the theme “Tourism and Sustainable Transformation.” This global Day of Recognition for the sector and its vital importance marked a pivotal moment in advancing tourism as a catalyst for positive change, resilience, and sustainable development worldwide.

The celebrations, hosted with the Ministry of Tourism, Arts and Culture of Malaysia, brought together global leaders, policymakers, industry experts, and local communities to share innovative ideas and chart a sustainable future for the tourism sector. The celebrations aligned with the 7th edition of the World Tourism Conference (WTC), showcasing Malaysia’s rich cultural heritage, breathtaking landscapes, and commitment to sustainable tourism.

This year’s theme, “Tourism and Sustainable Transformation,” underscored tourism’s potential to drive social progress, economic growth, and environmental stewardship. The event highlighted the need for good governance, strategic planning, and inclusive policies to ensure tourism benefits all while preserving cultural and natural heritage. Malaysia’s Minister of Tourism, Arts and Culture, H.E. Dato Sri Tiong King Sing, welcomed participants from around the world to Melaka at the opening of World Tourism Day 2025 and the 7th World Tourism Conference.

To conclude the official celebrations, Malaysia handed over the hosting of World Tourism Day to El Salvador. World Tourism Day 2026, will be held around the theme of “Digital Agenda and Artificial Intelligence to redesign tourism” and address the role of tourism in embracing digital transformation and the integration of artificial intelligence (AI).

You can find more information [HERE](#)



# UN TOURISM HIGHLIGHTS

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## UN Tourism Hosts First Regional Workshop on Wellness Tourism in the Middle East

UN Tourism held the first Workshop on Wellness Tourism in the Middle East, aimed at strengthening regional cooperation and developing innovative, wellness-focused tourism products.

Held at the UN Tourism Regional Office for the Middle East in Riyadh, the two-day event (9–10 September) brought together representatives from National Tourism Administrations and Organizations (NTAs/NTOs) from 12 Middle East Member States, with more than 30 participants in total, alongside industry experts and key stakeholders from across the region. The workshop explored the growing potential of wellness tourism as a driver of economic growth, tourism diversification, and sustainability for the Middle East.

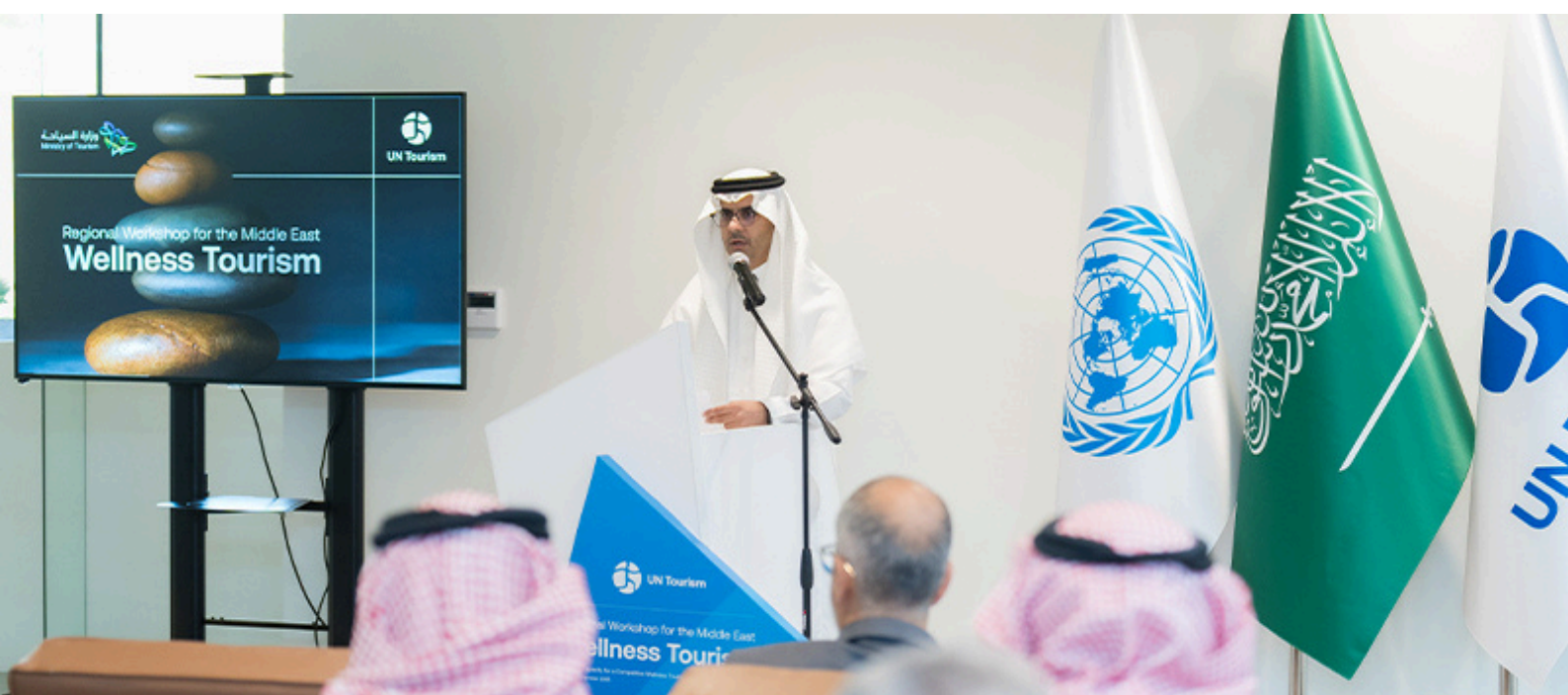
The workshop featured interactive sessions led by Dr. László Puczkó, a Wellbeing and Experience Strategist and co-author of UN Tourism's Exploring Health Tourism report

Participants were engaged in sharing best practices, discussing challenges, and exploring opportunities to position wellness tourism as a key segment in tourism development in the region.

The event responds to priorities outlined by Member States during the 50th and 51st Meetings of the UN Tourism Regional Commission for the Middle East, particularly in the areas of capacity building and product diversification.

Middle East tourism shows strong growth  
According to the UN Tourism World Tourism Barometer, the Middle East welcomed 101 million international tourist arrivals in 2024, 8% more than in 2023 and 41% above pre-pandemic levels. The Middle East was the first world region to surpass pre-pandemic tourism numbers already in 2023, underscoring its strong recovery and growing leadership in innovative tourism segments, including wellness tourism.

You can find more information [HERE](#)



# UN TOURISM HIGHLIGHTS

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## UN Tourism Calls on G20 Tourism Ministers to Step Up Collaboration and Make Tourism a Driver of Inclusion

The UN Tourism Secretary-General Zurab Pololikashvili has stressed that “strengthening multilateralism through tourism will deliver results in socio-economic inclusion, sustainable development, peace and understanding”.

Addressing G20 Tourism Ministers, he commended the South African Presidency’s focus on inclusion and sustainability. “More than a motto, the theme for South Africa’s G20 Presidency, ‘Solidarity, Equality, Sustainability’, reminds us that Equality and Sustainability can only be achieved through targeted policies, unified efforts and mutual support among countries - a recognition that in an interconnected world, the challenges faced by one country can have ripple effects globally,” he said.

The G20 Tourism Ministers Meeting focused on the four priorities of South Africa’s Presidency:

- Enhancing Travel and Tourism Startups and MSMEs through Digital Innovations

- Tourism Financing and Investment to enhance equality and sustainable development.
- Air Connectivity for Seamless Travel
- Enhanced resilience for inclusive, sustainable tourism development

Closing, Pololikashvili highlighted South Africa’s G20 Presidency as a show of the continent’s leadership in the global agenda. He recalled that Africa is home to 19% of the world’s population, with 70% of sub-Saharan Africa under the age of 30. “The opportunities the continent offers in tourism are many” he said and “unlocking tourism investment and development for jobs and inclusion is a core priority of the UN Tourism Agenda for Africa.”

The G20 economies represent around 70% of all international tourist arrivals and exports worldwide and 83% of the world’s tourism’s global GDP. The sector accounted directly for 3.1% of the GDP of the G20 (2023), 5% of all exports of the group and 23% of all its service exports (2024).

You can find more information [HERE](#)



# UN TOURISM HIGHLIGHTS

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## International tourism up 5% in first half of 2025 despite global challenges

International tourist arrivals grew 5% in the first six months of 2025 compared to the same period of 2024. This is about 4% above pre-pandemic levels.

According to UN Tourism, almost 690 million tourists travelled internationally between January and June 2025, about 33 million more than in the same period of 2024, though results were mixed among regions and subregions.

The newest edition of the World Tourism Barometer assesses the sector's performance by region and sub-region in the first six months of 2025. Key takeaways include:

- Africa saw a 12% increase in January-June 2025 compared to the same period last year.
- Europe welcomed nearly 340 million international tourists the first half of 2025, about 4% more than in 2024 and 7% more than in 2019.
- The Americas recorded 3% growth in January-June 2025, with mixed results across subregions.

- The Middle East recorded 4% fewer arrivals this six-month period, though after a very strong post-pandemic rebound.
- Arrivals in Asia and the Pacific grew 11% this period, which is 92% of the pre-pandemic figure (-8% compared to 2019).

As in previous surveys, the September survey of the Panel of Tourism Experts and the UN Tourism Confidence Index point to high transport and accommodation costs as well as other economic factors as the top two challenges impacting international tourism in 2025.

The latest UN Tourism Confidence Index shows a slight uptick in confidence levels for the last four months of 2025. On a scale of 0 to 200 (where 100 indicates equal performance), Panel Experts gave the period September-December 2025 a score of 120, up from 114 for May-August.

Despite global uncertainty, travel demand is expected to remain resilient throughout the remainder of the year. UN Tourism's January projection of 3% to 5% growth in international arrivals for 2025 remains unchanged.

You can find more information [HERE](#)



## AFFILIATE MEMBERS NEWS

### Enter to Win a Free IGLTA Convention Registration & US\$500 Flight Credit to Palm Springs

IGLTA is the leader in advancing LGBTQ+ travel and is hosting their upcoming Global Convention from 21-25 October 2025 in Palm Springs, California.

The IGLTA Global Convention is the world's premier educational and networking event for LGBTQ+ tourism professionals. The 41st edition of the conference will connect tourism suppliers and buyers through its hosted buyer and scheduled appointment program, numerous educational workshops and networking receptions.

This marks IGLTA's return to North America after its first convention in Asia last year, where nearly 600 delegates came together in Osaka from over 50 countries to advance LGBTQ+ tourism in the region.

Secure your spot now for a chance to win a free convention registration valued at US\$1,295, plus a flight credit worth US\$500. If you've already registered for the convention, don't worry — they'll even reimburse you if you win!

[Click here](#) to enter the giveaway!



Join us in Palm Springs  
for our 41<sup>st</sup> Global  
Convention

SECURE YOUR SPOT



# AFFILIATE MEMBERS NEWS

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## Risk Management for Outdoor Programs

Forty-Hour Online Training for Outdoor, Adventure, Travel, and Experiential Professionals

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.

## 2025 Course Dates

- November 5 - December 3, 2025
- December 3 - 31, 2025

## 2026 Course Dates

- January 7 - February 4, 2026
- February 4 - March 4, 2026
- March 4 - April 1, 2026
- April 1 - 29, 2026
- May 6 - June 3, 2026

Enroll in a course at  
<https://www.viristar.com/course/risk-management-for-outdoor-programs/>

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



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## AFFILIATE MEMBERS NEWS

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### **Porto Under Review: Tourism Intelligence at the Service of the City**

A pioneering study listening to residents, tourists, and businesses to shape the destination's future.

Since its foundation, market studies have been at the core of IPDT – Tourism activity, which sees analysis and monitoring as key tools for success. Recently, invited by Porto City Council, IPDT developed and presented the 'Studies on the Tourist Activity in the City of Porto', a groundbreaking project that gathered insights from three strategic audiences: residents, businesses, and tourists.

The work included one-to-one meetings with 18 entities (public and private) and online surveys for city stakeholders. Residents were reached through face-to-face and online questionnaires, while tourists were surveyed in the city and at Sá Carneiro Airport.

Results drew a clear picture of Porto's tourism. Visitors lean toward high-value segments: mainly aged 26–35, household income above €4,000, and higher education degrees. Main source markets are the US (14%), Spain (13%), and France (12%).

The study also shows Porto's strength in loyalty: 33% had visited before, and 73% chose Porto as first travel option. Average spend per person reached €713.

Overall ratings confirm very high satisfaction: on a 1–7 scale, experience scored 6.3, likelihood to recommend 6.4, and intention to return 4.9.

The study concludes Porto has a mature, constructive ecosystem, open to dialogue and supported by a pro-tourism environment that enhances visitor experience. Its tourist profile is both economically relevant and socially welcomed, confirming Porto as a diverse, balanced, and plural destination.



# AFFILIATE MEMBERS NEWS

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## Invitation to the Kautz Conference – Oct 8-11, 2025, Győr, Hungary

Dear UN Tourism Affiliate Members,  
We are delighted to invite you to the Kautz Conference 2025, taking place October 8-11, 2025, at Széchenyi István University in Győr, Hungary.

This year's theme, "Transforming Global Challenges into Opportunities", will focus on innovative solutions to economic, social, and technological challenges, bringing together a truly international and interdisciplinary community.

### Highlights in numbers:

- Participants from 33 countries
- 293 submissions received
- 5 distinguished international keynote speakers
- 4 tourism-focused sections featuring inspiring presentations and discussions

The Kautz Conference is dedicated to strengthening academic dialogue and fostering global connections, and we are especially eager to welcome the expertise of the UNTourism network.

Explore the full program and details here:  
[kautzconference.sze.hu](https://kautzconference.sze.hu)

We warmly welcome all interested professionals, partners, and researchers to join us in Győr!



## AFFILIATE MEMBERS NEWS

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### **Diriyah Company reports strong mid-year footfall, launches The Chedi Residences in Wadi Safar**

Diriyah Company welcomed more than 3.6 million visits by mid-2025, showcasing its position as one of Saudi Arabia's most vibrant cultural destinations. This achievement reflects solid progress towards the company's ambition of attracting 50 million annual visits by 2030.

Diriyah also announced the launch of The Chedi Residences, Wadi Safar, an exclusive collection of 20 branded private villas, setting a new standard for luxury living in the Kingdom. Designed by the internationally acclaimed Bjarke Ingels Group (BIG), the residences are within the breathtaking cliffs of Wadi Safar, blending cultural authenticity with modern design. Each villa offers four or five bedrooms, with premium estates featuring expansive layouts and uninterrupted views of the Greg Norman-designed Wadi Safar Signature Golf Course.

Residents will enjoy access to the amenities of the neighboring 85-room The Chedi Hotel, including curated dining, wellness and spa facilities, and membership in a private resident's club.

Priority access to the Royal Diriyah Equestrian and Polo Club and other Wadi Safar experiences will further enhance the lifestyle offering.

Group CEO Jerry Inzerillo described the launch of The Chedi Residences Wadi Safar as "another significant step in offering a world-class collection of luxury branded hotel residences across Diriyah and Wadi Safar."

The first half of 2025 also saw Diriyah Company award contracts worth SAR18.75 billion across 15 major agreements, including the Royal Diriyah Opera House, 20,000-seat Diriyah Arena, relocation of King Saud University utilities, and development of Diriyah Square. Together, these achievements highlight Diriyah's accelerating momentum as it delivers world-class cultural, lifestyle, and tourism projects, reinforcing its role as Saudi Arabia's cultural heritage gateway to the world.



## AFFILIATE MEMBERS NEWS

### Annual UN Tourism/PATA Forum on Tourism Trends and Outlook Successfully Held in Guilin

Jointly organised by the United Nations World Tourism Organization (UN Tourism) and the Pacific Asia Travel Association (PATA), and hosted by Guilin Municipal People's Government and Guangxi Zhuang Autonomous Region's Department of Culture and Tourism in collaboration with The Hong Kong Polytechnic University's School of Hotel and Tourism Management, the 19th UN Tourism/PATA Forum on Tourism Trends and Outlook was successfully concluded in Guilin, China, from 18-20 September.

Under the theme "Synergy in Motion: Charting New Frontiers for a Resilient, Sustainable, and Smart Tourism Ecosystem", this forum served as a dynamic platform for policymakers, destination managers, industry leaders, academics and researchers to forge synergies, drive innovation, and co-create strategies for a resilient, sustainable, and smart tourism ecosystem.

Following a series of technical sessions covering topics, such as New Governance and Policy for the Future of Tourism:

Leveraging Data and Collaboration, on 18 September, the forum was opened on 19 September by Mr Chu Li, Secretary of the CPC Guilin Municipal Committee; Mr Shijun Liu, Executive Director of UN Tourism; Mr Peter Semone, Chairman of PATA; Professor Billy Bai, SHTM Associate Dean; and Mr Fan Hu, Vice Governor of Guangxi.

The keynote presentations and panel sessions that followed provided destination managers and academics the opportunity to exchange views on various topics related to the theme of the forum. The forum analysed global and regional tourism trends in the post-pandemic landscape to uncover emerging opportunities and challenges. It also explored the intersection of technology and culture, leveraging digital advancements to enhance visitor experiences while safeguarding heritage.

The SHTM is proud to play an important role in advancing the development of tourism and will continue its efforts to lead the sector into a sustainable future.



THE HONG KONG  
POLYTECHNIC UNIVERSITY  
香港理工大學

SCHOOL OF HOTEL AND TOURISM MANAGEMENT



## AFFILIATE MEMBERS NEWS

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### JTB's Dedication to Para Sports: Empowering Athletes and Building an Inclusive Future

As we approach the Tokyo 2025 Deaflympics in November 2025, JTB is proud to announce that two employees will compete as Japan representatives. Yuka Tsuji will participate in orienteering, while Minami Ishihara will represent in deaf volleyball. Having these para-athletes represent JTB on the international stage is a tremendous honor for our company.

JTB serves as an official total support member of the Tokyo 2025 Deaflympics, demonstrating our dedication to supporting athletes with disabilities on the global stage. We view our sponsorship as an opportunity to create a lasting legacy and actively contribute to long-term promotion of para sports. Through educational programs, corporate training sessions, and event management services that break down barriers, we believe our support will have meaningful impact beyond the games.

Our para sports initiatives have transformed our organizational culture, creating stronger engagement internally and externally. Through direct experience with para sports, our employees have developed genuine enthusiasm for inclusive practices.

This cultural shift has enabled us to enjoy sports together regardless of disability, contributing to building an inclusive society where we recognize and respect differences.

At JTB, we believe para sports drive social change by challenging preconceptions and promoting equity. Our commitment to DEIB principles guides our approach, ensuring every individual can shine regardless of background or abilities.

#### About Tokyo 2025 Deaflympics

The Tokyo 2025 Deaflympics will be held from November 15-26, 2025, marking Japan's first time hosting this prestigious international competition. Approximately 3,000 deaf and hard-of-hearing athletes from over 70 countries will compete across 21 sports disciplines at venues throughout Tokyo and surrounding areas. This historic event aims to promote deaf sports, foster international friendship, and create a lasting legacy of inclusivity and accessibility in Japanese society.

Focal point for inquiries regarding this initiative:

Nana INOUE (Ms.), Branding, Marketing and Communication Team, JTB Corp.

E-mail: [jtb0074\\_all@jtb.com](mailto:jtb0074_all@jtb.com)



*Perfect moments, always*

***Treasure the Difference,  
Bring the World Together***



**DEIB**  
**JTB GROUP**

Diversity  
Equity  
Inclusion  
Belonging

## AFFILIATE MEMBERS NEWS

### Enter the CETT Fundació Entrepreneur Awards!

CETT Fundació, a private entity affiliated with CETT and founded in 2000, has worked since its inception to promote the generation and transfer of knowledge in tourism, hospitality and gastronomy. It strongly supports applied research, training, and innovative social initiatives through scholarships and grants.

The aim of the Entrepreneur Awards is to recognize the best entrepreneurial projects in the tourism, hospitality, and gastronomy sectors, with a focus on accelerating them through strategic and operational mentoring provided by CETT's team of experts.

The prize includes a 6-month mentoring program by CETT's mentoring team and financial support to help bring the project to life.

Submit your project and take it to the next level! Find out all the details: <https://www.cett.es/es/cett-fundacio/premis-projectes-emprenedors>

### Take part in the 1st International Congress on Gastronomic Tourism organized by CETT-UB

The 1st International Congress on Gastronomic Tourism is an international and inter-university event that will take place in Barcelona from November 27 to 29, 2025. It is conceived as a space for reflection on the relationship between tourism and gastronomy.

The aim of the congress is to foster debate among academics, researchers, and professionals on current dynamics, interconnections, and new perspectives in the field of gastronomic tourism.

This congress takes place in the special context of Catalonia's designation as the World Region of Gastronomy 2025, making it the first European region to receive this recognition. A three-day journey to discover, reflect, and share around sustainable gastronomic tourism, in a hybrid format, responding to the need for a space for professionals, researchers, and the wider community interested in this topic.

Check out all the details and sign up: <https://www.cett.es/en/events/congreso-internacional-en-turismo-gastronomico>



Barcelona School  
of Tourism, Hospitality  
and Gastronomy



## AFFILIATE MEMBERS NEWS

### Celebrating World Tourism Day and Iraq's Tourism Ambition

World Tourism Day, celebrated annually on September 27th, is an international observance established by the United Nations World Tourism Organization (UN Tourism) to raise awareness of tourism's vital role in social, cultural, political, and economic development worldwide.

It serves as a global platform to highlight how travel fosters cross-cultural understanding, creates jobs, supports local economies, and promotes sustainable development practices. The day encourages both governments and travelers to reflect on tourism's immense impact and its power to drive positive, inclusive change.

#### The Role of Associations in Iraqi Tourism

For a nation like Iraq, rich in ancient history, diverse culture, and religious sites, developing a robust tourism sector is a national priority. Various Iraqi tourism associations, industry groups, and government bodies aim to contribute significantly to this development, often aligning with the national goal of increasing annual visitors and boosting tourism's share of the GDP.

Their contributions typically focus on several key areas:

- **Infrastructure and Service Improvement:** Advocating for and participating in the modernization of essential infrastructure like hotels, transportation networks, and visitor amenities to meet international standards.
- **Heritage Preservation:** Working to safeguard Iraq's vast archaeological and cultural sites, ensuring their conservation while making them accessible to tourists.
- **Promoting Image and Safety:** Launching initiatives and participating in international forums to promote Iraq as a safe, appealing destination and challenging negative perceptions.
- **Developing Human Capital:** Supporting vocational training and educational programs to create a skilled local workforce in hospitality, guiding, and cultural preservation, thereby ensuring that local communities benefit directly from the sector's growth.

These collective efforts are crucial in positioning Iraq to unlock its immense tourism potential, transforming its cultural wealth into a powerful engine for national economic diversification and international engagement.





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](mailto:am@unwto.org)

*UNprecedented Perspectives  
by UN Tourism Affiliate Members*