

TRAVTALK

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World Tourism Day 2021

Under the theme of inclusive growth, this year's **World Tourism Day** celebrates the re-emergence or the revival of the tourism sector. United Arab Emirates has set a milestone when dealing with the pandemic, being proactively working to ensure that the industry stands tall, resilient and derives profitability. Tourism contributes in more ways to the economy of every country and the past eighteen months have witnessed challenges and brought in created new avenues in the industry.

Tourism for inclusive growth

HE Khalid Jasim Al Midfa Chairman – SCTDA

"This year the celebration of World Tourism Day is more important than ever as the industry, which has been much challenged by the circumstances of Covid-19, begins to emerge from stasis. Moreover, the 2021 theme "Tourism for Inclusive Growth" is a well-placed reminder of the importance of tourism as a global force for prosperity, success and peace. In Sharjah, we reaffirm our commitment to strategies to promote the sector, while consistently adopting best practices and preventive measures to ensure health and safety measures are met, helping to rebuild the confidence of all residents and tourists welcomed to the emirate. Moreover, we will continue to place Sharjah in the spotlight within the most prominent tourism and travel events and forums locally and internationally."



Cornerstone of sustainability

Celebrating the World Tourism Day, **Majed Alnefaie, CEO, Seera Group**, said: "Tourism is a cornerstone of sustainable economic development for many nations. This year, World Tourism Day is held under the theme, 'Tourism for Inclusive Growth', emphasising the role it plays in promoting social and economic growth, especially in developing economies many of them adversely impacted by the pandemic. We are constantly creating opportunities for tourism by reinforcing initiatives to promote employment creation, and social-economic growth. We want to make sure that the increased spectrum of opportunities being created by Seera Group across the tourism

infrastructure actively attracts innovative and dynamic travellers - both domestically and internationally. By facilitating the opening of Saudi Arabia as a leisure tourist destination, we are further broadening the tourism offering by developing new products and services for tourists to the Kingdom. We believe that together we can build the industry stronger, enabling every nation to benefit from the much-anticipated growth in tourism in the coming months."

Reimagining tourism

Beverly Au Yong, Area Director, Singapore Tourism Board, Middle East

Singapore will continue to strengthen its brand image around the world, by bringing Singapore experiences straight into the homes of its target audiences. This enables people from around the world to reimagine their experiences in Singapore, even when they are not there, and remain top-of-mind among its future visitors when the time is right for them to return. And most importantly ensure that Singapore has the right measures in place to safely and gradually welcome visitors to Singapore when borders open.



Renewed emphasis on tourism

Danielle Curtis, Exhibition Director ME, Arabian Travel Market

COVID-19 has dominated our lives since March 2020 and continues to do so in many parts of the world. We have, however, seen those within the travel and tourism industry learn and adapt, in some cases almost seamlessly. World Tourism Day provides us with the perfect opportunity to reflect on the challenges of the past 18 months and look to the future with a renewed emphasis on the tourism industry's recovery.

Peace and prosperity through tourism

Zurab Pololikashvili, Secretary General UNWTO

The human desire to travel and explore is universal, which is why tourism must be open for everyone to enjoy. So too must the many social and economic benefits that tourism brings be available to everybody. World Tourism Day 2021 highlights the power of 'Tourism for Inclusive Growth'. By celebrating this day, we state our commitment that, as tourism grows, the benefits that come will be felt at every level of our broad and diverse sector, from the biggest airline to the smallest family business. Today, we reaffirm our pledge that, as we move forward and work to build a more prosperous and peaceful world through tourism, we will not leave anyone behind. It is a pledge that is both timely and necessary. The pause in international travel caused by the pandemic has made clear the relevance of tourism to our societies. The economic and social impact has been felt far beyond the sector itself. And in many places, the most vulnerable members of society have been hit hardest of all.



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