

TRAVTALK

THE NEWSPAPER OF THE TRAVEL INDUSTRY Published from : ★ India ★ Middle East

Building a new era for tourism

As we celebrate world tourism day under the theme “Rethinking tourism” – the pandemic taught us a whole new and different outlook in the way we conduct business across the globe. It is a special year as it ushers in a new era for tourism from tourism boards to airlines, hotels, travel companies, transport all focus on sustainability and accessibility whilst travellers focus on responsibility. It is no longer a short-term plan but a long-term deal which will build a new trend in the region. Already the region has witnessed more responsible travellers seeking authentic experiences.

Commitment to rebuild the sector

HE Khalid Jasim Al Midfa – Chairman Sharjah Commerce and Tourism Development Authority: “The World Tourism Day theme for 2022, ‘Rethinking Tourism’ is an important measure of the distance the sector has travelled in recent years. From navigating growing success to dealing with challenges such as the pandemic and now, a return to great strides in travel once again, the tourism industry has proved itself as a vital contributor to the national status and the global economy. The industry in Sharjah looks forward to celebrating World Tourism day this year with a firm commitment to building the sector ever more organically, connecting with all our partners and rethinking tourism together in new and more inclusive ways to cement Sharjah’s position as a tourism destination without par.”



Drive sustainable growth and development

Anita Mendiratta – Special Advisor to the Secretary General UNWTO
“What is World Tourism Day? A day the global community celebrates the blessing of a sector that connects us all to people and places we love? Absolutely. As importantly, however, it is a call to action: a day we as a global industry focus on what we, together, must do to ensure we remain a driver of truly sustainable growth and development: economic, social, cultural, and environmental. Which is why the UNWTO’s choice of theme for 2022 – RETHINKING TOURISM – is perfect. As our world re-opens, the future of tourism demands rethinking not only the WHO, WHAT, WHEN and WHERE of recovery, but critically the HOW. Let’s make sure we make #WTD2022 matter, now and for generations to come.”

Sustainable demand

Daniel Rosado Bayón - Director – Spain Tourism Office - Tourism Counsellor GCC: I would like to highlight the resilience of our Industry and how we were able to get through some difficult times. Spain was always at the forefront implementing travel safe measures to regain back the confidence of travelers. After those times, everyone deserves a holiday, you deserve Spain! “You deserve Spain” continues to be the campaign for travellers from various walks of life – solo travellers, couples, families, elderly etc. In 2022 we look towards a promising future for the travel industry. Our focus is now, not only to have the demand back, but a sustainable demand, where Spain is highly committed.



Barrier free tourism

Yamina Sofo – Director Sales and Marketing German National Tourist Office GCC: “World Tourism Day 2022’s theme ‘Rethinking Tourism’, drives the transformation of traditional touristic options. Germany’s reimagined ‘Feel Good’ campaign aligns ideally, by promoting sustainable travel options, encouraging travellers to experience the countries sustainable and diverse culture, as well as the Barrier-Free campaign which aims to increase accessible tourism options, both part of our long-term plans. We look forward to continuing to work with our partners to increase awareness of conscious travel, and are confident this can really make a difference in helping our visitors to choose sustainable.”

Travel for everyone

Muzzammil Ahussain, Executive Vice President of Seera’s Travel Unit (Almosafer): “On World Tourism Day, the theme of rethinking tourism is extremely important as we consider the recovery from covid. The tourism ecosystem is a significant contributor to the economy as we continue to invest in education and training of individuals around the world. Now we need to rethink how we rebound as a sector, working closely with both the private and public sectors to rebuild and rethink tourism. Over the past six months we have seen a real resumption of travel across the world. Cities are back. Livelihoods are back. Confidence is back. There is still a long way to go before we recover fully from covid, but the passion for travel continues. At Seera we believe in opening up the opportunity to travel for everyone.”



Localised authentic experiences

Varsha Pherwani - Travel Counsellor Associate - Travel Counsellors
As we celebrate the World Tourism Day we as industry professionals have a big responsibility and an opportunity to create an impact on how we can promote sustainable travel to customers including understanding the local way of life in destinations and how we can educate our customers and magnify the importance of traveling responsibly.

Achieve net zero by 2050

Danielle Curtis, Exhibition Director, Arabian Travel Market, said: “The UAE has ambitious plans to achieve net-zero by 2050, with many other Middle Eastern countries committing to similar pledges. To support these targets, the tourism industry will have a critical role in implementing more responsible and sustainable practices. This is not something that can be achieved by one group; it will take a collective effort by hotels, airlines, leisure resorts and all associated companies to put their sustainable strategies in place to drive this commitment forward.”



If you want your events onlisted here, please email to talk@ddpl.com
For more information, log on to <http://travtalkmiddleeast.com/>

Powered by TravTalk Middle East