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NGOs in official partnership with UNESCO

NGO-UNESCO Liaison Committee

Paris, France

Dear Members,

I am writing to express my strong interest in joining the NGO-UNESCO Liaison Committee. With a diverse background that includes my role as an ExBo member of the World Federation of Tourist Guide Associations (WFTGA), a professional tourist guide, a tourist guide trainer, and a professor in tourism, I am confident that my skills and experience align well with the mission and values of UNESCO.

World Federation of Tourist Guide Associations vision is to improve the visibility and standards of the guiding profession worldwide. Throughout my career as a tourist guide and WFTGA trainer, I have seen the transformative impact of cultural exchange and education. I have trained hundreds of aspiring guides, emphasizing responsible tourism, cultural sensitivity, and historical preservation—values aligned with UNESCO's mission to foster peace through education, science, and culture. As a member of the WFTGA Executive Board, I helped develop global standards for professionalizing tourism, advocating for quality education and the recognition of guides as ambassadors of heritage. I have also worked to strengthen collaboration between tourism and international organizations, boosting the visibility of professional guides worldwide.

Additionally, my academic career as a professor in tourism has provided me with an in-depth understanding of the complexities of tourism management, sustainable development, and cultural conservation. I have always advocated for the integration of UNESCO's principles into educational curricula, preparing the next generation of tourism professionals to think critically about the social, economic, and environmental impact of tourism. Through my work, I aim to nurture a deeper appreciation for the importance of preserving cultural diversity and heritage while promoting responsible tourism practices.

I am particularly drawn to the NGO-UNESCO Liaison Committee's role in facilitating dialogue and cooperation between civil society organizations and UNESCO. I firmly believe that my background, combining practical experience in tourism with a commitment to education and advocacy, will allow me to contribute meaningfully to the Committee's efforts. By fostering partnerships and initiatives that promote cultural exchange, sustainable development, and heritage conservation, I am eager to play an active role in advancing UNESCO's goals.

In conclusion, I am deeply motivated to contribute to the work of the NGO-UNESCO Liaison Committee, leveraging my extensive experience and passion for tourism, education, and cultural preservation to make a positive impact. I look forward to the opportunity to collaborate with like-minded professionals and organizations to advance the shared vision of global peace and cultural understanding.

Thank you for considering my application.

Sincerely,

Ivana Ćuruvija

Appointed secretary at the Executive Board

World Federation of Tourist Guide Associations (WFTGA)

