



To participants, guests and organizers of the 26th Ukraine International Travel Market 2019!

Dear colleagues, partners and ra friends!

I congratulate everyone on the launch of the 26th International Exhibition UITM'2019, which brings together national tourist organizations from many countries of the world, tour operators, travel agents, hoteliers, tour guides, scientists, educators and other experts and public figures of tourism.

The National Tourism Organization, together with the Technical Committees 169 and 118, dedicated 2019 to the theme of quality and excellence in tourism. The quality issue is a logical continuation of the implementation of marketing strategy and branding of cities and regions and requires in-depth study and implementation of international standards at all levels in the tourism product chain. This requires a systematic and integrated approach, cohesion and consolidation of business and local authorities, preparation of a strategy and program for its implementation. The result of such work should be the implementation of a destination quality system and an ever-growing network of certified companies offering their tourism products and services.

The quality of tourism is different from the quality of production and goes beyond technically justified efficiency, the quality of tourism services is an ethical choice. Responsibility and the desire to do everything right, with respect for people and the environment is a matter of ethics. It is at this point that quality, sustainability, social responsibility, accessibility and fair trade are combined. There is no quality without ethics.

Бажаю всім учасникам і відвідувачам UITM'2019 якісних зустрічей, якісних партнерів, якісних туристичних продуктів, плідного спілкування і нових можливостей для сталого розвитку!

I wish all participants and visitors of UITM'2019 productive meetings, proficient partners, qualitative tourism products, fruitful communication and new opportunities for sustainable development!

Everything will be tourism!

President of the
National Tourism Organization of Ukraine

Ivan Liptua