Dear Affiliate Member,

It is my great pleasure to welcome the 38 new Affiliate Members that were provisionally approved at the 110th session of the UNWTO Executive Council in Baku, Azerbaijan, this June. The number of new Affiliate Members is significant, as is the fact that they come from 24 different countries from all over the world.

Our partnership with our Affiliate Members is focused on creating long-term impacts by generating knowledge, empowering stakeholders and inspiring action to ensure that the tourism sector embraces sustainable development. The greater commitment we have from the private sector, the greater the possibility to make a real change and achieve the 2030 Agenda.

Finally, I would like to encourage and urge all of you to vote in the Election of the Members of the Board of the Affiliate Members. The voting period opens on 1 July and closes on 16 July and you will find more information in this AM Newsletter. The Board of the Affiliate Member is a very important body representing the Affiliate Members within UNWTO and it is a great responsibility to be a Member of the Board. Therefore, it is important that all Affiliate Members participate in the vote to ensure that it is a diverse and representative body.

As always, I am at your disposal and look forward to hearing any comments you may have.

Sincerely,

Ion Vilcu
38 new Affiliate Members at the 110th session of the EC

On 17 June 2019, the Committee for the Review of Applications for Affiliate Membership met within the framework of the 110th session of the UNWO Executive Council in Baku, Azerbaijan, to discuss the 38 complete applications for Affiliate Membership that were presented to the Committee at this Executive Council. The Committee decided to grant provisional affiliate membership to the 38 candidates, pending ratification by the General Assembly at its 23rd session. Thus, it is our great pleasure to welcome the following entities as new Affiliate Members:

- Africa Tourism Partners – Africa MICE (Pty) Ltd (South Africa)
- Asociación Femenil de Ejecutivas de Empresas Turísticas de la República Mexicana, A.C – AFEET (Mexico)
- Association of Economic Interaction of Subordinate Entities of The Russian Federation «Tourism Development Union in Russian Federation» (Russian Federation)
- BigData Business Support Unit – KT - Korea Telecom Corporation (Republic of Korea)
- Catenon S. A. (Spain)
- CM Advisor SRL (Italy)
- Compagnie du Ponant (France)
- Covadonga, Guía de Asturias – Expendeduría de Covadonga (Spain)
- Croatian National Tourist Board (Croatia)
- Entidad de Gestión de Derechos de los Productores Audiovisuales - EGEDA (Spain)
- Etihad Aviation Group – Etihad Airways Ltd (United Arab Emirates)
- Federación de Empresas de Turismo de Chile – FEDETUR (Chile)
- Federation Internationale de Camping, Caravanning et Autocaravaning (F.I.C.C) AISBL (Belgium)
- Fondation pour la Culture et les Civilisations du Vin Country (France)
- Gino Holding, A.S (Slovakia)
- Higher Institute for Tourism & Hospitality (Saudi Arabia)
- JSC Balneservice (Georgia)
- Kansai Tourism Bureau (Japan)
- Kyoto University of Foreign Studies (Japan)
- Metropolitan College S.A (Greece)
- Modul University Dubai – MODUL University DMCC (United Arab Emirates)
- NEOM Company (Saudi Arabia)
- North-Ossetian State University (Russian Federation)
- OÜ Positium (Estonia)
- Panoramic Business Services (PBS) SRL (Romania)
- Pas Grau International S.A. (Andorra)
- Rainmaker digital CC (Namibia)
- Route Report / Doin’sane, INC. (United States of America)
- Royal Comission for AlUla (Saudi Arabia)
- Semitour Perigord (France)
- The Red Sea Development Company (Saudi Arabia)
- Thompson Okanagan Tourism Association (Canada)
- Universidad de La Laguna (Spain)
- Universidad Peruana de Ciencias Aplicadas (Peru)
- University of Zadar (Croatia)
- Vatel School in Bahrain - H.C.M.S. Co. (Bahrain)
- Viajes de Gala S.A de C.V (Mexico)
- White Sands Tours & Travel (United Arab Emirates)
Election of the Board of the Affiliate Members

The election of the Board of the Affiliate Members is drawing to a close. The candidatures have been received and published online and the candidates have had the opportunity to discuss with the Affiliate Members what they would like to achieve as Members of the Board.

The voting opens on 1 July 2019 and closes on 16 July at 18:00 CET. Having a strong and diverse Board is of interest to all Affiliate Members and we encourage all Affiliate Members to receive and analyze in-depth the candidatures presented and to participate in the election.

On 18 July 2019, the counting of ballots will take place in the presence of a notary and the minutes will be drafted. On 23 July 2019, the ballot count results will be announced and the electoral results will be published.

For guidelines, the electoral calendar and more information please visit: http://affiliatemembers.unwto.org/content/board-electoral-office

International Scientific Symposium Safety in Heritage

On 7-9 May 2019, Affiliate Member KALAM organized the International Scientific Symposium on Safety in Heritage in which the Deputy Secretary-General of UNWTO, Mr. Jaime Cabal, opened the Symposium and the Director of the Affiliate Members Department, Mr. Ion Vilcu, participated in the closing ceremony. As one of UNWTO’s priorities is protecting our heritage, this International Scientific symposium represented an ideal opportunity to promote this goal. The symposium resulted in the Círculo Statement, a document that sets out criteria on Cultural Heritage and Safety. More information can be found here:

Refugees inclusion and participation in tourism: Zooming on Leeds (UK) Leeds Beckett University

Recent geopolitical changes have led to an exponential increase in refugees and asylum seekers migrating to Europe, a phenomenon referred to as the ‘refugee crisis’ by the European Commission. With no sign of this crisis ameliorating anytime soon, and with problems related to refugee inclusion in Europe and in the UK, it is important for scholars of responsible tourism to address the issue. Three women researchers at ICRETH in Leeds, an English, Italian and Romanian, research ways in which refugees engage in the co-creation of tourism experiences such as the act of becoming a ‘tour guide’ in their adoptive city. One such example is the social entrepreneurship of Tales of a City Tours in Leeds, England which employs refugees as ‘tour guides’ and was set up by Emily Stevenson while studying for the Masters in Responsible Tourism. The social enterprise promotes and facilitates the development and delivery of refugee-led tours around the city of Leeds. We collected the data via interviews with refugees, asylum seekers, tour guides, tourism entrepreneurs and other relevant stakeholders in governmental public sector, as well as from non-governmental sectors such as in Tales of a City enterprise.

In this project we draw on the work of Zygmunt Bauman, Emmanuel Levinas, and Jacques Derrida on ethics which enables us to critique contemporary geopolitical im/mobilities. In doing so, we hope to better understand how to facilitate the involvement and participation of refugees in the tourism and hospitality sectors.

* Initial work on this project received an accolade from the ITT in the form of the Bella Rangel Award for Student of the Year.

** This project cuts through 3 of the UNWTO Priorities: Investment & entrepreneurship; Education & employment; Social, cultural & environmental sustainability.

Emily Stevenson; Dr Elisa Burrai; Prof Dorina-Maria Buda, International Centre for Research in Events, Tourism and Hospitality (ICRETH), School of Events, Tourism and Hospitality Management, Leeds Beckett University.
“Travel differently, travel deeper”: Eurail inspires Chinese travellers with unique UNESCO world heritage rail itineraries

On the occasion of the 2018 EU-China Tourism Year, Eurail partnered with National Geographic and Travelport to create a selection of unique cultural heritage rail itineraries to inspire Chinese travellers to explore Europe differently. The consortium worked in close cooperation with UNESCO (the United Nations Educational, Scientific and Cultural Organization). Itineraries are fully accessible using a Eurail Pass, a single rail pass that allows travel to more than 10,000 destinations in 28 different countries in Europe. The project was part of the European Commission’s “EU-China Tourism Year” initiative. Itineraries have been designed to encourage visits to destinations away from the well-travelled hotspots in Europe, allowing for more balanced tourism development. The choice of rail as the mode of transport was crucial for promoting more sustainable travel to destinations across Europe.

All journeys, developed together with UNESCO and National Geographic, reflect the depth and diversity of European culture, and are based on extensive research and testing with tour operators and travel writers. The journeys reflect four themes – Ancient, Romantic, Royal and Underground Europe – and link some of the most remarkable World Heritage Sites across the region.

The microsite, tailored to Chinese travellers, can be found on the Eurail website, the official sales channel for the Eurail Pass, at the following link: www.eurail.com/zh/visiteuworldheritage/inspiration. The microsite also links to the UNESCO platform for World Heritage and travel—guiding travellers to the most unique and authentic travel experiences, recommended by local experts and curated by National Geographic.
Iran to host Nations’ Food festival Touring and Automobile Club of Iran

Food provides an intimate link between the history and culture of a host community and other societies, as well as tourists. It is one of the ways of showing how culture, tourism, society, employment, health, economy and education can help advance tourism’s contribution to the Sustainable Development Goals. As such, The Touring & Automobile Club of Iran and the Ghab-e-sabz Cultural & Artistic Institute have co-organized the first International Food Festival, to be held 11-16, August 2019 in Milad Tower, Tehran. This event brings together representatives from embassies, hotels, chefs, food and beverage factories, kitchenware and catering machines manufacturers, restaurants, magazines and cookbooks, academia and related stakeholders from the tourism and gastronomy sectors.

Goals of Festival:

- Bringing together different nations and their cultures
- Introduction of native Iranian and foreign foods
- Presentation of food brands and related Industries
- Talent identification and introducing top international chefs
- Introduction of new food technologies from around the world

The food festival will be sponsored by the Cultural Heritage, Handicrafts and Tourism Organization of Iran, Eco Cultural Institute, Ministry of Culture and Islamic Guidance, Ministry of Foreign Affairs, Islamic Broadcasting Organization, Islamic Culture and Relations Organization, and Nomad Affairs Organization of Iran.

For any other details please contact the Ghab-e-Sabz Cultural and Artistic Institute

Address: Unit 1, No. 1444, Next to Tehran Heart Center, North Karegar Ave., Tehran, Iran
Tel: +98 21 88330248
+98 2188636131
Fax: +98 21 88355184
info@TIFFES.ir
Website: http://www.tiffes.ir/en/
Putting Belize on the map ICF

Belize’s identity was developed 20+ years ago, and its advertising did nothing to highlight its unique selling points. When the Belize Tourism Board asked ICF Next to put Belize on the map, we had to entice United States travelers to discover all that the country had to offer. Through a robust advertising and public relations campaign, that’s exactly what we did. We conducted cultural immersion research and deep data analysis to define the audience that Belize would appeal to most: travelers, not tourists.

Today, Belize is the fastest growing destination in the Caribbean. Overnight arrivals have seen a double digit increase for three years in a row. So many tourists have traveled from the US and Canada that the nation’s government saw an increase in GDP they attribute directly to the campaign.

We refreshed the brand to reflect the cultural nuances and uniqueness of the country, and then reimagined the digital planning experience with an innovative website intended to lead travelers to discover the vast wonders of Belize. We connected with travelers through carefully targeted branded content, and created immersive experiences and social activations that amplified the allure of Belize. As a result, people put Belize at the top of their travel lists year after year.

Results have included the below:

- Belize’s own central bank attributed a 2.4% rise in Belize’s GDP to our work
- After five years, stay-over visitors rose by over 44%
- TravelBelize.org is the highest-performing travel website among its competitors
Proud to be Belgian - Maasmechelen Village, a surreal setting curated by Charles Kaisin

Enjoy a unique shopping experience in a surreal setting, curated by celebrated Belgian artist Charles Kaisin.

From April to September, Maasmechelen Village is being taken over by Charles Kaisin. This designer extraordinaire has transformed the Village into a joyous art installation celebrating the best of Belgium. Inspired by the theme ‘Proud to be Belgian’, Charles has designed an exclusive visual concept: numerous round, Atomium-like spheres, mixed with the colours of the Belgian flag, dress the Village, appearing when you least expect them, creating a sense of surprise and delight at every corner. Guests in the Village will also discover a stunning oversized six-meter tall version of Belgium’s iconic statue, the Manneken Pis, as part of the village’s decoration.

In Charles Kaisin’s very own surprising, humorous and surrealist way, this is a celebration of Belgian art, fashion, food and culture. Join the party at Maasmechelen Village! Find out more at www.ProudToBeBelgian.com

Maasmechelen Village is a member of The Bicester Village Shopping Collection and is home to more than 100 boutiques of world-leading fashion and lifestyle brands offering exceptional savings, all year round. Discover more at www.MaasmechelenVillage.com
Strategic guidelines for the digital transformation of tourism in Chile are developed by globaldit

Thanks to its many natural attractions, as well as its rich cultural, enological and gastronomic heritage, Chile enjoys a strong reputation in the global tourism market. Since 2017, Chile has set itself the objective of transforming its tourism industry into one of the main engines of the national economy, with the goal of developing a digital transformation plan for the industry.

Technology has altered the way tourists, destinations and their companies interact. To develop tourism policy in the digital era means moving destinations, businesses and the entire tourism ecosystem towards growth models that are beneficial for tourism and for society. In order to do so, it is necessary to set priorities, design a realistic medium-term vision, and define the path to follow to achieve it, with a well-defined road map and the human and technological capacity necessary to implement it. There are no shortcuts.

And in this new way, the Government of Chile, through the public-private program Transforma Turismo belonging to Corfo, trusted in globaldit to develop the guidelines on which to build the future strategic plan of the sector. The project, finalized in May 2019, had as its main objectives, on one hand, to develop a unique methodological heritage adapted to the needs and characteristics of the Chilean tourism sector, consolidating public-private collaborative schemes for continuous innovation. And, on the other hand, to define lines of action to reduce the digital divide of destinations and SMEs throughout the country.

This project has led to the preparation of the final plan by the Vice Minister of Tourism of the Government of Chile and demonstrates that the digital transformation of tourism in Chile is a firm commitment to incorporate innovation and technology as main axes of the national strategy of the country.

New edition of the World Leisure Expo and Forum in Hangzhou (18th-20th October 2019)

The WL Expo & Forum is a series of exhibits, special events, festivals and training programs designed to showcase and demonstrate leisure’s potential to improve our quality of life. Based on the success of previous editions (2006, 2011 and 2017), the 4th World Expo and Forum will be held once again in the city of Hangzhou, China, in 2019.

High level speakers have been invited to take part in the Expo and the Forum, including experts from the academic sphere as well as representatives of cities developing ground-breaking approaches to leisure and making innovative leisure policies. Under the general theme “Leisure city, better life”, four topics will be explored in parallel in the WL Forum: Leisure and Rural Revitalization; Leisure and Sports; Leisure and the integration of Culture and Tourism, and Leisure and Industry Transformation.

The WL Expo & Forum is guided by Zhejiang Provincial People’s Government, and hosted by Hangzhou Municipal People’s Government and the WLO. Several new players have entered the local team in the role of organizers: Hangzhou Bureau of Commerce and Hangzhou Commerce and Tourism Group.

The 2019 World Leisure Innovation Prize Award Ceremony will also take place during the WL Forum. This year’s call was particularly successful, with applications received from 12 different countries from around the world, and applicant organizations ranging from cities and destination projects to NGOs, communities, research or independent projects.

Furthermore, a group of students form the World Leisure Centers of Excellence will be conducting research and will write a report on the visitor experience in Hangzhou through the side-event Leisure Experience Research Opportunity.

More info at: http://worldleisure.org/expo/
SHTM Hosted First APacCHRIE & EuroCHRIE Joint Conference

More than 750 delegates from 42 countries and regions from around the world gathered in Hong Kong to attend the inaugural APacCHRIE & EuroCHRIE Joint Conference, the 4th Global Tourism and Hospitality Conference. Hosted by the School of Hotel and Tourism Management (SHTM) at the Hong Kong Polytechnic University and co-organised by APacCHRIE and EuroCHRIE, it was celebrated between 22-25 May 2019.

Themed “East Meets West in Hospitality and Tourism Education”, the conference took place in the very heart of where East meets West – Hong Kong, a dynamic and vibrant city connecting the world. This exceptional event provided delegates and the international hospitality and tourism community with an interdisciplinary platform on which to exchange information, ideas and views, and to consolidate research efforts and industry experiences in the field. Together with the APacCHRIE & EuroCHRIE Youth Conference, it stood as an iconic academic milestone for the sector.

The joint conference was run entirely by a group of 57 talented SHTM undergraduate students from the Special Events Class, who formed an organizing committee to manage the conference and put together an enriching program for international delegates, ensuring an experience unlike any other.

The SHTM is very pleased to have forged a closer collaboration between APacCHRIE and EuroCHRIE in advancing hospitality and tourism education and research. The School is honored to be playing a key role in defining the roadmap for future hospitality and tourism, and will continue its ongoing efforts to lead the sector into the future.
WYSE Travel Confederation opens applications for the 2019 Global Youth Travel Awards

Now in its 9th year, the Global Youth Travel Awards (GYTAs) recognize and celebrate outstanding performers across 14 categories within the international youth, student and educational travel industry.

The 10 nominated award categories cover a broad range of industry-related areas, such as best volunteer project, education and work abroad providers, sustainable organizations and travel tech products. Submissions are evaluated by a panel of industry experts and the highest scoring applicant will be awarded with the 2019 title. The four consumer-voted categories allow the public to have their say on the best of youth travel.

The GYTAs reward organizations that support change in the industry and provide an excellent experience for consumers. The Best Social Responsibility Initiative category, for example, awarded to G Adventures in 2018, considers organizations that develop social projects to support the local and/or the global community; be it through measures such as sustainability, business ethics or sponsorship of a local charity.

“The Global Youth Travel Awards have become a much-anticipated annual highlight among industry players; campaigning for and winning a category gives organizations greater visibility within the sector, and shines a light on the importance of innovation in order to move towards a more sustainable tourism sector,” comments David Chapman, Director General of WYSE Travel Confederation.

The awards ceremony will take place on 11 October 2019, on the final day of the World Youth and Student Travel Conference (WYSTC) in Lisbon, Portugal. Applications are open until 29 August 2019.

For more information and to apply for an award, please visit www.wysetc.org/about-us/awards/
Overtourism vs. Tourist Parks

Thinking of sustainability in tourism, there are some aspects to highlight:

a) Tourism generates income, economic activity and employment. The development of tourist capacity in urban centers has a positive impact on the economy of the city.

b) In many cities, tourist demand has broken the balance between tourism and residents. Citizens consider that overtourism harms them.

For these reasons, many cities are seeking to limit their growth: regulations to not authorize the construction of new hotels, or to limit tourist apartments.

“Less tourism, tourism of more quality” only means “no more beds” which leads to an increase in prices and therefore expenses, but we renounce to multiple sources of wealth and employment.

Europa Mundo Vacaciones believes we should consider of the possibility of creating “tourist parks”, in areas far from the center. Location is an important factor for a tourist, but it does not necessarily have to be the center, if we know how to solve their needs. A pleasant area, with leisure possibilities, and from where you can access the points you want to visit, are all important.

The “tourist park” should be attractive not just for tourists but also for residents. There will be spaces for:

- Accommodation of different quality and price lines.
- Restaurants.
- Commercial areas.
- Event rooms.
- Nightlife places.
- Cinemas.
- Green areas for outdoor activities.

The design of easy and economical transport to the points that tourists want to visit, would be fundamental for making such a project work.
"The co-reign under...Thessaloniki“ a new touristic project

Decumanus maximus was the name of the main road around which Thessaloniki developed. A glorious and famed city, second only to Rome in the whole Mediterranean, with a center and arterial roads worthy of its commerce, wealth and power. The last 12 years of excavations underneath the surface of Thessaloniki have revealed more than 300,000 objects of historical note. Excavations have also revealed this majestic ancient avenue, 16 meters in width, paved with marble and adorned with colonnades on both sides. These excavations write new chapters in the book of history of Thessaloniki and its significance in the Ancient, Byzantine, post-Byzantine eras, as well in the 20th century.

According to archaeologists, the excavations brought to light the fact that Justinian conducted great projects in Thessaloniki, projects worthy of Constantinople (Istanbul). This fact confirms Thessaloniki as an equal to the capital of the New Empire, and why some historians have been calling it "the co-capital". It is remarkable that at the spot where the final Metro station will be located, an unknown city of the 4th century BC has been discovered. This was built before the founding of Thessaloniki in 315 BC. This city had a Hippodamian urban-planning system in the standards of Olynthos and Pella, two of the largest cities of Macedonia during the years of Alexander the Great and his father Philip II.

"The city under the city" or ‘The city under Egnatia Street’ is the new tourism project on which all tourist initiatives are being based,” explains Thessaloniki Tourism Organization President, Mrs. Patoulidou Voula.
Launch of 1st UNWTO Sports Tourism Start-up Competition

The World Tourism Organization (UNWTO) in collaboration with Barça Innovation Hub (BIHUB) and with the support of the Qatar National Tourism Council (QNTC), has announced the launch of the 1st UNWTO Sports Tourism Start-up Competition. The initiative is designed to identify projects and innovations that can transform the sports tourism sector in the near future. Increasing demand from tourists and the growing influence of sports on destinations’ popularity have combined to make sports tourism one of the segments with the greatest potential for socioeconomic development opportunities, attracting growing levels of government interest. The 1st UNWTO Sports Tourism Start-up Competition is looking for start-ups with disruptive ideas focused on solving real needs and addressing knowledge gaps in the growing sports tourism sector.

In all, 20 start-ups will be shortlisted by a panel of international experts and sports and tourism stakeholders, drawn from the public and private sectors, academia and civil society. The shortlisted start-ups will be announced on the competition’s website [https://unwto-barcainnovationhub-challenge.org/]. The panel will then select five semi-finalists who will all be invited to Barcelona to pitch their ideas to sports experts, government representatives, tourism business leaders and international investors.

We encourage you to spread the news and submit your application!
The UNWTO Affiliate Members Department is responsible for the management of the partnership between UNWTO and the private sector.

Contact us at: am@unwto.org