Dear Affiliate Member,

I hope all of you are enjoying your summer so far and preparing for the upcoming autumn. At the Affiliate Members Department, we are currently in the midst of preparations for the 23rd UNWTO General Assembly, which will be taking place in St. Petersburg, Russian Federation, from 9-13 September 2019. As you all know, the 41st Plenary Session of the Affiliate Members will be taking place within the framework of the General Assembly, namely on 9 September. I would like to encourage all of you to attend the Plenary Session as this yearly meeting of the Affiliate Members is your opportunity to make your voice heard and to influence the Programme of Work of the Affiliate Members Department for the next year. This year, all Affiliate Members will be able to present proposals for topics and themes to be included in the Programme of Work, so I sincerely encourage you to join us. More information can be found further along in this AM Newsletter.

I am pleased to let you know that the election of the Members of the Board of the Affiliate Members for 2019-2021 went smoothly and on 18 July the votes were counted in the presence of a Notary. I would like to congratulate and welcome the new Board of the Affiliate Members and I look forward to seeing you all in St. Petersburg for the first meeting of the new Board, in which it will be formally constituted. You can find a list of the newly elected Members in this AM Newsletter.

Finally, I look forward to seeing you all in Russia. As always, I am at your disposal and look forward to hearing any comments you may have.

Sincerely,

Ion Vilcu
41st Plenary Session of the UNWTO Affiliate Members

As you know, the 41st Plenary Session of the UNWTO Affiliate Members will take place on 9 September from 10:00-13:30 in St. Petersburg, Russian Federation on the occasion of the 23rd Session of the General Assembly of the World Tourism Organization (UNWTO), at the kind invitation of the Government of Russia.

For additional information, please refer to the provisional programme outline of the Assembly and the information note, which include all you need to know to start planning for your trip and participation.

Furthermore, we are pleased to announce that Affiliate Members will have the opportunity to present proposals of potential contributions to the 2020-2021 Affiliate Member Programme of Work, within the framework of the Plenary Session.

The provisional agenda for the Plenary Session will be published shortly.
Election of the Board of the Affiliate Members

The voting period for the election of the Board of the Affiliate Members was closed on 16 July and on 18 July the votes were counted in the presence of a Notary. We are pleased to have seen such a high level of voting Affiliate Members as well as candidatures presented for the Board. In this regard, please see below the list of new Members of the Board of Affiliate Members 2019-2021:

Member of the Board - Global

- FITUR - FERIA INTERNACIONAL DE TURISMO
- RED ESPAÑOLA DE TURISMO ACCESIBLE- RED ESTABLE
- NECSTOUR – THE NETWORK OF EUROPEAN REGIONS FOR A SUSTAINABLE AND COMPETITIVE TOURISM
- GLOBAL JOURNEY CONSULTING
- KALAM
- SKÅL INTERNATIONAL
- ASOCIACIÓN HOTELERA Y TURÍSTICA DE COLOMBIA (COTELCO)
- INTERNATIONAL AIR TRANSPORT ASSOCIATION (IATA)

Regional Member of the Board - Europe

- TURISME DE BARCELONA
- ASOCIACIÓN EMPRESARIAL HOTELEIRA DE MADRID

Regional Member of the Board - Middle East

- UNITED SAEED ASSIRI.CO.LTD

Regional Member of the Board - South Asia

- ALISADR TOURISM CO
- MABNA CARD ARIA

UNWTO ICCA Masterclass on the Meetings Industry

At the request of the State Committee for Tourism of Uzbekistan, UNWTO Academy and UNWTO Affiliate Member ICCA (a UNWTO Affiliate Member) are to host, in August, in Tashkent (Uzbekistan), the first Masterclass on the Meetings Industry.

This Masterclass, organized by UNWTO Academy and ICCA, will give participants an opportunity to get access to free Executive Education training delivered by ICCA experts and enhance their expertise on the Meetings industry. It will serve as a platform to explore the potential of this segment and equip all participants with the necessary knowledge and skills to further develop it in their destinations, while harnessing the many opportunities it offers for advancing the competitiveness of the destination.

UNWTO - ICCA Masterclass is addressed to industry professionals and government officials from Uzbekistan Tourism Administration, private companies, associations and academia who have or will have responsibilities in the tourism sector of their country related to the area of Meetings industry.

The Masterclass is one of many joint initiatives between UNWTO and its Affiliate Members that are currently being developed.
A group of students at Wakayama University are now developing an e-learning program on “Tourism Ethics”

Wakayama university, as an affiliate member, has a student group, who is actively involved in UNWTO related activities such as translating UNWTO publications into Japanese: “Tourism and the SDGs (2018)”, “TIPS FOR A RESPONSIBLE TRAVELLER (2017)” and “Tourism Highlights”.

In 2017, four representatives from this group participated in a UNWTO competition, “UNWTO Students Idea Competition on Talent Development” held in Marbella, Spain. They presented an idea for an youth education program on the Global Code of Ethics for Tourism (GCET), which as a result won the first place!

Since this great achievement, the group has been developing a web-based e-learning program on “Tourism Ethics”. This e-learning program, “Tourism Ethics in ONE Hour”, will soon become available for public use at https://learning.tourismethics.org (Beta version is now available!). Anyone from any part of the world can access this online program on their smartphone and familiarise themselves with the fundamental concepts of the GCET in only one hour. The program is interactive, including videos and quiz. There is no need for registration and tuition fee!

We believe the GCET should be the benchmark to make tourism a solution for achieving the SDGs, and this program is one powerful solution. As “Digital transformation” is advancing, this program will allow an easy access to GCET for many more people in the world. The program is also timely as the GCET will be soon ratified as the convention.
Seventh National and International Meeting of Tourist Observatories ENIOT 2019

The Meeting of Tourist Observatories is an annual event whose objective is to know, analyze and validate tourism measurement strategies. The Tourist Observatory of Guanajuato Mexico (OTEG) held the Seventh Edition of the National and International Meeting of Tourist Observatories (León Guanajuato, 22-24 May 2019). Event that is worthy of recognition for the ability to house tourism professionals, representatives of the academic, public and private sector as well as national and international tourism observatory leaders.

The topic was "Tourism and Employment", aligning to one of the priorities of the World Tourism Organization which is Education. Representatives of the different sectors of tourism participated actively in the development of it: a) 1 to 3-star hotels, b) 4 and 5-star hotels, c) Restaurants, d) Tourist transport, e) Agencies of trips, f) Museums, cultural and recreational centers and g) Tour operators and tourist guides. Allowing the providers of tourism services to find a space for analysis and discussion of the current situation of the companies on Tourism Employment in order to find joint and collaborative strategies that make it possible to have better jobs for all.

The exchange of experiences on the tourism and employment variable was in an environment of analysis, targeting the participant’s adjustment to try to solve current situations in the companies, summarized in a learning and knowledge activity for their tourist destinations.

The meeting had 108 attendees, 19 educational activities in 21 hours and 4 sociocultural activities. We have the participation of 19 national and international speakers and 10 moderators. More than 140 night rooms were generated and an estimated economic income of more than $ 480 thousand MXN.

The complete report can be consulted:
http://www.observatorioturistico.org/publicaciones/seccion/15
Big Data Making a Big Difference

The Thompson Okanagan Tourism Association (TOTA), a not-for-profit regional tourism organization in British Columbia, Canada, is using real-time data to inform the development and management of its destination. The Thompson Okanagan Regional Strategy, completed in 2012, identified seasonality as a complex issue in the overall sustainability of the region and has since become a priority in ensuring both the economic and environmental health and success of its tourism industry.

In the seven years since its completion, TOTA has become a Biosphere Gold Certified Destination and has made strides in increasing average revenue days from 45 to 110. Recently, TOTA has engaged the use of cellular insights - using de-identified and aggregated data pools - to analyze mass-movement patterns and tourist trends and gather insights for strategic planning and development decisions.

The data has proved instrumental in determining the impact of severe natural events, measuring growth, monitoring the effects of targeted advertising, and in identifying subregions that are at risk of over-visitation. This initiative has allowed the organization to make educated decisions about the management of the destination and has allowed them to share valuable insights with local businesses and communities that can, in turn, use the information to strategize accordingly. The Thompson Okanagan is committed to finding innovative ways to use data to create a sustainable future for its industry.
The Exciting Journey, KANSAI!

KANSAI Tourism Bureau is a DMO responsible for the Kansai region of Japan, including Kyoto and Osaka, which are world-famous tourist destinations. In April 2017, 10 prefectures of Kansai, the business community, established together. The Kansai region has about 60% of Japan’s national treasures and important cultural properties, and about 50% of Japan’s world cultural heritage. In addition, there are nature such as beautiful sea and mountains, and big cities where you can enjoy shopping. We aim to revitalize the economy through tourism in the entire Kansai region. As part of that, together with the UNWTO Academy, we held a seminar in Osaka on the way of the organization of DMO and the way of sustainable tourism. In addition, we have concluded a cooperation agreement with Wakayama University, a university with a Faculty of Tourism, and we are providing assistance for tourism education and advice on our activities.

In addition, we are working on the digitization of tourism promotion, and we send out the various attractions of the Kansai region to meet the individual needs of individuals. In Osaka, the central city of the Kansai region, the World EXPO will be held in 2025 under the theme of “Designing Future Society for Our Lives.” With Osaka-Kansai EXPO as one goal, we will make efforts to have many people enjoy the journey in Kansai while being aware of social, cultural and environmental sustainability.
2019 Africa Tourism Leadership Forum and Awards

Africa is on the move. The African Continental Free Trade Agreement will make it easier to move goods and services and bring the vision of a connected continent closer to reality.

The travel, hospitality and tourism sector has a unique opportunity to position itself to move people both for business and leisure, from within and beyond the continent.

As the continent’s new gold, tourism is a key sector to facilitate people to people relations which will bring connectedness between Africa’s countries, borders, approximately 3025 million hectares of land reserves and almost 30500 km of coastline.

The foremost annual gathering of African travel and tourism leaders, the Africa Tourism Leadership Forum and Awards 2019, provides an ideal platform for executives, policy-makers, political leaders, entrepreneurs and young people to determine real priorities for economic growth through travel, tourism, hospitality, aviation and tourism infrastructure development.

To be hosted by South Africa’s KwaZulu-Natal Provincial Government from 27 and 29 August, the Africa Tourism Leadership Forum and Awards, and for the first time, the Youth in Tourism Innovation Summit, will bring together African travel and tourism thought leaders from the public and private sectors to deliberate on the transformation of African travel and tourism.

Space is limited so, please visit – www.tourismleadershipforum.africa to REGISTER for complimentary attendance now and/or the Youth in Tourism Innovators competition. Contact +27 (0) 81 303 7030 or info@africatourismpartners.com for more information.
Keeping More Tourism Spend in Destinations is Crucial for a Sustainable Hospitality and Tourism Development in Africa

The tourism and hospitality industry is constantly evolving. The internet has created shifts in traveller behaviour, and new market-players, business-models, value-chains, applications, and platforms have made the business increasingly complex.

This industry remains in the past. It’s not an innovative industry, except for start-ups disrupting single aspects. Emerging, small, medium and independent providers are increasingly unable to cope with these changes and the complexity.

10% of the 200,000+ providers in Africa have a digital presence and only 15% use technology to manage their businesses. This puts them at a disadvantage.

Traveller’s research trips for months, visiting hundreds of websites before fixing their plans. In the dreaming and planning phase, they are in no rush. Once they have decided, they want instant gratification.

90% of African providers fail here. The customer is ready to book, but providers are unprepared. They do not enable the customer to do business with them in the way they want. The customer doesn’t want to email, send enquiry forms or telephone.

In order to develop a sustainable African hospitality and tourism industry, it’s critical to enable providers using a digital transformation strategy. Local capacity building in African destinations is also critical.

It’s rainmaker’s passion to democratise technology that only large organisations were able to afford. We enable African hospitality and tourism businesses to take part in the digital paradigm-shift through our VISTA Destination Network and the Award Winning 5 Stages of Success managed services, aligned to the UNWTO Digital Transformation Strategy and the Tourism SDGs.
Ecuador country of the four worlds

Traveling to Ecuador allows you to travel through its four worlds and enjoy a wide variety of surprising options in the Ecuadorian Andes, the Pacific Coast, the Amazon, and the Galápagos Islands.

The Andes

Between valleys, mountains, moors, rivers, lagoons and millenary cities, the Andes region extends. It is crossed by a set of volcanoes and snow-capped mountains.

In this region is the Middle of the World, a few minutes from Quito, Ecuadorian capital, Its historic center, the best preserved in South America. The Northwest of the DMQ, is part of the Chocó Andino Biosphere Reserve, declared by UNESCO, in which there are spectacled bears in their natural habitat.

COAST:

The Ecuadorian coast allows travelers to enjoy exciting adventures. The sea breeze caresses the Spondylus Route that crosses lonely beaches, picturesque fishing villages.

AMAZONÍA

This region is one of the most marvelous reserves of biodiversity of the planet, because it is characterized by its exuberant vegetation.

In the Amazon, tourists can enjoy hiking through tropical forests, bathing in crystal clear rivers and waterfalls and the alternatives of intercultural, ecological and community tourism.

GALÁPAGOS

Walk among giant tortoises, sea lions, and exotic birds, you can only do this in the Galápagos archipelago, the only natural laboratory in the world.

Since they are all very close to each other, you could easily visit all four “worlds. This is Ecuador, a country blessed by its unique location on our planet. We invite you to discover it.
Las Rozas Village, a member of The Bicester Village Shopping Collection, is proud to partner with the Thyssen-Bornemisza Museum as part of its commitment to offering its guests access to arts and culture in ways that inspire and inform.

This summer, 2019, the Museo Nacional Thyssen-Bornemisza [Madrid] will be presenting an exhibition that connects the work of Cristóbal Balenciaga, the most admired and influential fashion designer of all times, to the tradition of Spanish painting of the 16th to the 20th centuries. This is the first major exhibition on this Basque designer to be held in Madrid in almost fifty years and the first that brings together his designs and a selection of paintings by leading names in the history of Spanish art, which was one of his principal sources of inspiration.

The exhibition is curated by Eloy Martínez de la Pera, who has selected a total of 90 items of dress from the Cristóbal Balenciaga Museoa in Getaria, the Museo del Traje in Madrid and the Museu del Disseny in Barcelona as well as from numerous private collections in Spain and elsewhere, many of them never previously exhibited in public. With regard to the paintings, an exceptional group has been brought together, comprising 55 works from Spanish institutions such as the Museo Nacional del Prado, the Museo de Bellas Artes de Bilbao and the Museo Lázaro Galdiano, foundations in Spain including the BBVA, Santander and the Casa de Alba, in addition to loans from private holdings such as the Abelló and Alicia Koplowitz collections. Notable among them are works by El Greco, Velázquez, Murillo, Carreño de Miranda, Zurbarán, Goya, Madrazo and Zuloaga. The project is benefiting from the collaboration of Herbert Smith Freehills and Las Rozas Village.
Overtourism vs. Tourist Parks

“Yedi Kule Conquest 2019”, is the only monument running conquest worldwide. It is organized by Thessaloniki Tourism Organization for the 5th time where many athletes from Greece, from all over the Balkans, Europe, Africa and Asia participated.

The participants united with their run, eight of the most important monuments of Thessaloniki, six of which are characterized officially as UNESCO monuments. The message given by the event: the promotion of the beauty and the historical – cultural wealth of the region, the preservation, the protection and the exhibition of its cultural value.

The 5.6km running route was: Vlatadon Monastery, Church of Osios David, Byzantine Bath, Church of Saint Nikolaos Orphanos, Former Hamidiye School of Arts and Crafts (Axilithioti Engineering Workshop), Gardens of Pasha, Acropolis Walls – Anna Paleologina Gate – Trigonion Tower or Alyseos Tower, Heptapyrgion (Yedi Kule).

Exordium of the Conquest was the “Yedi Kule Conquest Photos 2019”. Seventeen amateur photographers of Thessaloniki created the images of athletes-runners with their smiles of pleasure having as a background the Heptapyrgion and the monuments of the Upper Town (Ano Poli).
Study Proposal Shopping Tourism 25 cities - 25 universities

This work will be co-directed by the World Shopping Tourism Network (WSTN – RMTC), led by Global Journey Consulting and the Faculty of Commerce and Tourism of the Complutense University of Madrid.

The shopping activity works as one of the most important motivations of travellers. Tourists find multiple reasons for shopping, including fun, identity, satisfaction, learning about local customs or knowing new trends. The University, within this context, has an important role to develop by including in its teaching plans training in subjects relevant to both commerce and tourism.

The objectives:

• The main purpose of the study Shopping Tourism: 25 Cities - 25 Universities is to analyse the impact and importance of shopping tourism in 25 cities through the vision and importance given by tourists to this type of activity in their travels.

• It will also address the participation of the action shopping, both in economic terms and time, in the leisure activities of tourists when they arrive in each of the 25 cities object of work.

• Another objective of the study is to compare the expectations of tourists in terms of their shopping activity (before the trip) with the perception of products found at destination (after the trip).

The field work of the study Shopping Tourism: 25 Cities - 25 Universities will be carried out at two different times of the year; between September 2019 and February 2020 and second phase between March 2020 and August 2020. More information: comm@worldshoppingtourism.com
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