Dear Affiliate Member,

For the Affiliate Members Department, November has been a month in which we have been working hard within the Working Groups and we have laid the foundations for new projects with our Affiliate Members. Within the framework of the Working Group on SDGs Support, we have just launched the Survey on how SDGs have been incorporated into tourism practices and activities. During FITUR 2020 in Madrid, we will present the results of the survey which I am sure will be very useful to identify best practices and move closer towards the fulfillment of the Agenda 2030.

Moreover, I would like to remind you about the Board Meeting of Affiliate Members on the sidelines of FITUR, scheduled for the 24 January 2020. I am sure it will be a very productive and fruitful meeting and, following the proposal made in St. Petersburg, it will have a longer duration to offer the opportunity to work on a broader agenda. The Programme of the FITUR 2020 will be published shortly and the final agenda of the Board Meeting as well.

Furthermore, the UNWTO, in collaboration with UNESCO, will be organizing the 4th World Conference on Tourism and Culture in Kyoto (12-13 December 2019). This is a great opportunity for Affiliate Members to exchange initiatives and best practices among them and with other actors within the tourism sector.

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

Sincerely,

Ion Vilcu
In line with the objectives of the UNWTO Affiliate Members Department, the Working Group on SDGs support is working on enhancing sustainable tourism and enabling the members to exchange knowledge and practices.

2020 will mark the beginning of the decade of action towards the 2030 Agenda for Sustainable Development. Therefore, the activities are aiming to share the case studies and practices and empower the tourism stakeholders to make their work in compliance with the 2030 Agenda.

The recent achievements of the Working Group are:

Survey on how SDGs have been incorporated into tourism

After a 9-months hard work, the Working Group on SDGs in collaboration with the UNWTO Departments could launch the Survey the last week of November.

The objectives of the Survey are to:

i) determine the current levels of a) awareness and b) engagement of the tourism sector regarding the 2030 Agenda and achieving its 17 SDGs

ii) identify current business policies and strategies addressing the SDGs

iii) identify best practices and activities addressing the SDGs

We encourage you to contribute to the Survey and be part the momentum for change.

Expert Meeting on Tourism and the SDGs: Case Studies by the UNWTO Affiliate Members

Date: 23 January 2020, from 11:00-13:00, Venue: IFEMA, Madrid, Spain

This Expert Meeting intends to provide a specialized platform to share experience and knowledge on tourism and SDGs. The case studies will present the work on each SDG by sharing actions and strategies carried out by the Members of the Working Group on SDGs Support. Furthermore, the challenges and lessons learnt will be presented and discussed.

The objectives of the Meeting are to:

• recognize the importance of incorporating the Sustainable Development Goals [SDGs] into the tourism practices, Strategies and activities;

• share and exchange knowledge, views, experiences and case studies by the UNWTO Affiliate Members related to each SDG;

• identify potential areas of work and projects on each SDG and tourism;

• provide recommendations on contributing to the SDGs.

For registration please contact aml@unwto.org
Affiliate Members Corner at FITUR: Unleashing the Power of the Private Sector

In line with the objective of the Organization towards creating more value for our Affiliate Members, within the framework of FITUR 2020, the UNWTO Affiliate Members Department is organizing an activity called “Affiliate Members Corner: Unleashing the Power of the Private Sector”.

The UNWTO Affiliate Members Department, with the valuable support of FITUR - the Chair of the Board of the Affiliate Members- is providing a forum for the UNWTO Affiliate Members to present their projects to the other Affiliate Members and to the audience of FITUR.

When: 23 January 2020 (from 15:00-18:00 hrs.)
Where: Room “Sustainability”, within FITUR TECHY, Pavilion 10 [stand nº 10B05], IFEMA

The event aims to:

• present the work of the UNWTO Affiliate Members in the area of sustainable tourism through initiatives, projects, publications, cooperation, etc.

• provide networking opportunities for any potential partnership and collaboration for the presented projects;

• share and exchange knowledge, views, experiences.

The following guidelines have been established for the success of this segment:

• There will be offered a number of 15 slots allocated on a first-come first-served basis, following approval by the Affiliate Members Department.

• Interventions should have a maximum duration of 10 minutes.

• Interventions may not be promotional in nature, but rather refer to a specific project/initiative/activity/event, related to sustainability.

• Supporting the presentation with Power Point, videos etc. are recommended.

The deadline to present the request for slot: 20 December 2019.

UNWTO will confirm the inscription no later than: 27th December 2019.

Deadline to receive the presentations of the selected/approved presentations: 15 January 2020.

The Affiliate Members interested to have the opportunity to present their projects in FITUR, within this framework offered by UNWTO Affiliate Members Department, are kindly requested to inform us at: am@unwto.org.

We look forward to welcoming you at FITUR, Madrid.

Yours sincerely,
The Affiliate Members Department
Shaping a sustainable future from the bottom up ATREVIA

52 cities and 40 regions of Europe and Latin America have paired up to improve the sustainability of their transport, infrastructures and cultural heritage.

In a world where 7.550 million people inhabit together, sustainability is bound to be a problem. At those levels, the slightest change has an enormous impact on our planet and on our lives, and for this reason we are all becoming more and more aware of our influence on the environment. As a global problem, sustainability is being addressed at the highest-level organisations to build world-wide solutions that tackle the most challenging issues of this century. However, as you can see in nature, the biggest animals aren’t always the most agile, and solutions don’t always arrive in time.

The International Urban Cooperation Program, financed by the European Union, encourages alliances at a local level to share and promote best practices in sustainability across public institutions, private organisations, communities and citizens.

The objective is that cities can learn, test solutions together, and build long-lasting alliances. Up to date, 52 cities and 40 regions have paired up to share experiences on issues such as sustainable transport and mobility, smart tourism or urban renewal with invaluable results. An example of this collaboration is the relation between the Spanish city Zaragoza and the Mexican city Chihuahua to exchange different practices regarding the implementation of an “Ecocity model”.

In our commitment with sustainable development, ATREVIA is giving voice to this initiative and has collaborated in the development of the IUC Guide of Best Practices to inspire other cities to take action in shaping our future.
Seventh National and International Meeting of Tourist Observatories ENIOT 2019

Next year, Hungary would host the races of Giro d’Italia Grande Partenza, one of Europe’s three cycling Grand Tours. The first stage, a 9.5-kilometer individual time trial would take place in the heart of Budapest on Saturday 9 May, 2020, starting at Heroes’ Square (UNESCO World Heritage) and finishing in the Castle District, in front of the historic Matthias Church, slightly uphill in the final 1,500 meters of the route.

The second stage will start in the capital and finish in Győr (120 km northwest of Budapest) on May 10. The third stage, on May 11, will start in Székesfehérvár (64 km southwest of Budapest) and finish in Nagykanizsa (214 km southwest), skirting the shores of Lake Balaton. Budapest’s tourism leaders expect at least 100,000 spectators a day, including 20,000 foreign guests (13-15,000 of them arriving from Italy). This number of guests is expected to bring a handsome turnover to all the major hotels in the Hungarian capital.

The tour will be followed in more than 200 countries by 860 million TV viewers who are curious about the majestic Danube River and the cycling field passing by one of the largest parliaments in the world. The Giro d’Italia has had 13 starts outside of Italy, but this is the first time the race will start from Central Europe. The competition won’t be limited to three days, as events begin with the opening ceremony, press conferences and team presentations two days earlier on May 7th. BFTK Budapest Festival and Tourism Centre is expected to install welcome desks to serve guests at key locations in the city.

Video footage and sketch-maps available at giroditalia.it.
Educational Coin Company launches new line of world coin collections

To promote education of global diversity, Educational Coin Company of Highland, New York, USA, has launched a new line of world coin collections, aimed at the amateur collector. By exposing children and young adults to the currency of various countries, ECC hopes to foster a sense of adventure.

“The world is such a vast and diverse place,” says ECC’s owner, John Aiello. “In my life, I have traveled across the globe, from Latin America and Europe to sub-Saharan Africa and Central Asia. I am richer for the experience. We hope to instill that sense of wonder in our customers, to promote tourism, especially of less-traveled locales.”

The new collections are taken from the company’s one-of-a-kind warehouse, which contains low-cost coins and banknotes from over 180 countries—over 300 million pieces in total. The new line features coins from Europe, Asia & Africa, and the Americas, as well as wildlife coins.

“It has long been our hope that, through coinage, we can inspire wanderlust,” Aiello said.

More information: www.educationalcoin.com

Aviatur and its commitment to promoting sustainable tourism

For 62 years, we have regarded tourism as a widely beneficial productive activity. At the same time, we are also aware that it can be highly destructive if it is not managed properly, or if communities, their cultural legacy, or natural resources are not respected. To demonstrate our commitment to sustainable tourism, we adopted the UNWTO Global Code of Ethics for Tourism, inviting our customers to travel responsibly and making them part of the world we envision for future generations. But we wanted to take a step further.

Since 2018, our largest undertaking has been a hotel project in the Ciénaga de Cholón, Barú, which reflects how tourism can promote regional and national economic development, well-being, social and cultural heritage, and the conservation of biodiversity. Las Islas hotel was built without cutting down a single tree. It also employs more than 200 inhabitants of Barú, an island near Cartagena, under employment policies based on the principles of equal opportunity and treatment.

To conserve and preserve the area’s marine resources, we partnered with Conservation International. To guarantee sustainable consumption and production models, Fundación Aviatur implemented productive projects with women who are head-of-household. We will continue making strides in value creation, in order to make green tourism the new future for all.
International Tourist Guide 2020

In the spirit of World Tourism Day (WTD) and the theme announced by UNWTO; ‘Tourism and Jobs: A better future for all’, the World Federation of Tourist Guides Associations announced the theme for International Tourist Guide Day 2020:

TOURIST GUIDES ~ Contributors to Sustainable Tourism and Jobs

The WTD theme references Tourism’s 4SDGs (Sustainable Development goals) and the role a Tourist Guide plays in the Tourism value chain towards these stated goals is invaluable. A tourist guide is an agent of knowledge, mutual understanding and peace by raising awareness on history and culture, and essentially working for the development of a more sustainable context for Tourism, hence fundamentally contributing towards reaching UN’s SDGs by 2030.

In acknowledging our sector and sharing the value of these individuals, we celebrate them on International Tourist Guide Day (ITGD2020). This is an opportunity to celebrate the tourist guide profession and importantly, that Tourist Guides are at the forefront of a tourist’s experience.

On 21st February of each year, International ITGD is acknowledged by events and activities arranged by WFTGA members in their countries and cities throughout February and early March. We encourage all to participate by offering lectures, tours, and further opportunities to network and share knowledge, while showcasing their individual and their Associations’ innovative ideas and professionalism, addressing the above theme.

Visit WFTGA social media sites to view our members’ activities, and please share your planned events with us on social media or email at news@wftga.org

facebook: https://www.facebook.com/wftga/

twitter: WFTGAofficial

Instagram: wftga_official_
Research project on intra-city movement patterns and perception of crowding in the city of Hamburg

In the course of the manifold discussions on tourist induced overuse of city destinations, there still is a lack of studies on same-day visitors. Additionally, in contrast to studies on the encounters between tourists and urban residents, so far there are only few empirical findings on intra-destination tourist movement patterns and the associated perception of urban crowds. Against this backdrop, the spatio-temporal behavior and the perception of crowding of same-day visitors in Hamburg was analyzed by Julian Reif from Fachhochschule Westküste in Heide / Germany. The data collection process involves GPS tracking and a survey for estimating the perception of crowding. The results show a tourist space-time consumption that is clearly concentrated in Hamburg’s Central Business District. Although other city users are perceived, they have hardly any influence on the time-space patterns. Furthermore, positive crowding clearly predominates. Combining the GPS based measured itineraries and the perception of crowding, two core zones in Hamburg are identified which should be given preferential treatment within the framework of sustainable tourism and urban development.

The full article (written in German) can be downloaded here:


Hello DLO. Destination Learning Organisation: Repurpose and reskill

For years now, we’ve talked about the shift from destination marketing to management. Discussed strategies, reasons and trends to support that shift in focus. Related that shift to digital trends of communication, innovation and then, later, overtourism. But perhaps, in our eager discussions and new strategic claims, we have forgotten to ask important questions like: what skills does this shift require? Are the DMOs currently staffed to manage – or better yet lead – destinations? Do you find that you yourself have future ready skills to address the challenges ahead for tourism and destinations? Looking around at your team and your colleagues, do they? And who are the best to learn from – in tourism or elsewhere?

Shifting from marketing to management is more than a strategic claim or slight refocus of your budgets. You can choose to either lean back – and very soon, risk becoming a relic of the past – or you can lean into the opportunities as they come and stay relevant! During ECM Spring Meeting in Graz, March 11-14, 2020, you will not be leaning back, but get your hands dirty and your heads spinning. You will review the future-readiness of your own skills and those of your team and find inspiration to the journey to become a real DLO – a destination organisation that leads the urban habitat through continuous learning.

Register now on www.europeancitiesmarketing.com
Hoteles City Express identifies with Mexico’s entrepreneurial culture

Since our foundation, we have distinguished ourselves as a hotel chain committed to society and the environment, by implementing sustainable practices in our hotels. These range from the development and operation of our hotels, to the promotion of projects with great social and environmental impact.

Our chain is a clear example of how an innovative idea can be transformed into a successful company. We are therefore committed to promoting and supporting disruptive entrepreneurs, who have projects that offer solutions to various environmental, social, and technological problems.

We have created alliances with various leading organizations in Mexico’s entrepreneurial ecosystem, through which thousands of people have benefited (over 33,500 in 2018 alone).

We have also adopted and implemented the Women’s Empowerment Principles promulgated by UN Women to close the gender gap. This has led to the founding of #CityExpressMujerEmprende, a program to boost women’s entrepreneurship in Mexico. The entrepreneurs taking part in this program acquire knowledge and develop entrepreneurial skills to take their companies to the next level. So far, we have trained two generations of female entrepreneurs; committed and willing to break paradigms.

Thanks to the implementation of our sustainability strategy, we are recognized internationally as one of the best companies in the field.

Our motto is: The responsibility for building a better country belongs to everyone.

Learn more about our Innovation and Entrepreneurship Support Program in our 2018 report: https://www.cityexpress.com/sostenibilidad
Accessible Tourism in Guanajuato

With 270 visitors from 22 states of the Mexican Republic, speakers from six countries, sensory tours and blind dinner, the third international Congress of Inclusive Tourism was held in the city of Silao Guanajuato on November 7 and 8, 2019. The Tourist Observatory of the State of Guanajuato was pleased to present results on the measurement of establishments that generate employment for people with disabilities. In the same way the Observatory talked about the establishments that have facilities for people with disabilities that hire people with disabilities and those that do not. Having the following advances in your research:

- 883 establishments registered in the State Tourism Registry, distributed in 30 municipalities of the total of 46 of the State of Guanajuato.1
- 328 establishments with facilities for people with disabilities registered in the Registry.
- The housing business generates 21 jobs for people with disabilities.
- The turn of agencies generates 10 jobs for people with disabilities.
- The food and beverage industry generates 10 jobs for people with disabilities.
- The tours of theme parks, tourist guides, venues, rural businesses, popular art establishments, among others, generate a maximum of 2 jobs for people with disabilities.
- 22 women with disabilities working in these registered establishments.
- 41 men with disabilities working in these registered establishments.
- 63 jobs distributed in 14 municipalities of the state’s 46 total.
The First Female Hospitality Institute HTMI. Riyadh in Saudi Arabia 2019

Due to Saudi national transformation program and VISION 2030, one of the major objectives is the diversification of economy. Higher Institute for Tourism & Hospitality has the initiative to launch the first hospitality training institute for females “Female Higher Institute for Tourism & Hospitality – HTMI. Riyadh”, the opening ceremony took place in October 17th, 2019 under the patronage of H.E. Minister of Labor and Social Development.

The initiative was launched to serve the local communities and youth from female sector in Saudi Arabia and to provide them with the proper international qualifications by the international training operator “HTMI of Switzerland” to match with hospitality industry new requirements in line with international standards.

Hence, the Vision 2030 of Saudi Arabia, made a rapid growth of the hospitality sector demand for Saudi qualified female employees where several MEGA projects have started and yet to start.

Though, we at HITH are expecting to witness further booming and prosperity to the industry within the years to come, led by the private sector, impact of which will reveal on the suburbs and developing zones, as well as the demand on Saudi manpower... Based on the said, we have based our vision to support the Saudi youth, not only for catering to the local market requirements, but also to prepare them for competing at international levels and answer to global needs.
4th UNWTO/UNESCO World Conference on Tourism and Culture (12-13 December 2019, Kyoto, Japan)

This conference, which will take place in Kyoto on the 12 and 13 December, aims to continue the discussion on how the tourism and culture sectors can work more collaboratively together and increase public-partnership to ensure the protection of our shared cultural heritage.

The theme of this 4th edition is “Investing in future generations” and will focus on cultural transmission, community and capacity building. Participants will share their perspectives on the investments that need to be made today to ensure that tourism is developed in line with the SDGs. You can find more information about the registration here.
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