Dear Affiliate Member,

For the Affiliate Members Department, December has been a month of preparation for FITUR. In fact, we have been organizing different activities directed to our Affiliate Members and we really hope you will be able to participate.

On the 23rd January at 11:00 there will be an Expert Meeting on Tourism and the SDGs, within the framework of the Working Group on SDGs Support. The goal is to provide a specialized platform to share experience and knowledge on tourism and SDGs. Also, some members of the Working Group will present their work on each SDG by sharing actions and strategies they implemented.

On the same day, from 15:00 to 18:00hrs, we are also organizing an activity called “Affiliate Members Corner: Unleashing the Power of the Private Sector”, a forum for the UNWTO Affiliate Members to present their projects to the others and to the audience of FITUR.

Finally, we will held the Board Meeting of Affiliate Members on the 24 January. I am convinced it will be a very fruitful and productive meeting to improve the interaction between the UNWTO and our Affiliate Members.

You can find the Programme of FITUR 2020 in the section of the Newsletter “UNWTO News”!

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

Sincerely,

Ion Vilcu
UNWTO Affiliate Members Corner: Unleashing the Power of the Private Sector

The private sector is central to driving economic growth, in developed and developing countries alike. Among the all sectors, tourism has a cross-cutting nature and involves a wide range of sub-sectors which play a significant role to conduct a responsible and sustainable tourism sector.

With the support of the Chair of the Board of the Affiliate Members, Fitur, in line with the objective of the organization to create more value for our Members and the modernization plan which is being implementing, the UNWTO Affiliate Members Department organized a 3 hours session called UNWTO Affiliate Members Corner: Unleashing the Power of the Private Sector.

When: 23 January 2020 (from 15:00-18:00hrs)

Where: Room “Sustainability” within FITUR TECHY, Pavilion 10 (stand n° 10B05), IFEMA

The session aims at bringing all the tourism stakeholders to show their work and be part of the transformative power of cross sector partnership to create a more prosperous, inclusive, sustainable and resilient tourism sector.

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 may refer to a specific project/initiative/activity/event related to sustainability, and they should have a maximum duration of 10 minutes.

Objectives:
- To present the work of the UNWTO Affiliate Members including: initiatives, projects, publications, cooperation, etc.;
- To provide networking opportunities for any potential partnership and collaboration for the presented projects;
- To share and exchange knowledge, views, experiences.

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

Within the framework of the Working Group on SDGs Support, the Affiliate Members Department will held in FITUR the Expert Meeting on Tourism and SDGs: Case Studies by the UNWTO Affiliate Member. The meeting aims to:

- recognize the importance of incorporating the 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.
The preliminary programme is the following:

IFEMA, Madrid, Spain, 23 January 2020 (11:00-13:00)

10:30-11:00 Registration

11:00-11:05 Welcoming remarks by the Chair of the Working Group on SDGs Support

11:05-11:10 Opening remarks by Mr. Ion Vilcu, the Director of the Affiliate Members

11:10-12:20 Presentation by the Members of the UNWTO Working Group on SDGs

There is just 10 years left to achieve the Goals set forth in the 2030 Agenda. Tourism has the potential to contribute, directly or indirectly to all of the Sustainable Development Goals (SDGs). Sustainable tourism is firmly positioned in the 2030 Agenda. A clear implementation framework, adequate financing and investment in technology, infrastructure and human resources are required to achieve this agenda.

**SDG 10: Reduced Inequality**
Using social enterprises to drive inclusive tourism
* Case study by Chameleon Strategies

**SDG 12: Responsible Consumption and Production**
Sustainable tourism eco-labels: catalyzing voluntary action in sustainable tourism
* Case study by the Foundation for the Environmental Education

**SDG 13: Climate Action**
Sustainable aviation towards 2050: our flight plan for reducing emissions
* Case study by IATA

**SDG 16: Peace, Justice and Strong Institutions**
Contributing towards a more tolerant and inclusive society through travel
*Case study by the Hosteling International

**SDG 17. Partnerships for the Goals**
Let’s Spread and Scale up What Already Works!
* Case study by FiturNext

11:10-12:20 Presentation by the Members of the UNWTO Working Group on SDGs

SDG 4: Quality Education
Field school: community development through leisure
* Case study by World Leisure Organization

SDG 5: Gender Equality
Women empowerment in accommodation sector: in pursuit of gender equality
*Case study by NH Hotel Group

SDG 8: Decent Work and Economic Growth
People and rights for inclusive and sustainable growth
* Case study by IUF

For registration, please click on the link: https://www.unwto.org/form/expert-meeting-on-tourism-and-th

If you have any question, contact am@unwto.org
Promulgation of One Belt, One Road, One Tourism Guilin Declaration

As China’s Belt and Road Initiative becomes a driving force for the global economy and social development, efforts to strengthen international co-operation on hospitality and tourism are more important than ever before. Answering this call, the 2nd One Belt One Road One Tourism (OBOROT) International Conference was held in Guilin, China on 13-15 October 2019. Hosted by the School of Hotel and Tourism Management (SHTM) of The Hong Kong Polytechnic University and the Guilin Tourism University (GTU) and co-organised by the Belt and Road International School at GTU, Tourism Forum, and the Guangxi Academy of Tourism Professionals, the conference brought together more than 200 tourism educators, government officials and industry leaders from 64 countries to explore the theme of “Development, Marketing, Sustainability”.

Based on discussions at the conference and consensus among the SHTM, GTU, Palembang Tourism Polytechnic, Indonesia and the Silk Road International University of Tourism, Uzbekistan, the “One Belt One Road One Tourism Guilin Declaration” was promulgated. The Declaration emphasises the importance of tourism collaboration in the Belt and Road region, with three main areas of focus: tourism education, the tourism economy and the integration of culture and tourism.

The Third “One Belt, One Road, One Tourism” International Conference would be held at the Silk Road International University of Tourism in Samarkand, Uzbekistan in October 2020.

As the world collectively campaigns for change, the civil aviation industry is committed to being more environmentally responsible. We share your belief for a more sustainable future and take great pride in the steps taken towards it.
Innovative services and world recognition in Moscow tourism industry

Moscow is strengthening its position as the world’s leading tourist center. The win of World’s Leading City Destination award at the World Travel Awards, hosting its Grand Final in 2020 and fresh figures of tourism in Moscow are the best proof of it.

Lately tourism has become one of the drivers of the urban economy’s development. The number of tourists visiting Moscow is increasing every year. Today, Moscow already offers a full range of services that make the stay of tourists in the city as comfortable as possible.

Russpass, a smart digital platform that is now being designed, will help tourists to build interesting travel routes across Moscow and to search for city services and attractions. After easing of visa requirements, visa granting will be included into the tourist package. Currently Moscow is developing an innovative educational and tourist project “City of Discoveries”, which allow children from regions explore Moscow sites in terms of their economic purpose, cultural capital, history, local and global processes.

In 2019 Moscow with its renewed booth actively took part in the leading travel markets in Latin America, Asia and Europe, winning in total 6 prizes, two of them at the WTM in London.

In 2020 Moscow will continue to present its tourist potential abroad and will participate in 8 international travel markets around the world: Brazil (WTM Latin America), Germany (ITB Berlin), India (ITB India), Spain (FITUR), China (ITB China), Singapore (ITB Asia) and France (IFTM TOP RESA), Moscow (MITT).

UNWTO AFFILIATE MEMBERS NEWS
Case Study on a Successful Tourism/Culture Initiative in a North American Remote Destination

Since 2012, the World Centre of Excellence for Destinations (CED) has been assisting Tourisme Abitibi-Témiscamingue, Québec-Canada, one of its partner destinations, in the implementation of an initiative called CULTURAT (combination of the word culture and AT, the abbreviation for Abitibi-Témiscamingue).

CULTURAT brings together the community in a vast creative movement through four main areas:

1. Public art – By promoting the inclusion of arts and culture into urban planning and development of public spaces.

2. Beautification – By promoting the importance to beautify our spaces with works of art, greener backyards and public spaces and flowers.

3. Cultural engagement – By showcasing local products in a sustainable development perspective, by promoting culture in educational institutions (through information sheets and workshops), by raising awareness among the business community on the importance of arts and culture.

Key Results

Most municipalities of Abitibi-Témiscamingue (60 out of 66), seven Aboriginal communities and 17 regional organizations signed the CULTURAT Commitment Charter and agreed to beautifying public spaces with greenery and flowers and to branding their area with cultural and artistic elements. So far, this approach has led to the creation of some 450 projects from all sectors across the region.

CULTURAT has been recognized by UNESCO as an example of best practice in terms of culture and tourism synergies. For further information on this initiative: www.culturat.org.
Analysis and management of visitor flows in Barcelona

Eurecat, the Technology Centre of Catalonia, is collaborating with the Barcelona City Council to apply technology in order to improve tourists flow management. The Department of Tourism Innovation of Eurecat is using Big Data and the Internet of Things to analyse visitor flows. Concerning Big Data technologies, Eurecat analyses a large amount of data from telecom operators to convert this data to facts. Thanks to this, it is possible to identify who are tourists, who are excursionists and who are just nightlife visitors in Barcelona. This also allows to understand how these individuals move between districts of the city, and how much time they spend in each one of them. Concerning the Internet of Things (IoT) we can look at more detailed granularity. A set of sensors installed around Sagrada Familia were able to understand how visitors move around the streets of this landmark.

Until now, these technologies have been used to understand visitor mobility patterns at different scales, itineraries and flows around the city, but the actual challenge in Barcelona is evolving from descriptive towards prescriptive analytics, to help make things happen. To overcome the overcrowding effects, the city of Barcelona is going one step further and it is currently designing, through Eurecat, a Flows Management Research Program in real-time to help managing the affluence of visitors in different places. This should reduce the tourist pressure at certain sites at specific times bringing to tourists’ better experiences and helping to balance the social impact of visitors in the city. The outcome of this joint project was recently presented in London at the World Travel Market 2019.
The Museum of Tourism

The Tourism Museum is an initiative that aims to remember the history of the sector, honoring and dignifying those professionals who have been working to this day. Its main objective is to put in value the people, companies and destinations that have laid the foundations of the world of travel, spreading the history of tourism through ancient material such as travel guides, photos, postcards, brochures, posters, honoring this mode to those who have preceded us. The project aims to be participatory and the objects that we are recovering, are being placed in “Halls”, which are showcases located in places of passage that can be in different places, different cities and different countries.

So far, more than 100 people, more than 50 companies and more than 30 institutions around the world have participated.

There are currently 21 Halls in different countries of the world such as Spain, Italy, Argentina and Portugal and in centers such as hotels, travel agencies, museums and tourist offices, and the virtual museum in 6 languages.

Europamundo wants to participate with a museum and 4 showcases: showcase 1 with the history of tourism, showcase 2 with the history of Europamundo, showcase 3 with the history of our current parent company JTB Corporation and showcase 4 with Other Agencies.

It is a project for everyone in which we can participate by placing a small showcase or identifying a small corner of our company to tell our story.

Come on and take part on this initiative!

www.themuseumoftourism.org
info@themuseumoftourism.org
museo@europamundo.com
Join us in Pinggu-Beijing for the 2020 World Leisure Congress!

Four years ago, in 2015, Pinggu-Beijing was officially announced to be the host for the 16th World Leisure Congress in 2020. Beijing, the capital city of China, may be far more than what you know. Pinggu, known as the back garden of Beijing, can be a place that will change your impression on the capital city. Located in the east of Beijing, it enjoys the reputation as the home of Chinese calligraphy, the seat of China’s Music Valley and the manufacturer of 1/3 violins all around the world! Whenever you visit it, no matter it’s in blooming spring or fruitful autumn, this district will never fail to impress you with its diverse charm of history, nature and modern development. Register for 2020 Pinggu-Beijing World Leisure Congress to have a close encounter with this charming place! The Congress, themed “Leisure Makes Life Better”, aims to promote the concept of leisure for all and throughout the whole year. We invite you to submit your abstract to one of the fourteen thematic areas of the 2020 World Leisure Congress in Pinggu-Beijing. The second abstracts submission deadline is January 31st, 2020.

More information at: https://www.worldleisure.org/2020-world-leisure-congress/
Statistical Analysis Center ‘System of Tourism Information’ at the North Ossetian State University

In 2020, the North Ossetian State University (NOSU) is launching Statistical Analysis Center «System of Tourism Information» (STI), with its main goal being to assist the Ministry of Tourism of the Republic of North Ossetia – Alania in organising a system of touristic data collection, analysis and application for sustainable tourism development.

The Republic of North Ossetia-Alania in the North Caucasian region in the south of Russia is currently focused on developing tourism in the region in accordance with work of the Federal Agency for Tourism (Rostourism) and the Federal Ministry of North Caucasus Affairs. In addition to several global hospitality brands such as Hilton coming to the Republic, in 2020, Mamison, a mega-ski resort in Europe is planned to be launched in the mountains of the Republic in 2022. STI therefore addresses the fundamental need of the regional government in detailed information on the impacts of tourism industry on economics.

STI is to collect such data as tourists’ background, business infrastructure and quality of services, impact on economics. Upon analysis, STI is to offer ways to make tourism in the region more economically, ecologically and socially sustainable. It is planned to be designed with support of two NOSU partner universities in Spain – System of Touristic Information of Asturias (Sistema de Información Turística de Asturias – SITA) at the University of Oviedo in Spain and Institute of Research and Innovation at the University of Malaga (Instituto Universitario de Investigación – I3T).
Chameleon Strategies is celebrating the importance of using visual storytelling for sustainable tourism promotion and marketing by organizing the 2nd Asia Destination Film Forum 2020 in Bangkok, Thailand, on 30 January 2020. Today, tourists are more experienced and are looking for new destinations and new experiences. Numerous films have inspired millions to visit destinations. Especially in recent years, there has been a growing phenomenon that tourists visit destinations featured in movies and user-generated social media video clips. Recent research suggests that movies can have a strong influence on tourist decision making and that films do not only provide short-term tourism revenue but can build long-term prosperity in a destination. Several countries and destinations quickly understood these advantages and have successfully increased the number of tourists through the magic of films. The event includes sessions on the power of visual storytelling, how to inspire travelers, and how films affect change, as well as case studies from films that promote destinations. For example, the Netflix series “The Stranded” (Thailand), “The Cave” (Thailand), “Crazy Rich Asians” (Singapore), as well as the Oscars nominated “The Eagle Huntress” (Mongolia). Throughout the day, submissions to the Mekong Mini Movie Festival, an award-winning campaign by the Mekong Tourism Coordinating Office, will be screened.

The event will end with the Asia Destination Film Awards 2020 and the Mekong Mini Movie Festival Awards, followed by a BBQ Party.

For more details, please go to destinationfilmforum.com, to submit your destination films for the Asia Destination Film Awards, go to filmfreeway.com/AsiaDestinationFilmAwards
Seven Affirmations for Seven Generations

The Thompson Okanagan Tourism Association (TOTA) has furthered its commitment to sustainable tourism with the creation of a regional pledge to raise understanding of, and support for, the land and its people in the region.

The Thompson Okanagan Regional Pledge is called the Seven Affirmations for Seven Generations. It was created out of a need to develop guidelines for sustainable tourism in the Thompson Okanagan region and is based on the Seven Generations Principle, which is based on Indigenous philosophy that recognized that the decisions and individual makes today will have an impact for as long as seven generations to come. Therefore, it is the responsibility of the individual to consider impacts on the environment and the people who inhabit the area when making decisions.

“The signing of the Regional Pledge is more than an announcement of intent; it is a commitment to the Seven Affirmations for Seven Generations,” says Mandziuk at the Pledge’s signing in Kelowna in November. Signatories of the Pledge included Lisa Beare, Minister of Tourism, Arts and Culture; Marsha Walden, CEO of Destination British Columbia; Glenn Mandziuk, President and CEO of the Thompson Okanagan Tourism Association; Brenda Baptiste, chair of Indigenous Tourism BC, as well representatives from Regional Destination Marketing Organizations and local communities. “The steps we take today will have an impact now, and long term, for generations to come.”

The TOTA Regional Pledge is available online at https://www.thompsonokanagan.com/pledge/
Thessaloniki Tourism Organisation “speaks” its 7th language. Spanish is the 7th language of TTOís portal

Thessaloniki, the 2nd largest city of Greece, on the 11th of November, launched the Spanish version, the 7th language on Thessaloniki Tourism Organisation’s (TTO) official website. The translation of the portal in Spanish was in collaboration with the Faculty of Translation and Interpreting of the University of Granada (UNIVERSIDAD DE GRANADA). The portal is available in seven languages English, Greek, Russian, German, Italian, Chinese and since a few days, Spanish and it offers information on Thessaloniki’s touristic panorama; its main sites of interest, history, culture, gastronomy and many more. All internet users have the opportunity to get to know Thessaloniki; get familiar with its daily vibes, its beauties, its monuments and its history, its culture and its gastronomy. They can also follow its historic routes, learn about its educational programmes and institutions, get information about its hotels and transportation options, as well as about the festivals and the entertainment. Given in one phrase, they can discover the real meaning of the motto: ‘Thessaloniki – Many Stories, One Heart.

Visit the Spanish version of TTO’s website here: https://thessaloniki.travel/es/.
### PRELIMINARY PROGRAMME OF UNWTO ACTIVITIES 2020

#### 16, 17 & 19 January

<table>
<thead>
<tr>
<th>Day</th>
<th>Event</th>
<th>Time</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Thursday 16</td>
<td>UNWTO Acceleration Programme (by invitation only)</td>
<td>09:30 – 15:45</td>
<td>(tbc)</td>
</tr>
<tr>
<td></td>
<td><strong>1st day</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Friday 17</td>
<td>UNWTO Acceleration Programme (by invitation only)</td>
<td>09:30 – 17:00</td>
<td>(tbc)</td>
</tr>
<tr>
<td></td>
<td><strong>2nd day</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sunday 19</td>
<td>Mentoring session for finalists of the 2nd Global UNWTO Tourism Start-up Competition (by invitation only)</td>
<td>16:00 – 18:00</td>
<td>IE (tbc)</td>
</tr>
<tr>
<td></td>
<td><strong>3rd day</strong></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

#### Monday, 20 January

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>10:00 – 11:00</td>
<td>UNWTO News Conference</td>
<td>Barabás Growth Space</td>
</tr>
<tr>
<td>11:00 – 15:00</td>
<td>Final of the 2nd UNWTO Tourism Startup Competition</td>
<td>Barabás Growth Space</td>
</tr>
<tr>
<td></td>
<td>Presentation of the UNWTO Tourism Dashboard: How to make the best of data for tourism/statistics, big data and much more</td>
<td>Barabás Growth Space</td>
</tr>
<tr>
<td>12:35 – 12:55</td>
<td></td>
<td></td>
</tr>
<tr>
<td>15:00 – 16:00</td>
<td>Cocktail</td>
<td></td>
</tr>
</tbody>
</table>

#### Tuesday, 21 January

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>00:30 – 18:30</td>
<td>10th Excelsior Forum</td>
<td>North Auditorium, North Convention Center 1st floor, IFEMA</td>
</tr>
<tr>
<td>19:30 – 22:30</td>
<td>UNWTO / FITUR Gala Dinner (by invitation only)</td>
<td>Cibeles Palace, Madrid City Council, Calle Montalbán Entrance</td>
</tr>
</tbody>
</table>
# Preliminary Programme of UNWTO Activities 2020

## Wednesday, 22 January | SG meeting room, sala VIP Norte.

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>12:00 – 13:30</td>
<td>Fitur inauguration</td>
<td></td>
</tr>
<tr>
<td>13:45 – 14:45</td>
<td>Official FITUR Welcome Cocktail (by invitation only)</td>
<td></td>
</tr>
<tr>
<td>15:00 – 16:00</td>
<td>UNWTO: In Conversation “The future of sustainable tourism in the framework of the EU Green Deal”</td>
<td>Sala S 100 A (1st floor, South Convention Center), IFEMA</td>
</tr>
<tr>
<td>16:00 – 17:30</td>
<td>Launch of the Global Tourism Plastics Initiative</td>
<td>Venues Hall 4, Stand 4G24, IFEMA</td>
</tr>
</tbody>
</table>

## Thursday, 23 January | SG meeting room, sala VIP Norte.

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>10:00 – 11:30</td>
<td>Meeting of the Committee on Tourism and Sustainability (by invitation only)</td>
<td>Sala N113 – N114 (1st floor of Centro de Convenciones Norte, IFEMA)</td>
</tr>
<tr>
<td>12:00 – 17:00</td>
<td>Meeting of the One Planet Sustainable Tourism Programme (by invitation only)</td>
<td>Sala N113 – N114 (1st floor of Centro de Convenciones Norte, IFEMA)</td>
</tr>
<tr>
<td>11:00 – 13:00</td>
<td>Expert meeting on Tourism and SDGs: Case studies by the UNWTO Affiliate members</td>
<td>Sala Colón (2nd floor of the Centro de Convenciones Norte, IFEMA)</td>
</tr>
<tr>
<td>15:00 – 16:00</td>
<td>UNWTO Session at FITUR talent “Are we ready for the Future of Work in Tourism?”</td>
<td>FITUR TALENT</td>
</tr>
<tr>
<td>15:00 – 18:00</td>
<td>Affiliate Members Corner: Unleashing the power of the private sector</td>
<td>Sostenibilidad Room, FITUR TECH Pabellón 10</td>
</tr>
<tr>
<td>15:40 – 16:10</td>
<td>Signing Ceremony of the Private Sector Commitment to the UNWTO Global Code of Ethics for Tourism (by invitation only)</td>
<td>SG meeting room, sala VIP Norte</td>
</tr>
</tbody>
</table>
### PRELIMINARY PROGRAMME OF UNWTO ACTIVITIES 2020

**Friday, 24 January | SG meeting room, sala VIP Norte.**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>10:30 – 12:30</td>
<td>Meeting of the Committee on Tourism and Competitiveness</td>
<td>UNWTO HQ</td>
</tr>
<tr>
<td>10:00 – 14:00</td>
<td>Meeting of the Board of Affiliate Members (only for board members)</td>
<td>Salas N102 (1st floor of Centro de Convenciones Norte, IFEMA)</td>
</tr>
<tr>
<td>11:30 – 13:00</td>
<td>Meeting of the Central American Tourism Ministers (by invitation only)</td>
<td>UNWTO HQ</td>
</tr>
<tr>
<td>13:00 – 14:00</td>
<td>Signing Ceremonies with ARAEX and DTV, followed by Spanish wine</td>
<td>UNWTO HQ</td>
</tr>
<tr>
<td>14:00 – 16:00</td>
<td>Working lunch - Board of Affiliate Members (only for board members)</td>
<td>Sala Neptune (2nd floor of Centro de Convenciones Norte, IFEMA)</td>
</tr>
</tbody>
</table>
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