Dear Affiliate Member,

January has been the month of FITUR! The Affiliate Members Department organized three different events, each one of them very successful.

The Expert Meeting on Tourism and the SDGs, organized within the framework of the Working Group on SDGs support, was a great opportunity to share experience and knowledge on tourism and SDGs and listen to very interesting projects and initiatives from our Affiliate Members.

On the same day, the “Affiliate Members Corner: Unleashing the Power of the Private Sector”, took place. I was impressed by the quality of the presentations, focused on very different projects, but all related to sustainability, a pillar of our work.

Finally, we held the Board Meeting of Affiliate Members. I want to thank all the members of the Board for their constructive and positive attitude. As always, it was a very productive meeting in which many issues were discussed. I am sure the outcomes of the meeting will be very helpful to improve the interaction between the UNWTO and our Affiliate Members.

Now it is time to work on the organization of the next events and activities taking place in 2020, which I am sure will be as successful as those held in FITUR!

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

Sincerely,

Ion Vilcu
The World Tourism Organization and Basquetour sign a Memorandum of Understanding at FITUR

The 23 of January 2020, the UNWTO and Basquetour, represented by the Regional Minister for Tourism, Commerce and Culture Mrs. Sonia Perez Esquerra signed a Memorandum of Understanding aimed at enhancing collaboration and achieving common goals.

The signing ceremony took place at the Basque Country Stand at FITUR within the framework of the presentation of the project Responsible Shopping Tourism, developed by the Regional Government of the Basque Country through the UNWTO Affiliate Member Basquetour. The project integrated to the classic concept of Shopping Tourism the idea of responsible management of tourism destinations and wants to use identity and culture as elements to attract tourists and make of Basque Country brand a distinguish mark.

The Director of UNWTO Affiliate Members Department Ion Vilcu talked about the importance that nowadays Shopping Tourism is gaining, having converted into one of the main drivers of the transformation of destinations’ promotion strategies all over the world. Moreover, he highlighted the positive impact this project can have on local communities and guaranteed the full support of UNWTO to turn it into a reference within the sector of responsible shopping tourism.
The Director of the UNWTO Affiliate Members Department, Ion Vilcu, took part at the CaixaBank Hotel & Tourism Awards ceremony at FITUR.

Mr. Ion Vilcu, Director of the UNWTO Affiliate Members Department participated at the CaixaBank Hotel & Tourism Awards ceremony which took place at FITUR on the 22 January 2020. This is another evidence of the growing role CaixaBank wants to play in the tourism market and its support to the sustainable and innovative projects in the sector.

This support is provided through the business line CaixaBank Hotels & Tourism, which aims at boosting the tourism sector working close to hotels and companies in the accommodation industry. Basically, CaixaBank Hotels & Tourism offers to the hotel market a range of products and services to help optimizing the profitability of the actors and simplify their daily work.

NH Hotel Group, Meliá Hotels International, Hotel de Serras Barcelona, Gran Hotel Inglés and Hotel Don Pancho are the winners of this second edition in different categories such as digital transformation, sustainability and corporate responsibility, modernization and repositioning of the touristic offer.

Mr. Ion Vilcu transmitted the full support of UNWTO towards these initiatives boosting the development of the sector in line with the values and priorities of the Agenda 2030. Moreover, he mentioned that this ceremony is part of a clear strategy implemented by CaixaBank aimed at enhancing the tourism sector in line with the values of sustainability and innovation.
Tourism for Career

Tourism 4 Careers is a European project aiming to promote educational and career opportunities within the Tourism and Hospitality sectors for secondary school students and VET students.

The tourism sector accounted for 10.4% of global GDP and 319 million jobs, or 10% of total employment in 2018 (WTTC, 2019). Economic activities related to tourism employ over 13 million people in the European Union (Eurostat, 2019). The downside of this rapidly growing industry is that the tourism labor market is suffering from evident weaknesses, including staff shortage and critical skills gaps.

The consortium of ten partners from nine countries, including Bulgaria, Czech Republic, Ireland, Italy, Lithuania, Slovenia, Poland, The Netherlands, and Turkey was created to develop two interactive and educational online units (e-learning resources): Introduction to Tourism and Careers in Hospitality and Tourism to tackle this situation. The units provide valuable tourism insights to secondary school students, VET students, and other learners, informing them of career options within the tourism industry.

The Vysoká škola regionálního rozvoje a Bankovní institut – AMBIS, a. s., Prague, the Czech Republic, is a member of the consortium. The European Commission Erasmus+ program supports the project. The estimated date for the final version of the first unit will be available in April 2020; the second unit will be available at the end of the year 2020.

References:


The 6th Japan Tourism Awards

As we look back and assess the results of Tourism EXPO Japan 2019, excitement is building up. There is a lot to look forward to: for the first time, the expo will open in two locations: Tokyo and Okinawa. This year, one of the major events in the program – the 6th Japan Tourism Awards – is expected to garner more attention than ever before and we are looking forward to receiving the 2020 nominations.

Last year, the “Palau Pledge” initiative (www.palaupledge.com) won the Japan Tourism Agency Commissioner’s Award and the Philippines Department of Tourism was awarded the “Excellent Partner” award for their initiatives promoting sustainable tourism development.

The Japan Tourism Award for Responsible Tourism in collaboration with UNWTO went to Yakushima Nature Activity Center Inc. (http://www.ynac.com/).

As a response to the feedback received by the organizations nominated last year, the award categories in 2020 will be simplified. The new categories will be disclosed on March 1st, on the homepage of Tourism EXPO Japan [https://www.t-expo.jp/en/].

Registration for the awards will open on the same day.
Pokémon Go’s live events drove nearly $250 million in tourism revenue last year

Niantic’s Real World Events Drives Estimated $249M in Tourism Revenue Across Pokémon GO Fest Chicago and Dortmund and Pokémon GO Safari Zone Montréal in 2019.

Niantic’s live events have had a direct positive economic impact on the cities that host these real-world events driving an estimated $249 million in tourism revenue across Chicago, Montréal, and Dortmund in 2019. The events, Pokémon GO Fest 2019 Chicago, Pokémon GO Fest 2019 Dortmund and Pokémon GO Safari Zone Montréal, saw substantial attendance, significant distance walked and an increase of tourism in addition to other notable economic impacts during each event including:

- Pokémon GO Fest 2019 Chicago
  - $120M in estimated expenditures from attending players in and around the city of Chicago
  - 64,000+ trainers attended the four-day event, with triple the participation from the 2018 event
  - Attendees walked 290,000 km, catching more than 15 million Pokémon

- Pokémon GO Fest 2019 Dortmund
  - $56M in estimated expenditures from attending players in the city of Dortmund and surrounding Ruhr Region
  - 86,000+ Trainers attended the four-day event walking more than 400,000 km
  - More than 200,000 Trainers played in the region of Dortmund during the event

- Pokémon GO Safari Zone Montréal
  - $71M in estimated expenditures from attending players in and around the city of Montréal
  - 39,000+ Trainers from all around the world attended the three-day event walking 166,000 km
  - Players traveled from 60 countries and all six permanently inhabited continents to attend

If you are interested in hosting an event in your city feel free to contact: partnerships@nianticlabs.com
Catenon, committed to improve talent acquisition in the tourism sector

Due to the fast growth of the Travel & Tourism Sector, Catenon is committed to keep improving its Travel & Tourism Division which has four years on the road. This improving includes the developing of Talent Mapping services in the Spanish-speaking and English speaking Caribbean, and the building of complete middle-management teams with the best professionals around the world.

“We find entrepreneurs that are frustrated because they can’t find the professionals they need,” says Iñigo Pérez, Travel & Tourism Executive Director at Catenon. “Our clients are asking for more and more digital profiles, with knowledge and skills that are not necessarily found within the sector”.

In a traditionally endogamous sector regarding talent acquisition, Catenon helps companies through a digital transformation in order to get the talent they need. “We are building a complete service to provide our clients with not just the best professionals inside and outside the sector, but also with business intelligence concerning the talent being developed around them”. This new division enables companies not only to build complete teams of middle management, but also to take advantage of the information obtained by our continuous research, localization and evaluation of professionals of interest around the world.

This is where Catenon brings over 20 years of experience in global professional acquisition. “Our global approach will facilitate the recruitment of specialised professionals from other countries, and the identification of qualified professionals from the tourism sector or other related sectors”, concludes Iñigo Pérez.
The Global Forest Fund - Education for the Ecosystems

The UNWTO affiliate member Foundation for Environmental Education (FEE) has revamped the Global Forest Fund with a new calculator and platform allowing travellers to calculate their carbon emissions.

For more than a decade FEE has funded educational and tree planting projects around the world to compensate for the organisation’s own emissions. Now this novel approach has been combined with a cutting-edge platform for use by the public and other organisations interested in compensating for CO2 emissions.

Unlike other carbon schemes, the Global Forest Fund tackles the issue of CO2 emissions by educating schoolchildren to be more conscious of the ecosystems around them and how we can impact them, either positively or negatively, through our behaviour.

Tree planting activities form the centrepiece of this learning process, reinforcing the lessons learned while providing valuable resources to the local community and capturing carbon over months and years.

Trustworthy and transparent, the Global Forest bases everything it does on best-practice and reputable sources. Of all funds received, 90% of contributions go directly to the projects with only 10% being used for administration.

With nearly forty years of running global programmes, FEE has become a leader in representing quality and environmental awareness both in formal education (Eco-Schools, Learning about Forests and Young Reporters for the Environment) and the tourism industry (Blue Flag and Green Key), so you can rest assured the biggest impact is being made in an area that really matters.

For more information please see www.gff.global
Peru: Technology Innovation Project for the Tourism Sector

The Tourism Training Centre (CENFOTUR) is a public organization, attached to Peru’s Ministry of Foreign Trade and Tourism. CENFOTUR implements the policy of formation, training, specialization and certification of human resources in the field of tourism activity at the national level.

CENFOTUR will implement in 2020 the Project “Improving levels of productive innovation at the national level” that seeks to contribute to the growth of business productivity, through an increase in levels of innovation.

The project envisages a strategic strengthening line of technology extension centers, the overall objective of which is to expand and improve the provision of advisory services and support for the technological and innovation development of Peruvian tourism companies, by expanding and consolidating technology extension centers.

With this project, CENFOTUR is consolidated as the extension center for technology transfer and its implementation will consist of two stages: the first to develop the diagnosis of the technological and innovation gaps of companies in the tourism sector and the formulation of the Strategic Plan that will help close the gaps from advisory services, training and other outreach services to improve competitiveness. The second stage will consist of the implementation and implementation of the Strategic Plan for the next three years.

This project is made possible by the Loan Agreement BID 3700/OC-PE between the Republic of Peru and the Inter-American Development Bank- BID; executed by Peru’s Ministry of Production.
GW’s Master of Tourism Administration program celebrates its 45th anniversary

The Master of Tourism Administration (MTA) program in the George Washington University, celebrated its 45th anniversary on December 10, 2019. The celebration was well attended by distinguished alumni, industry supporters, school’s leadership, faculty and students. A short video of the program’s 45 years described its evolution and highlights its alumni in different parts of the world.

Founded by Dr. Donald Hawkins, now GWSB professor emeritus of management and tourism studies, it had its beginnings as a single course in eco-tourism. It eventually grew into the country’s first master’s degree program in tourism administration with now three concentrations: sustainable tourism management, hospitality management, and event and meeting management.

MTA student moderators Fred Baldassaro and Danielle Lewis-Jones led a panel discussion with Dr. Hawkins, GWSB Professor Emeritus of Tourism Douglas Frechtling, and alumni Hannah R. Messerli M.T.A. ’90, senior private sector development specialist at the World Bank Group; Sami Das, M.T.A. ’01, senior director, global operation, Marriott International; and Alex Plaxen M.T.A. ’14, founder and president of Little Bird Told Media.

Professor Seleni Matus, director of the International Institute of Tourism Studies, spoke on how the Institute has contributed to sustainable tourism development in the world and provided experiential learning for MTA students to participate in these real projects.

Also at the celebration, Professor Sheryl Elliott received an award for her contributions to the MTA program, and Talia Salem, M.T.A. ‘12, founder of the Urban Nomad, received the 2019 Outstanding Alumni Award.
First batch of speakers announced for the 2020 Terroir Symposium in Toronto

The Culinary Tourism Alliance is excited to announce the first round of speakers joining us on the 2020 Terroir Symposium Stage in Toronto. The theme of this year’s Terroir Symposium, now in its 14th year, is “Collaboration: The Power of Partnership”. We will explore the unexpected partnerships that make our collective industries so unique. Together, we will look at how collaboration can support stronger, sustainable and vibrant food systems across the globe.

The day will consist of Terroir Talks on the main stage, a series of concurrently run interactive workshops, as well as dynamic networking spaces designed to help you create lasting relationships in the food tourism and hospitality industries. The supremely talented Elizabeth Falkner will join us as the official host of the main stage while innovators and creators like butcher Hendrik Dierendonck from Belgium, chef Edward Lee from the USA, Henrietta Lovell from Rare Tea Company based in London, co-chefs Jo Barrett and Matt Stone from Australia, plus so many more will be sharing stories of collaboration through talks, panels and workshops.

We invite you to join us on Monday, May 4th in Toronto!

Tickets available at http://www.terroirsymposium.com/
“When you stop learning you start dying”: European cities to discuss the importance of continuous learning for DMOs

At ECM Meeting in Graz, March 11-14, 2020, attendees will take a deep dive into transformational leadership as well as up- and re-skilling with industry frontrunners, lead destinations and ECM knowledge partners.

Europe’s city tourism is in a rapid transformation process from “volume” to “value”, from “marketing for more” to "matter and meaning for quality of life in the city”. Many destinations don’t ask anymore what city can do for more tourism, but what tourism can do for the city.

In this new paradigm, the modern DMO can play a paramount role as (co-) innovator and facilitator of cross sector partnerships in the multidimensional cityscape of art and culture, education, science and research, creative industries, hospitality and local communities. However, as the world of urban tourism is changing, DMOs need to re-purpose, re-skill and adapt to the new reality that are stakeholder’s management, digital competencies, sustainability, community building and innovation facilitation.

Albert Einstein once said “When you stop learning you start dying”. Brain is like a muscle - the more it is used, the stronger it gets. People better use it to learn new skills to adapt themselves to what’s coming their way!

During ECM conference in Graz, attendees will review the future-readiness of their own skills and find inspiration to the journey to become a real D.L.O. - a destination organisation that leads new ways in the urban habitat through continuous learning.

Registrations are open on www.europeancitiesmarketing.com
IMPACT 2020 Conference Bridging Gap between Industry and Academia

The global hospitality and tourism industry has been facing considerable challenges due to geopolitical and social economic uncertainties, which includes China-US trade war, Brexit, and social unrests around the world. These uncertainties have affected the confidence of international tourists to and from the crisis affected regions and countries.

The impacts of the on-going crises across the world on the hospitality and tourism businesses have attracted considerable attentions from practitioners, policy-makers and academics. In collaboration with the STR, the Hospitality and Tourism Research Centre of the School of Hotel and Tourism Management at The Hong Kong Polytechnic University organises the inaugural IMPACT 2020 Conference with the objective to bridge the gap between hospitality and tourism academic research and industry practice, thereby creating an “impact” in the hospitality and tourism community. Taking the theme of “Crisis Management and Recovery Strategies”, the conference will take place at Hotel ICON, Hong Kong, on 22 May 2020.

IMPACT 2020 will feature a number of renowned industry leaders and prominent scholars who have considerable experience in crisis management practice and research. Together, they will discuss and debate crisis management from different perspectives with a view to developing the best recovering strategies for the crisis hit industries. Through the conference, both academic researchers and industry practitioners will share their views on the latest industry trends, prospects and solutions to the problems that the industry faces.

For details and registration, please visit https://impact2020conference.weebly.com

For enquiries, please contact: impact2020.info@polyu.edu.hk
CaixaBank Research presents its third edition of the Tourism Sectorial Report

which analyses the outlook of the sector in Spain for the first half of 2020. Moreover, this study looks into the new competitive environment in the Mediterranean and how the industry is diversifying its supply in order to complement its already advantaged position in regards to the tourism of sea, sun and sand.

According to CaixaBank Research, the tourism industry in Spain will continue growing in 2020 at a significant pace, in a more moderate way, though more sustainable, backed by structural factors such as its competitive strength and the pronounced investment in quality.

It is predicted for the number of tourist arrivals in Spain to register a slight improvement in respect to what was seen in 2019 (annual growth rate in 2020 of 1.6%, overcoming the 85 million tourists milestone), and for the non-traditional markets (such as the USA and Russia) to lead this growth.

Since the beginning of the 2000s, Spanish tourism industry has been trying to increase the presence of higher category hotels (4 to 5 starts), that already represents more than half of the total (52.8%). The emphasis on this transformation, a result of a high corporate investment, has enabled tourist spending to increase more than the number of tourists itself. By the end of the 3rd quarter of 2019, revenues generated by international tourism rose to 70,900 million euros in the overall total of 12 months, a number 3.9% higher than the one seen for the same period in the previous year.

The Tourism Sectorial Report is available in CaixaBank Research’s web:

www.caixabankresearch.com
11th World Congress on Snow and Mountain Tourism

The 11th World Congress on Snow and Mountain Tourism, jointly organized by UNWTO in and the Government of Andorra, in collaboration with the Parish of Canillo, will take place in Andorra La Vella Convention Centre (Andorra), on 11-12 March 2020.

The Congress has become an international benchmark for the exchange of knowledge and experiences regarding trends, tools and opportunities for tourism development in mountain areas. Under the theme “Mountainlikers: Tourism, Innovation and Sustainability”, internationally renowned experts and professionals from all around the world, as well as national and local authorities, will bring for discussion their experiences and success stories in the sector. Topics to be debated include innovation for the sustainable development of destinations, artificial intelligence, resources management through sustainable consumption and production, inclusive tourism, the future of mountain destinations, among other topics of great interest, all of the, closely related to stimulate and contribute to sustainability and the achievement of the Sustainable Development Goals.

More information on the provisional programme, speakers, registration process and other issues of interest are available in the Congress website: http://www.mountainlikers.com/

For any further information please contact mgaido@unwto.org
UNWTO global tourism investment forum in Africa

The UNWTO Regional Department for Africa, in collaboration with the Ministry of Tourism and Leisure of Côte d’Ivoire, are organizing the UNWTO Global Tourism Investment Forum in Africa, which will take place the 20-22 of February in Abidjan (Côte d’Ivoire).

Available data shows that tourism in Africa is booming with a growth of 7% in 2018.

In the field of tourism, Africa undoubtedly has a vast growth potential which still remains unexploited. Available data shows that tourism in Africa is booming with a growth of 7% in 2018. However, even if it has experienced the largest increase in visitors overall, its arrivals represent only 5% of the global market.

Therefore, it is in the interest of African countries to continue the development of this sector in order to contribute to the diversification of the economy and to create a source of high growth employability. To this end, it is essential that each country encourages investments to support the expansion of tourism in Africa in order to increase territorial development aimed at the emergence of African economies.

The forum will serve as a platform to address crucial questions related to improving the attractiveness of African countries and to stimulate discussions on the growing need for infrastructure and the business environment through the establishment of investment codes favoring the investment policies in Africa.

Kindly find the link of the webpage3 of the event 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