



AM NEWSLETTER

Volume 23. September 2020

Dear Affiliate Member,

I hope that you and your loved ones are in good health during these still very challenging and unprecedented times.

Tourism gradually restarted during the summer season as restriction on travel have slowly being eased, allowing tourism activity in a growing number of destinations. However, in the last weeks we have seen that in many countries of the world, and especially Europe, COVID-19 cases are increasing again and consequently some countries imposed new measures such as quarantines or mandatory tests before travellers enter their territory.

This is the clear evidence that the COVID-19 crisis and its impact are still far from being over and they will be suffered for a long time. However, we all need to stay positive and work together to minimize the negative impact as much as we can. In order to do that, there is an urgent need for political coordination and collaboration. As stated by the UNWTO Secretary General, "In these uncertain times people around the world need strong, clear and consistent messages. What they don't need are policy moves which ignore the fac that only together we are stronger and able to overcome the challenges we face".

As Affiliate Members Department we are committed to take part in these efforts and give visibility to those made by our Affiliate Members to support the mitigation of the impacts and the recovery form this unprecedented crisis. In line with that, I would like to take the opportunity to inform you that, during the next Executive Council, which will be held the 15-17 of September, we will present a Report on our main activities carried out since the outbreak of the crisis. Moreover, the applications we received for the Affiliate Membership will be submitted for the approval of the Executive Council, and we hope this month we will be able to welcome 30 new Affiliate Members to add more value to our network.

As a final word, I would like to encourage you to continue to share with us measures and initiatives you have envisaged to tackle the challenges at this stage and your prospect plans.

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

Sincerely,

Ion Vilcu



UN LAUNCHED THE 'POLICY BRIEF ON TRANSFORMING TOURISM'

The Office of the United Nations Secretary General, António Guterres released the policy brief "COVID-19 and Transforming Tourism" on the 25th of August.

The Brief, which is part of a series of UN SG policy briefs, provides policymakers, Member States, Private sector and all stakeholders, an overview of the impacts of the pandemic on tourism, including the millions of livelihoods it sustains.

This represents a landmark for tourism and will support all the actors of the tourism sector in their recovery efforts and in building resilience. UNWTO was the lead author of the brief, and 11 other UN entities have contributed.

The brief fully integrates and promotes all recovery recommendations and deliverables developed with the support of UNWTO Member States, as well as other agencies. Given the proven importance of tourism in our economies and societies, this policy brief comes at a very critical moment when we need to work closer together to restart tourism and to build a stronger and more resilient world.

The UNWTO Secretary General Zurab Pololikashvili welcomed the release of the policy brief as a further element in the roadmap for the sector to regain its unique status as a source of hope and opportunity for all. In order to do that, he called for a stronger political coordination among governments in the implementation of strong actions to face up this challenge.

Please find the full document [here](#)



Tourism is itself
one of the wonders
of the world

ANTÓNIO GUTERRES,
SECRETARY-GENERAL OF THE
UNITED NATIONS



Our priorities are to
make tourism more
resilient, more
innovative and more
sustainable

ZURAB POLOLIKASHVILI,
SECRETARY-GENERAL,
UNWTO



A UNWTO delegation paid an official visit to Egypt

A high level delegation from the UNWTO has concluded an official visit to Egypt to offer its support for the government's work to restart tourism and direct its benefits towards supporting livelihoods and preserving cultural heritage.

Led by the UNWTO Secretary General Zurab Pololikashvili, the delegation met with President Abdel Fattah El Sisi and the Minister of Tourism and Antiquities Dr- Khaled Al-Anani to discuss about the steps taken to support tourism, including the provision of grants and incentives to the sector.

Mr. Pololikashvili also met with Prime Minister Moustafa Madbouly to learn more of the work being undertaken to boost consumer confidence and guarantee the safety of both tourism workers and tourists.

Alongside meeting with the Egyptian government, the UNWTO Secretary General also met with the Egyptian Tourism Federation and the Federation of Tourist Chambers. Both outlined the measures being taken to adapt safety protocols in tourist accommodation and other key services to the new reality.

The high-level talks also featured an update on largescale tourism projects currently underway, including the new Grand Egyptian Museum and the National Museum of Egyptian Civilization. This allowed the UNWTO delegation to see first-hand the enhanced safety and hygiene protocols put in place in response as the sector adjusts a new reality within the context of the COVID-19 pandemic.



UNWTO Working Group on SDGs is providing support to build back better after COVID-19

In the midst of these trying times, the UNWTO Affiliate Members Working Group on the SDGs Support is working together to bring the knowledge and expertise to rebuild and recover tourism with more sustainable, responsible and resilient practices.

Covid-19 will have severe negative impacts on most SDGs. The world is facing the worst public health and economic crisis in a century. Clearly, the pandemic will have profound implications on progress towards the SDGs. The Sustainable Development Goals (SDGs) can help chart medium-term and longer-term responses to recover from the health, economic, social, and environmental impacts of the pandemic.

The 2030 Agenda is the most clear and robust roadmap to deal with the predicaments imposed by the pandemic. The SDGs provide an invaluable framework for recovery from Covid-19. Solidarity and partnerships are critical to address and prevent health, economic, and humanitarian crises.

Bearing this in mind while underscoring the contribution of tourism to the achievement of the SDGs, the Members of the Working Group on the SDGs Support have been

convening different meetings and discussing how to provide more support to the UNWTO Affiliate Members and the tourism stakeholders to response and recover better in line with the 2030 Agenda.

The Members of the WG are working on conducting a survey on Tourism and SDGs: COVID- 19 Responses with the aim of encouraging, inspiring and leading the recovery responses in tourism sector. While collecting the best practices, the Members of the WG on the SDGs, are providing support to the UNWTO Affiliate Members by sharing their experiences and measures.

In the upcoming months, the WG will provide support to the Affiliate Members in the format of Expert Meeting, educational toolkit, and special edition of the AM Newsletter by learning more about practical initiatives and creating partnerships.

Also, the Members of the Working Group on the SDGs Support would like to welcome the newly joined Members:

- NORTH-OSSETIAN STATE UNIVERSITY
- CULINARY TOURISM ALLIANCE



La noche del patrimonio, The night where arts bring the heritage to life

La Noche del Patrimonio is an unprecedented world-class cultural and artistic event taking place **simultaneously in the 15 Spanish World Heritage Cities**. For one special night every September, the best of **international contemporary dance, UNESCO heritage sites and local culture expressions** light up the cityscape of the Spanish Heritage Cities with a spectacular celebration that is open to the public **free of charge**.

World Heritage sites open their doors with extended late night opening hours to delight locals and visitors with special guided tours, visual art exhibitions, music and theatre performances. Streets and squares are transformed as well into venues for site specific pieces by the most acclaimed international artists, so that the entire city centres of the 15 Cities come alive for La Noche del Patrimonio, guaranteeing a memorable night that truly holds something for everyone.

The Spanish World Heritage Cities Group is delighted to present once again this year on Saturday, **September 12th**, the third edition of **The Heritage Night**, that will also be **available from home** on the [website](http://www.theheritagenight.com)

Throughout the Heritage night you will find special selected contents portraying **the best of the cultural heritage of the 15 World Heritage Cities** and furthermore **we will stream live the 15 performances by the most acclaimed Spanish artists** in the framework of the Dance Festival Escena Patrimonio.

Join us for this unique celebration of dance, culture and World Heritage on 12th September!



IPDT – Institute of Tourism: Clean and Safe Azores seal

IPDT – Institute of Tourism, within the scope of the projects it has developed for the Azores Tourism Entity, namely the coordination of the certification process as a [sustainable destination](#), is also responsible for the training seminars of the [Clean & Safe Azores seal](#).

The initiative, launched in a webinar format, takes place within the context of the “Clean & Safe” seal specific to the Azores Autonomous Region and aims to recognize the entities of the tourism value chain that comply with the recommendations of the Regional Health Authority, after working in partnership with regional entities representing the sector.

The objective is to prepare for the resumption of the tourism activity in the Azores, namely, the improvement of the health conditions provided to reinforce the confidence of customers and visitors. The training also aims to raise awareness in tourist organizations about the cleaning, hygiene and basic measures for the Prevention and Control of Infection COVID-19 and to provide information to participants that helps to operationalize these procedures at the reality and context of their entities.

Up to the present moment, this initiative involved 1500 trainees, representing more than 2000 entities from the Azorean tourism sector.

The Azores, as the world's first archipelago certified as a [sustainable destination by EarthCheck / GSTC](#), considers this initiative as essential for companies and tour operators to implement safety work measures and, through a concerted action, to promote and reinforce the security of the Azores destination.



Latest developments on Big Data in Buenos Aires Tourism Board

The Buenos Aires Tourism Board is carrying out several projects related with Big Data to build a data-driven approach for decision-making process. Some of these initiatives have recently been presented by Mr. Federico Esper, Director of Tourism Intelligence and Observatory of Buenos Aires at the UNWTO webinar on "Big Data for adding value in the domestic market" available [here](#).

In this regard, there are new dashboards being developed by the Observatory team related to tourist expenditure based on credit and debit cards transactions. This would allow to identify the tourism consumption in different categories (i.e. gastronomy, cultural activities, shopping) in more than 150 areas throughout the city, including commercial streets and most visited zones.

Some of these projects would be available in the Tourism Intelligence System, an innovative tool available [here](#) which integrates different sources of information through a dynamic platform for data visualization addressed to tourism stakeholders. The information also helps to orientate marketing strategies, designing of tourism experiences and development of new products.

This initiative also contributes to generate strategic knowledge using Big Data techniques, strengthening

tourism governance in order to take effective data driven decisions in an ever-changing and competitive market.

The Tourism Intelligence System allows us to understand Buenos Aires' position compared to other competitors in the region, to anticipate the main trends for forthcoming months through flight bookings, to understand the behaviour and tourist's profile as well as to recognise the movement of visitors across the different neighbourhoods and attractions through mobile phone data. At the same time, it allows us to evaluate the competitiveness of our hotels and gastronomy establishments by digital platforms and tourist's opinions.

It impacts positively on the local community by granting free access to this information, allowing all tourism stakeholders to implement projects that maximise the benefits of their activities in a sustainable way, encompassing economic, socio-cultural and environmental dimensions.

Contact information:

Federico Esper

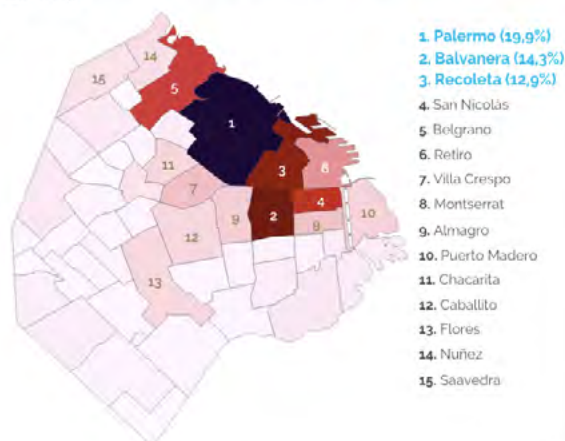
Director of Tourism Intelligence and Observatory

fesper@buenosaires.gob.ar

¿En dónde y en qué gastan?

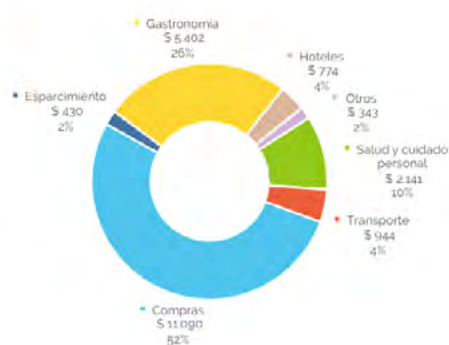
@travelBuenosAires

GASTO TURÍSTICO CON TARJETAS DE CRÉDITO Y DÉBITO, SEGÚN BARRIO. AÑO 2019



DG Inteligencia de Mercado y Observatorio (ENTUR) sobre datos de Prisma Medios de Pago.

DISTRIBUCIÓN POR RUBRO DEL GASTO TURÍSTICO CON TARJETA. EN MILLONES DE PESOS. AÑO 2019



BA @travelBuenosAires | many passions

Public policies in Latin America, connecting food value chain and local gastronomy

Guadarrama Fuentes Omar Vicente

–Universidad Politécnica de Cataluña

Fernández Zarza Mario –University of La Salle Bajío

Under the direction of University of La Salle Bajío, the project “Latin America’s cuisines as main factor in the public policies of value chain” researchers from Mexico, Spain, and Brasil organized eight virtual discussion group with representants of the food value chain from different countries. Ibercocinas a collective initiative from 9 Latin-Americans countries supported this research project by a grant of \$6,000 USD dollars, with the objective not only to promote and recover of traditional cuisines, but also to connect the culinary know-how, agri-food value chains.

These virtual discussion group have been conducted with representants of the public administration, producers, social organizations, ONG, traditional cook and chef from

different countries, in order to have an overview of the current situation of the national public policies connecting the gastronomy and their relation with agri-food chain. The speeches highlighted the importance of creating public policies considering the geographical, social, environmental, cultural and economic characteristics of the population.

For the speakers, the gastronomy must be redefining considering daily, emblematic and ancestral gastronomy of each region of the country, with a sustainability perspective build up on the traditional technique of agriculture, livestock and fishery. Farmers and traditional cooks delight our palates in prosperous days, but they are who really keep standing our countries in crisis days. It’s time to restore their position in the value chain.



CONVERSATORIO
Las cocinas iberoamericanas en las políticas públicas
19 al 21 de agosto

Chile Miércoles 19, 10h.	Colombia Miércoles 19, 17h.	
México Jueves 20, 10h.	Perú Jueves 20, 17h.	Ecuador Jueves 20, 13h.
Brasil Viernes 21, 10h.	Panamá Viernes 21, 13h.	Argentina Viernes 21, 17h.

www.ibercocinas.org

Secretaría General Iberoamericana
Secretaría General Ibero-Americana
IBERCOCINAS

*Horarios en tiempo local de cada país.

Centre for Sustainable Development of NOSU University in collaboration with regional Ministry of Education and Science launch project “Organizing environmental movement in regional educational institutions”

The project is organized by Eco-Movement SANSARA at the North Ossetian State University (NOSU) Centre for Sustainable Development and aims at organizing environmental movement in schools and institutions of secondary vocational education of the Republic of North Ossetia Alania (Russia) to increase awareness and promote activity in tackling environmental problems among students. The project is launched in 2020-2021 academic year in 10 pilot institutions. If successful, it is included in the Ministry's Event Calendar on a permanent basis.

The project assumes both educational and practical events. Educational events, organized with Association of Green Universities of Russia, are interactive lessons on responsible consumption, climate change, and zero waste lifestyle; environmental debates; film screenings. Among infrastructural initiatives are organizing recycling

system (NOSU is the only organization in the region to organize recycling), planting trees, campaigns to promote eco-friendly lifestyle. Another activity involves organizing hiking trips along eco-paths for development of eco-tourism in the Republic in collaboration with regional Ministry of Ecology.

The project continues the work of the NOSU in institutionalizing sustainability in educational organizations and attracting attention to the necessity of taking action for the environment. NOSU in collaboration with Universidad Isabel 1 (Spain) are also developing an online course “Images of the Future and the UN Sustainable Development Goals”. Due to effectiveness of its work, NOSU became one of the top-10 green universities of Russia in 2020.

Lara Dzabolova, director of Centre for Sustainable Development (+7-918-838-54-21 WhatsApp)

Atsa Kaytati, NOSU representative in Spain (+ 34 627 63 06 70 WhatsApp)



No self-isolation required for travels to Quito, Ecuador

- Ecuador was a pioneer in the region in resuming commercial flights on June 1st
- As of August 15, international travelers arriving to Ecuador with a negative PCR result are no longer required to self-isolate
- Ecuador received the WTTC Safe Travel Stamp as the destination complies with global protocols for the safe and responsible reactivation of tourist activity

Quito (Ecuador), June 21st, 2020. Great news coming from Ecuador as new measures and health protocols allow to reactivate tourism from international markets.

International travelers who arrive in the country by air presenting a negative covid-19 PCR test, issued 10 days prior to the trip, will no longer have to perform mandatory preventive isolation. This was decided by the National Emergency Operations Committee (COE in Spanish) on Friday, August 14. Quick tests are not valid.

The approved protocol also establishes that passengers who do not present a negative test upon arrival in the country may take a COVID-19 test, at his / her cost, using the services of a laboratory accredited by the Agency for the Assurance of Quality of Health Services (ACESS). Self-isolation is mandatory while the passengers wait for the test results. If the PCR test is negative, they can leave the isolation. If the PCR test is positive, they must self-isolate for a total 14 days, at own expense, in hotels or private accommodation.

For those who do not present a negative test upon arrival in the country and don't agree to take a COVID-19, they must carry out mandatory self-isolation for 14 days, at own expense, in hotels or private accommodation.

The announcement is a great opportunity to reactivate the tourism industry in Quito and the region, to gradually increase visitation while protecting travelers, tourism staff and the local community as a whole.

In Quito, we're waiting for you with open arms!

For more information on your arrival and protocols at [Quito International Airport](#).



GOOD NEWS

Europamundo aware of the situation caused by the COVID19 pandemic and the total paralysis of the tourism sector, and always surrounded by bad news from any corner of the world, has launched a Newsletter every two days with Good News, in a short format, the content of which will be focused to news related to the Tourism Sector, Europamundo and its Stakeholders.

News will be treated with images that transmit positivity, joy, friendly events that bring out a smile, tourism for the future, positive news related to covid19, news of new products, new routes, safety and comfort on the trip, and also show leisure and training activities being carried out through the Solidarity Fund created by Europamundo, with the participation of more than 26,000 people.

The newsletter is intended to reach a significant number of people through Europamundo Interest Groups such as Clients, Suppliers, Shareholders, JTB Corporation, NGOs, and the general public.

The language will be: Spanish, English, French, Portuguese and even Russian, Hindi and Mandarin Chinese. The newsletter writing team will be made up of guides from Europamundo who unite experience, creativity and culture, and by staff from the Madrid office, *"We all are Europamundo"*.

Good News seeks those other news that are born from all of us and from the teachings of people who work to be / do more and better seeking to improve the expectations of a more sustainable, more humane and more tolerant World.



Renowned hotelier Mr Robert H. Burns honoured with SHTM Lifetime Achievement Award

The School of Hotel and Tourism Management (SHTM) of The Hong Kong Polytechnic University has bestowed the SHTM Lifetime Achievement Award 2020 upon Mr Robert H. Burns, Founder of Regent International Hotels, in recognition of his significant contribution to the development of hospitality and tourism. Mr Burns, a longstanding partner of the SHTM, was inducted into the School's famous Gallery of Honour at the same time.

With a career spanning six decades, Mr Burns is a legendary figure in the hotel industry, and is known worldwide for setting new benchmarks in luxury hospitality. In 1970, he founded Regent International Hotels in Hong Kong, building one of the industry's most renowned five-star brands. The flagship Regent Hong Kong has been voted the "best hotel in the world" among other international awards. Under Mr Burns' leadership, the group opened 18 luxury hotels worldwide in 22 years.

Mr Burns has also taught on Stanford University's MBA programme for 20 years and lectured extensively throughout Asia-Pacific for the US State Department and Pacific Asia Travel Association.

The SHTM Lifetime Achievement Award was established in 2016 to honour outstanding persons who have contributed substantially to the development of hospitality and tourism in Hong Kong, the region and around the world. In bestowing the award, the SHTM seeks to recognise true leaders who help define the global hospitality landscape and advance the industry.



THE HONG KONG
POLYTECHNIC UNIVERSITY
香港理工大學

SCHOOL OF HOTEL AND TOURISM MANAGEMENT



CNC's TOURISM and HOSPITALITY BUSINESS COUNCIL CELEBRATES ITS 65th ANNIVERSARY

The National Confederation of Commerce Services and Tourism (CNC) on behalf of its Tourism and Hospitality Business Council (Cetur) has been working to strengthen Brazilian Tourism with the main business entities the various segments that make up the Tourism sector. Having participated in the consolidation of the proposals to update the General Tourism Law and in the construction of those aimed at the presidential candidates for the development of the sector, the council jointly defends projects to reduce the tax burden and modernize labor legislation, seeking greater legal certainty and improving the business environment for companies.

The council also supports the main events and fairs in the sector and participates and suggests important topics for public hearings, while promoting events to debate subjects of interest to the entities, producing important publications on tourism related themes.

August 10th marked Cetur's 65th anniversary and due to the current situation, a virtual celebration took place during the whole month. Ten live interviews with distinguished personalities from the tourism sector were held on our social platforms, featuring topics such as the outlook of post pandemic-travel, entertainment and the new normal, sustainability in hotel and restaurants, trends in the future of travel, innovation and many more.

Podcasts were presented and a video gallery of four members is available to watch [here](#).

Follow our social networks and stay tuned for more information.

[instagram](#) - [facebook](#)



Tourism and Culture Synergies

There is a need for both tourism and culture stakeholders in a destination to work together, creating a roadmap to develop synergies between these two sectors, contributing to the UNWTO Tourism Recovery plan. It is in that context that, at the virtual meeting on the 15th of July 2020 with the Members of the Board of Affiliates Members (English Speakers), Dr. Don Hawkins, George Washington University, 1st vice-chair of the Board, presented a report on the initial actions of the Working Group on Tourism and Culture Synergies. Led by the World Centre of Excellence for Destinations (<http://www.ced.travel/>), five other Affiliate members have expressed their interest in participating in this working group to date: George Washington University, Chameleon Strategies, CETT, Turisme de Barcelona, Université du Québec à Montréal. The aim of this working group is to align efforts within Affiliate Members to actively contribute to the implementation of the commitments and actions outlined in declarations adopted by four UNWTO/ UNESCO World Conferences on Tourism and Culture.

Invitation to Affiliate Members for participating in a survey on Tourism and Culture Synergies

In order to create a roadmap to guide their efforts, the working group is going to conduct an online survey in the Fall 2020. Affiliate members interested in receiving the link to access the questionnaire are invited to contact Prof. François Bédard, director of CED: fbedard@ced.travel. Results of the survey will be presented in a webinar to be held at the beginning of 2021. All participants in the survey will be invited to attend it. This webinar will also be the opportunity to have a conversation about the 2021 programme of work of the working group.

Contact: info@ced.travel



WORKING GROUP
ON TOURISM AND
CULTURE SYNERGIES

Invitation to submit terms to the Encyclopedia of Tourism Management and Marketing

ENCYCLOPEDIA OF TOURISM MANAGEMENT AND MARKETING

Editor in Chief: Professor Dimitrios Buhalis, EDWARD ELGAR PUBLISHING LIMITED

We are delighted to welcome you as a contributor to the Encyclopedia of Tourism Management and Marketing. Edited by Professor Dimitrios Buhalis, this will be a comprehensive Encyclopedia that will cover all aspects of Tourism Management and Marketing. It will serve as a defining reference work in the field for years to come. These guidelines will serve as a useful reference point as you come to prepare your entry, and please do follow them closely. The Encyclopedia of Tourism Marketing and Management will define the field over the coming years as a key reference. The Encyclopedia will cover cutting-edge topics.

Editorship: Professor Buhalis
dbuhalis@bournemouth.ac.uk

The project has been progressing and an ontology of 1850 terms has been established - See all terms in [Encyclopedia Ontology](#)

You may like to review the ontology or suggest your own terms.

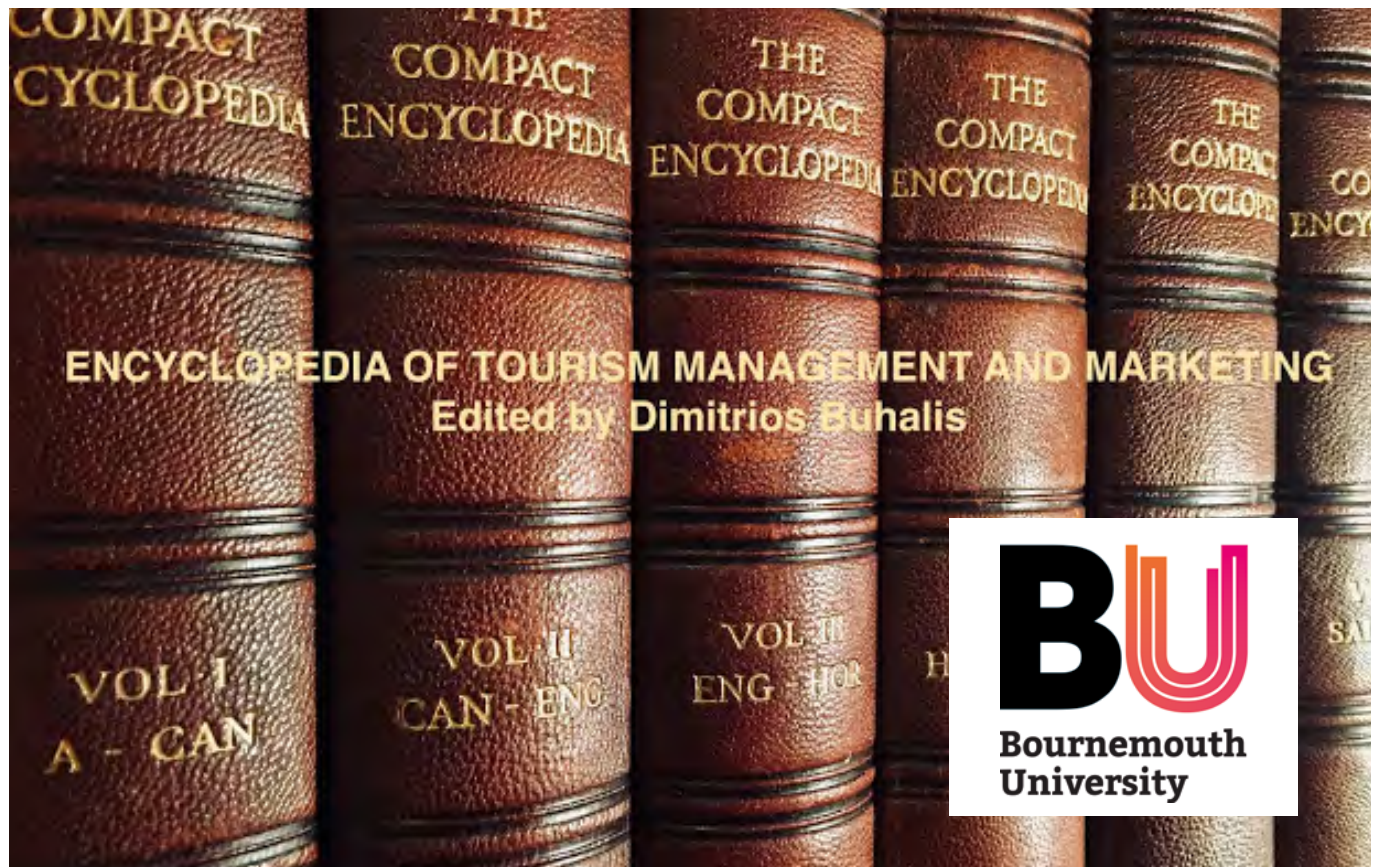
150 proposals have been received and 13 terms have already been accepted! See examples [here](#)

Submit your 200 words proposal for an entry [here](#) as soon as possible and latest by 30 September 2020.

A term is 1500 words – 1 figure – 8 references. Please Upload 200-word proposal soonest and upload your entry by 31 December 2020. There will be no extensions! You can upload the entire entry too if you are ready and you are confident that you have a comprehensive entry. The sooner the better!

[Guidelines](#)

Examples [here](#) and [here](#)



UNWTO prepares the 112th session of the Executive Council

In spite of the uncertain situation caused by the COVID-19 crisis and the gradual reintroduction of travel restrictions by several countries in Europe, the UNWTO is committed to make of the 112th session of the Executive Council the first event on the field organized after outbreak of the crisis. In fact, the event, which will take place in Tbilisi, Georgia, will be organized in a hybrid format, mixing both presential and virtual participation.

During the main event, the Executive Council session, the Secretary General Zurab Pololikashvili will report to the Council on the situation of world tourism and on the outlook for 2020 and beyond, especially in light of the COVID-19 pandemic. Moreover, a report will be submitted focused on the activities undertaken by the Secretariat for the implementation of the General Programme of Work, including extraordinary measures to deal with the global pandemic.

Then, the UNWTO Technical Committees will present their activities and work plans. In particular, the Committee for the Review of Applications for Affiliate Membership will report the Council with the recommendations has made regarding the entities which applied to become Affiliate Members.

Apart from the Executive Council Session, other sidelines events and activities will take place. For instance, a UNWTO Investments Discussion and a technical visit in Tsinandali, Kahketi Region.

Please find more information [here](#)

112 EXECUTIVE COUNCIL

TBILISI, GEORGIA, 15 – 17 SEPTEMBER 2020





UNWTO
World Tourism Organization

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