Dear Affiliate Member,

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

Tourism is restarting and parts of our world have entered the summer holiday season. With this, restriction on travel are slowly being eased, allowing tourism to start in a growing number of destinations. By means of this word to you, I would like to encourage you all to take this opportunity and contribute to the recovery of our industry. Finding a balance between public health and supporting the sector will not be easy, but it can be done! All together we can restart the tourism industry safely and successful, overcome this crisis and recover from it in a responsible, inclusive and sustainable way.

I would like to take this opportunity to inform you that within the month of July, we have celebrated the UNWTO regional commission for the Middle East. We are happy to share with you that our Vice-President of the Board for Affiliate Members, Don Hawkins, has represented the private sector and presented the role of the AMs and their involvement in the initiatives of UNWTO in its efforts to mitigate the impact of the crisis and boost the restart of the industry.

I am also pleased to inform you that we had two very successful meetings with the members of the board of Affiliate Members, one held in Spanish and one held in English. The objective of these meetings was to offer our Affiliate members a suitable framework for dialog and a fast and effective exchange of information and ideas. As Affiliate Members Department we will continue to organize this type of meetings regularly, in different regional and sectoral formats and we will inform all Affiliate Members accordingly.

Lastly, I would like to remind you that the 112th of the Executive Council will be held at 15-17 September and, if the health situation allows it, it will be the first presential meeting organized by the UNWTO since the outbreak of the crisis.

As a final word, I 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
UNWTO looks ahead as official visit to Italy and the Canary Islands are marking the restart of European tourism.

During a four-day trip (1-5 July), the leadership of the UNWTO went on its first official visit to a Member State since the outbreak of the Coronavirus has led to worldwide travel restrictions. Destinations across the Schengen Zone had opened their borders to tourists again and with this visit the World Tourism Organization marked the restart of European Tourism.

The UNWTO is guiding the restart of the sector. Now, as borders in some parts of the world are carefully reopened, UNWTO Secretary-General Zurab Pololokashvili is meeting face-to-face with political and tourism leaders to change gears. The official visit to Italy has been the first to mark the start of this shift.

In addition to further strengthen the bilateral collaboration on the road ahead to reactivate tourism and its economic and social benefits, was learning of Italy’s response to the COVID-19 pandemic and taking this opportunity to look to the future and further discuss UNWTO’s priorities to recover from this crisis, as tourism industry, more sustainable, resilient and innovative.

In line with this, the Secretary-General has also paid an official visit to the Canary Islands to recognize the reopening of this destination, and the tourism industry in general, and the steps the local authorities have taken to keep both visitors and tourism workers safe when restarting the sector.

Alongside meetings held with public sector leaders, the UNWTO delegation also saw first-hand the steps being taken by the private sector to ensure the highest level of public safety and hygiene in tourism destination.

Both visits made, recognize how tourism is a lifeline for many countries and highlights support for tourism at every political level and the close collaboration with the private sector.
The Affiliate Members Department held meetings with Members of the Board of Affiliate Members

On the 14th and 15th of July the Affiliate Members Department organized two meetings with the Members of the Board of Affiliate Members. These two separate meetings, one held in Spanish and the other in English, had the objective to provide a suitable framework for dialogue and a fast and effective exchange of information and ideas.

During these meetings, the Director Vilcu briefed the participants on the main activities carried out by the UNWTO and the Affiliate Members Department to cope with the impact of the crisis and support the restart of tourism. At the same time, the Chair of the Board Ana Larrañaga reported on the most recent activities of the Board, including its active participation in the last UNWTO’s Regional Commissions.

As well, the members of the Board have provided interesting information about their current plans and initiatives to mitigate the impact of the crisis and to boost recovery of the industry. Some of the most valuable inputs that were shared included packages to reopen the airline industry, recovery plans at the EU level, protocols and certifications for the accommodation sector, activities carried out in Latin America and Asia to reopen the tourism sector in spite of the difficult contexts.

Moreover, we counted with the participation of Alicia Gomez, director of the UNWTO’s Legal Department, who presented the Organization’s work aimed at protecting the rights of tourists and restoring their confidence.

Lastly, valuable inputs have been provided for the updated Programme of Work for 2020, on which the Affiliate Members Department is working in order to adapt it to the new circumstances.

You can find the minutes of both meetings in the AMConnected Platform!
Platino Educa: Educational Platform (EGEDA – Entidad de Gestión de Derechos de los Productores Audiovisuales)

One image speaks louder than a thousand words; cinema is a wonderful tool for education. It was for precisely these reasons that EGEDA Spain created Platino Educa, www.platinoeduca.com an on-demand platform offering a rich catalogue of Spanish and Ibero-American movies to schools and institutions around the world. The platform currently features 180 movies.

Platino Educa’s movies encompass a wealth of genres, formats, and eras. Many come with audio and subtitles in several languages. All films have been specially selected for educational purposes and classified according to subject and age (from 3 to 18 years or over). They have also been tailored to use in the classroom, thanks to a set of highlighted key sequences and downloadable teaching guides. Produced by a team of experts in cinema and education, they are designed to support and stimulate both teachers and students. With their uniform template and innovative content, the guides are what distinguish Platino Educa from other comparable platforms.

Materials on the platform apply to four key areas: classroom subjects, teaching the values, audiovisual literacy, and cinema for fun. It also includes some specially selected movies for work around the 17 SDG’s of the UN’s 2030 Agenda. A monthly newsletter aimed at teachers can also be found on the platform.

Our mission is to transform cinema into a universal educational tool for transmitting knowledge and values. Subscribing institutions have a wealth of legal, accessible, and high-quality audiovisual content at their fingertips for use in any class on any topic.
Wakayama-CTR Webinar Series 2020
Tourism, Sustainability and Recovery: Asia Pacific Expert Outlook

Center for Tourism Research (CTR), Wakayama University in Japan contributes to the advancement of tourism research relevant regionally, nationally and globally with the vision to establish a leading and committed research institution in the Asia Pacific region to enhance values of ethics and responsibility in tourism.

CTR rolled out the monthly webinar series to disseminate the latest insights and bring up vibrant discussions among tourism scholars, practitioners and policy makers through live streaming sessions. We will invite prominent tourism researchers around the world.

Save the date for the upcoming sessions!

19 August: Prof. Graham Miller (Wakayama University / University of Surrey)

16 September: Prof. Richard Sharpley (Wakayama University / University of Central Lancashire)

And more to be announced

*Both start at 7pm (JST) on Wednesday.

All the webinars are free of charge and anyone can join no matter where you are. Even if you cannot make it due to the time difference, don’t worry. We upload recorded videos to our YouTube channel for those who missed the live streaming and want to review it.

Please join us! We look forward to discussing various tourism topics with you online to develop the better, stronger and sustainable world together! For details and the latest information, please visit our website.

www.wakayama-u.ac.jp
How can we modify travel after covid-19?
Let’s start again from the identity of the land:
“Life Beyond Tourism” travel

What will happen to the world of travel when we leave behind the danger of an unknown virus that stopped the world and indelibly changed our societies? It is time for global action, which is not left to the individual initiative, but which strengthens the bonds of a community.

Life Beyond Tourism® is a research, the result of thirty years of activity of the Fondazione Romualdo Del Bianco conceived and developed thanks to the intense collaboration with an international network of experts and users, counting over 14,000 people and 550 institutions in 111 countries.

It focuses on the local cultural identities, with their cultural expressions, for their conservation, enhancement and communication. Making known the diversity of cultural expressions means protecting them and opening up to mutual understanding, developing knowledge and tolerance, therefore laying the foundations for a process of intercultural dialogue between the local communities and the visitors.

The variety of online and offline tools by Life Beyond Tourism represents a response to the over-tourism that makes world heritage sites difficult to use and understand both for residents and for travellers. During the pandemic, we realized two special programmes:

- “Vo per Botteghe® WEB”
- “Art in our HeArt WEB”

In conclusion, can we envisage the grievous Covid-19 experience being useful for changing the way people travel? We believe we can, as we have always said throughout all these years, going “well beyond service- and consumer-driven tourism”, fostering a tourism based on values, travelling to “give of our time” and to “invest” our money in programmes where Sites are active “Centres of Awareness” capable of fostering encounters for dialogue, in the search for this long hoped-for change. These “Centres of Awareness”, with their programmes and commitment, will transform travellers into “Temporary Residents”, proud ambassadors of their experience throughout the world.
The impact of the COVID-19 pandemic on the Spanish hotel industry

The COVID-19 pandemic has led to devastating social and economic impacts on an international scale. The exponential growth of diagnosed cases over the first semester of 2020 required a sudden cessation of economic activity, a seal off borders, and a widely extended social confinement. These measures have doomed the Spanish hotel industry into an unprecedented closure for which it was unprepared. The described unforeseen situation may lead to a rethinking of Spanish hotels’ business models in the short, medium and long-run to overcome the posed challenge so as to recover the activity and competitiveness levels.

Accordingly, the Barcelona School of Tourism, Hospitality and Gastronomy CETT-UB has examined the extent to which COVID-19 has conditioned some short-, medium- and long-term investment decisions of hotel establishments. To this end, the authors of the study, Dr. Anguera-Torrell and Vives-Pérez, have surveyed 188 hotel managers at the beginning of May. The main results of the analysis are:

- Demand reduction, liquidity problems and new health guidelines to guarantee social and individual security are the main concerns of the sector.
- 59% of hoteliers are carrying out or are considering the possibility of redefining their potential target customers.
- Commercial actions’ budget redistribution seems to be the preferred tool for attracting new customers.
- 68% of establishments have trained their employees during the COVID-19 lockdown.
- 29% of hotels view the current situation as an opportunity to redefine their business models; being the new customer segmentation, product innovation and a higher degree of digitalization and automation the main considered directions.
Magical Kenia, so much more

As the world gradually opens up for travel once again, Kenya is getting ready to welcome travelers back with her renowned hospitality. The tourism health and safety protocols are in place and the open savannahs, the pristine white sandy beaches and the vibrant cities are calling.

Kenya is known as the home to the original safari, but there is so much more to discover from the known to the hidden gems spread across the country. Kenya offers magical experiences no matter where one chooses to travel and sometimes one is spoilt for choice. The destination is an open canvas for the discerning traveler where one gets to create and live their own kind of Magic at the backdrop of breathtaking landscapes, diverse wildlife, rich cultures, and intimate connection with nature under an all-year round favorable climate.

Besides being the Cradle of humankind, Kenya is also known for conservation and sustainability efforts with over 45 national parks and reserves, and 160 wildlife conservancies across the country. Here, one can experience unforgettable game drives, nature walks, balloon safaris, horseback, camel trains and helicopter rides among others. Recently, Kenya banned single-use plastic at the beaches and all protected areas in order to promote sustainable development. For those seeking unique and authentic experiences, the Magical Kenya Signature Experiences Collection was recently launched to ensure a lifetime of memories. Finally, the hospitality of the Kenyan people will warm your heart long after your visit.

Karibu Kenya. Come Live the Magic!
Breaking down the walls during COVID-19 outbreak: Enhancing students through cloud-based simulation games

The sanitary crisis has boosted creativity so as to attract and retain students’ attention to e-learning. In simulation games students have the chance to learn by doing, as they have to face authentic management situations in a computer-generated experience of the real world. They become active learners that have to reason clearly and logically which is more than ever crucial to create job-ready graduates for the post-COVID-19 world. Despite the fact that cloud-based simulation games have been implemented to improve social learning in the Faculty of Commerce and Tourism of the University Complutense of Madrid since 2008, the recent lockdown has proved the need of adopting blended learning initiatives. Students require interactive and tailored mentoring, that support them to not feel completely isolated from the future of work. Due to this situation, an innovation project to improve educational quality driven by the faculty’s academic experience will ultimately define how to improve students’ skills and competencies through this experiential learning methodology in a safe environment. The study will be conducted to evaluate and compare students and lecturers’ performance within cloud-based simulation games in distance education classes. This project aims to assist other educational institutions to design and improve cloud-based simulation games by means of creating a methodological framework that guides in the adoption of these learning tools.
The city of Quito launches a new destination website

A destination website is the first impression you make on future visitors and is the ideal place to showcase the unique selling points of Quito.

Since March 12, all of Ecuador, including the city of Quito, has been on lockdown to prevent the spread of the Covid-19 virus. During this time, Quito Tourism Board has been working on re-designing the promotional strategy for the city, resulting in a new online tool that offers visitors all the information to plan their next trip to "the middle of the world" in an easy, complete, and organized way.

This new website is user-friendly, mobile-friendly and available in English and Spanish. It has been customized to the "new normal" and includes 6 main sections:

**Biosafety** – In this section you will find all the biosafety protocols implemented by the different tourism related establishments, such as restaurants, accommodation services, transportation and more. All protocol documents are downloadable.

**Discover** – Here, you will find a trip planner so you can maximize your stay in Quito.

**Explore** – Information of the main events taking place in Quito, historic, gastronomic and adventure routes, as well as different downloadable guides of the city.

**Live** – Find actual experiences of visitors through inspiring real stories and amazing images. Also, in this section you can find updated news of Quito and international media articles.

Plan your trip to Quito and benefit from the discounts in restaurants, lodging properties, and tours. You can also download discount coupons for different activities. If you work in the tourism industry, access the B2B section. Here you can find a list of tourism related suppliers, destination presentations and many other useful tools.

For the MICE industry and potential investors in our tourism industry, more information related to these 2 topics can be found on the footer of the website. Visit visitquito.ec today and discover why Your Story Begins in Quito.
Tripartite Hospitality Programme Wins McCool Breakthrough Award

The Master of Science in Global Hospitality Business (MGH) programme was recently selected as the McCool Breakthrough Award recipient for 2020 by the International Council of Hotel, Restaurant, and Institutional Education (I-CHRIE), the world’s largest organisation of hospitality and tourism educators. The tripartite programme is jointly offered by the School of Hotel and Tourism Management (SHTM) of The Hong Kong Polytechnic University in Hong Kong, École hôtelière de Lausanne (EHL) in Switzerland and the Conrad N. Hilton College at the University of Houston (UH) in the USA.

The Award Committee acknowledged that “the cross-cultural, three-continent approach that includes immersion in business projects, certification, and field trips to global business hubs is certainly distinctive and noteworthy. It is unquestionably a unique approach to hospitality graduate education”.

The one-of-a-kind MGH programme has been successfully delivered for five years. Launched in 2015, it was the first time that the three world-leading institutions, representing the best of the East and West, had joined hands to help define the future of global hospitality development.

This innovative educational strategy allows students to spend one semester in each of the three continents – Europe, Asia and North America – capitalising on three outstanding faculties and campuses. It provides students with exposure to three distinct markets and three diverse cultures to develop their hospitality attitudes and construct their management toolboxes. With an unparalleled global educational experience, the MGH helps students truly “think global, act local”.

In winning the award, the SHTM has made a lasting mark on hospitality and tourism education by being a three-time recipient of the McCool Breakthrough Award. The School previously received the award in 2012 for its ground-breaking approach to hospitality education with the opening of Hotel ICON. In 2017, SHTM Dean Kaye Chon received the award for founding the annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism.
North Ossetian State University (NOSU) continues active work in sustainable development by becoming a member of the UN Sustainable Development Solutions Network at the UN (SDSN)

In June, 2020 NOSU became a member of the UN Sustainable Development Solutions Network (SDSN) joining over 2000 universities, research centres and public organisations from over 90 countries. This membership gives an opportunity to collaborate in research and education in sustainable development through following programmes:

- SDG Academy – by allowing access to online courses and library with research and projects from around the world;

- Master’s Development Partners — by giving opportunity to develop common educational programmes for quality education for sustainable development;

- Youth Solutions Hub – by allowing to create youth centres and collaborate with students of SDSN members for promoting project, research and volunteering activity.

Becoming a SDSN member is another milestone for NOSU on the way to sustainable development. Due to active work of NOSU Centre for Sustainable Development and NOSU student volunteering team Eco-movement SANSARA in the last two years, in June 2020 NOSU got into top-10 of "green" universities of Russia rankings. Additionally, NOSU Centre for Sustainable Development is developing an online course with Universidad Isabel 1 (Spain) on SDGs as part of NOSU education programme and available in 3 languages to anyone interested outside NOSU. NOSU also leads the way in the region in sustainable development through developing a touristic brochure for the region’s socially, ecologically and economically sustainable tourism, and undergoing infrastructural changes – greening territory, bicycle parking installation, organizing recycling, promoting vegetarian and vegan meals in cafeterias, reducing single-used plastics and use of paper, production of NOSU merch of recycled and recyclable materials, etc.
Thessaloniki Issues Smart Traveler Card for Sustainable Tourism

President of the Thessaloniki Tourism Organization (TTO) Voula Patoulidou and the Director of the Hellenic Institute of Transport of National Center for Research and Technological Development (HIT/CERTH) Evangelos Bekiaris, have recently signed a Memorandum of Understanding aiming to promote Sustainable Tourism in Thessaloniki.

The main objectives are:

- HIT-TTO collaboration in the framework of SUSTOURISMO EU Project, that aims to promote Sustainable Tourism in Thessaloniki through the development of special applications and tourist packages.

- Testing the implementation of a single tourist card for the metropolitan area of Thessaloniki.

- Cooperation in the submission of tourism-related proposals and the transfer of proposals to European and National funded programs.

Among other things, under the Center for Research and Technology Hellas, HIT will be providing relevant data and information in regards to tourism services through both mobile and web applications.

The implementation of the tourist card in Thessaloniki is part of the European Union’s SUSTOURISMO project, which aims to promote a more eco-friendly option of traveling for visitors through the development of special applications.

Travelers will be provided with the opportunity to prepay specific tourist packages, ranging from a variety of options including museums and cultural sites. All of this will be done through sustainable means such as implementing more guided tours.
UNWTO has provided a plan of action for both public and private sector stakeholders to address the root causes of plastic pollution in these challenging times.

The World Tourism Organization (UNWTO) has published, in collaboration with the United Nations Environment Program (UNEP) and the Ellen MacArthur Foundation, a set of recommendations for the tourism sector to continue taking action on plastic pollution during the COVID-19 recovery.

When not properly disposed of, products such as gloves, masks and sanitizer bottles can end up polluting the natural environments around major tourist destinations.

The global Tourism Plastics initiative unites the tourism sector behind a common vision to address the root causes of plastic pollution. It enables businesses and governments to take concerted action, leading by example in the shift towards a circularity in the use of plastics.

The document consists of five recommendations addressed to tourism stakeholders with the aim of supporting them to continue fighting plastic pollution during the COVID-19 recovery:

1. Remove unnecessary plastic packaging and items to reduce cross contamination touch points;

2. Develop robust cleaning and sanitization procedures that encourage the adaption of reuse models;

3. Evaluate the use of unavoidable plastic packaging and items, enquire about their recyclability and reassess needs on a regular basis

4. Engage suppliers, waste management providers and local governments to improve the effectiveness of actions, coordination and resilience;

5. Ensure open and transparent communication with staff and clients.

The full document with the recommendations for the tourism sector to continue taking action on plastic pollution during COVID-19 recovery, can be found 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