



# AMNEWS

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Dear Affiliate Members,

The year 2020 comes to an end having brought tourism to a near-standstill. Hardly hit by the COVID-19 pandemic, our sector has faced a global crisis with unprecedented economic and social consequences.

However, adversity also provides opportunities for growth and for learning. And that is why, in this very last issue of the year, I would like to leave behind the negative effects of this crisis, so widely spoken, to reflect on the positive aspects that this situation has brought us.

In 2020, the tourism sector has stood more united than ever, strengthening its partnerships and improving the information exchange mechanisms in a common effort to relaunch tourism and rebuild the trust of tourists. The UNWTO Affiliate Members department has, on the one hand, considerably increased its capacity to collect valuable inputs from Affiliate Members and effectively incorporate them into UNWTO's work, and, on the other hand, offered the Affiliate Members its full support in the joint effort to deal with the adverse impact of the pandemic.

As a result, we have been able to provide a coordinated and effective public-private response to this crisis. The Affiliate Members, represented by the Chair of the Board, Ms Ana Larrañaga, have played an active role in the decisions of the UNWTO's Global Tourism Crisis Committee, created at the initiative of our Secretary General. Next to this, the Affiliate Members' valuable contributions have helped develop very important documents for the Organization, such as the UNWTO's Global Guidelines to Restart Tourism.

We have also embraced digitalization more than ever, quickly adapting to the needs of the moment and incorporating the latest technologies in digital production to our meetings. This has allowed us to successfully organize very important events despite the difficult environment, such as our 42nd Plenary Session of the Affiliate Members, which was held in a hybrid format that combined in-person with virtual attendance obtaining record levels of participation. Also, we have increased the frequency of our virtual meetings, ensuring that we can gather any time anywhere, regardless of restrictions to mobility.

We have joined forces to draw up a Programme of Work 2021 that contains innovative proposals. While the activities on tourism recovery amidst the COVID-19 remain a priority, you have also provided excellent ideas to further develop priority topics, including Sports Tourism and Tourism and the Audiovisual, along with innovative projects covering new areas of work, such as Astro tourism, Motor Tourism, Tourism and Culture Synergies and Air Connectivity and Sustainable Tourism.

On a path forward, my department is fully committed to modernization and innovation. As you will read in this issue, we have already taken the first steps towards reforming the legal framework of the Affiliate Members, which will modernize the processes ruling our Membership. Next to this, we have fully involved the Affiliate Members in one very important project for the UNWTO: the development of an International Code for the Protection of Tourists. With a view to also revamp the AM Newsletter, we have given birth to a new interview section aiming at including testimonials from the Affiliate Members, as well as starting to put together an Agenda of Affiliate Members' Events for 2021 at the end of the publication.

Despite 2020 has been a very difficult year for the tourism sector, there is no doubt that we have proved our great strength, resilience and capacity to innovate. I would like to thank you all for your excellent cooperation throughout the year. And I would also like to thank you in advance for the support and contributions that, I am sure, you will continue to provide in the months to come with a view to rebuild tourism and traveler's trust.

With the conviction that, together, we can ensure that tourism gets back on its feet stronger in the year ahead, I would like to wish you all a happy holiday season and a very prosperous new year 2021!

Sincerely, Ion Vilcu



## A COFFEE WITH... MARÍA VALCARCE, DIRECTOR OF FITUR

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*Established in 1982, FITUR, the International Tourism Fair in Madrid (Spain), is the World's leading Tourism and Travel Exhibition event specially for markets in Latin America. It normally happens in January-February every year. However, in the current context of the COVID-19 crisis, FITUR 2021 will exceptionally take place from 19 to 23 May 2021, as a special edition dedicated to the recovery of tourism. We interview María Valcarce, director of FITUR, to find out what's in store at this year's 41st edition of the fair!*

**What can we expect from FITUR 2021 and how will it contribute to tourism's recovery?**

*We want to hold an edition that can enable us to get back to face-to-face meetings, which are crucial for generating opportunities based on trust. To help achieve that, FITUR 2021 will focus on business and on attracting qualified participants, so that supply can meet up with demand, and an events agenda that can provide companies and*

*trade visitors with B2B spaces. We also want plenty of information about future challenges, recovery strategies and current programmes to support the tourism industry.*

**This edition will offer a powerful online platform that will “expand the temporal and spatial scope of the fair”. Can you tell us more about it?**

*We'll have an online platform for exhibitors and visitors to enable them to hold virtual meetings and share information before they arrive at the Fair in person, as well as to allow them to follow up on the meetings they've had during FITUR. We also realise that in May there will still be people who cannot travel to Madrid, although we hope not too many, and the platform will enable them to take part online. Although this can't be a substitute for the face-to-face event, it can allow people to interact using chats and video conferencing, and to access the content presented at the Fair. The platform will allow participants*

*“Trade fairs will increasingly rely on online tools. But I'm convinced that nothing can replace face-to-face encounters”*

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Director of FITUR,  
María Valcarce



## A COFFEE WITH... MARÍA VALCARCE, DIRECTOR OF FITUR

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*to identify business opportunities, and it will use Artificial Intelligence to make recommendations based on their business. In short, it will be a tremendous complement to participating in the Fair in person, a way of opening up FITUR to more exhibitors and visitors and allow them to spend more time interacting.*

**In your opinion, what will be the main changes affecting International Fairs in the post-COVID 19 era?**

*I believe that, in general, digital transition has speeded up across all economic sectors, and in our field in particular, and this also means that trade fairs will increasingly rely on online tools. But I'm also convinced that nothing can replace direct, face-to-face encounters and that we miss them very much, and value them even more now that we have seen what it means to lose them.*

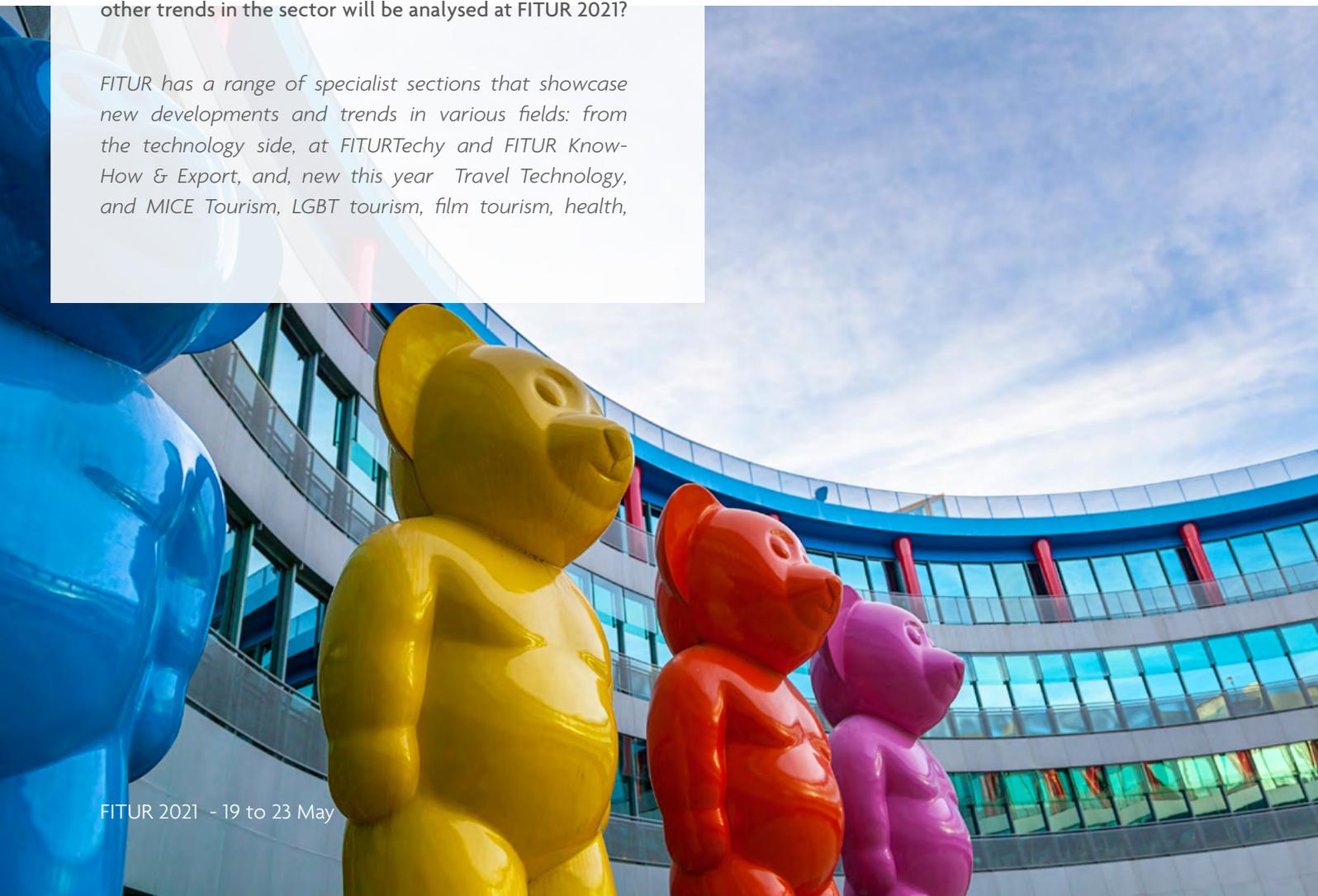
**Apart from tourism's recovery, and given the tremendous change that the tourism industry is going through, which other trends in the sector will be analysed at FITUR 2021?**

*FITUR has a range of specialist sections that showcase new developments and trends in various fields: from the technology side, at FITURTechy and FITUR Know-How & Export, and, new this year Travel Technology, and MICE Tourism, LGBT tourism, film tourism, health,*

*festivals and events, and the section focussing on training and recruitment, FITUR Talent. Travel agencies and tour operators will also feature prominently with several new activities, and we'll also be highlighting the sustainability aspect throughout the Fair as it inspires so many of the new features, and that will be the theme of our FITURNEXT Observatory.*

**What is your main message to the general participants and exhibitors?**

*I encourage everyone to participate. We have to make the world see that you can travel, that you can hold face-to-face meetings, and that FITUR is a great opportunity for relaunching all that. Furthermore, especially, at FITUR 2021 we invite the whole tourism industry to come and enjoy Madrid in the spring, confident in our hope that May will also mark the flowering of business after the long hibernation we have all suffered and want to leave well behind us.*



## UNWTO HIGHLIGHTS

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### Accessibility for tourists with specific access requirements can be a 'game changer' for destinations

The [\*UNWTO Inclusive Recovery Guide – Socio-Cultural Impacts of COVID-19: Issue 1 Persons with Disabilities\*](#), released on the International Day of Persons with Disabilities, is the first one in a series of Inclusive Recovery Guides from UNWTO, produced in partnership with the European Network for Accessible Tourism (ENAT), the ONCE Foundation of Spain and Travability from Australia.

As UNWTO leads the restart of tourism globally, this guide outlines steps that governments, destinations and companies should take to build back better, becoming more inclusive and competitive. It also highlights the importance of placing inclusivity at the centre of recovery plans and provides key recommendations for achieving this.

### Global Tourism Plastics Initiative welcomes 26 new signatories

Led by the World Tourism Organization (UNWTO) and the United Nations Environment Programme (UNEP) in collaboration with the Ellen MacArthur Foundation, the [Global Tourism Plastics Initiative](#) unites the tourism sector behind a common goal of addressing the root causes of plastic pollution.

The initiative, launched in January 2020, now counts on 46 signatories. This illustrates how reducing plastics pollution in tourism remains a priority despite the challenges posed by the COVID-19 pandemic. Among them are the **UNWTO Affiliate Members ABTA, The Travel Association, ANVR, Roteiros de Charme** and, most recently, **Dark Sky**, who have disclosed [their ambitious commitments](#) with regards to the elimination of unnecessary single-use plastics and more.

### 8th edition of UNWTO's Travel Restrictions Report released

According to the latest UNWTO's Travel Restrictions Report, as of 1 November, a total of 152 destinations have eased restrictions on international tourism, while 59 destinations have kept their borders closed to tourists. You can download the full report [here](#).

### 113TH Executive Council will be held in Madrid, Spain, 18-19 January 2021

In accordance with the decision CE/DEC/15(CXII) adopted at its 112th session held in Tbilisi, Georgia, the Executive Council will hold its [113th session](#) in Madrid, Spain, on 18-19 January 2021.



## AMD NEWS

# ADVANCING THE REFORM OF THE UNWTO AFFILIATE MEMBERSHIP LEGAL FRAMEWORK

*The “Working Group for the Reform of the UNWTO Affiliate Membership Legal Framework” held its first virtual meeting on 2nd December 2020, gathering representatives from 13 Member States, along with Affiliate Members and UNWTO experts. This is the first of a series of consultations aimed at agreeing on a reform of the legal framework of the UNWTO Affiliate Membership.*

Dated back from 2011, the existing legal framework contains outdated provisions or lacks some rules and procedures that are needed for today’s modern functioning of the Affiliate Membership.

The proposed reform will modernize the current legal basis to reinforce this important pillar of the Organization. In particular, it will: review the criteria and requirements for admission; better define the responsibilities and operation procedures concerning the Review of Applications for Affiliate Membership; improve the regulation on the withdrawal process; establish the structure, functions and election procedure of the governing bodies, defining the competencies and operation procedures of the Plenary Session and extending the mandate of the Board from 2 to 4 years. It will also set up the basis for the creation of a Committee of Affiliate Members.

The Working Group (WG) for the Reform counts on the participation of Ministerial representatives and public authorities from Argentina, Azerbaijan, China, Colombia, Côte d’Ivoire, Croatia, Egypt, Honduras, India, Iran, Mexico, Saudi Arabia and Spain. Joining them during the first meeting was the Chair of the Board of Affiliate Members, Ms Ana Larrañaga.

Over the coming months, the WG will hold various consultations to fulfill the mandate entrusted by the Executive Council to elaborate and propose an updated legal basis for the management of the Affiliate Membership. During this process, Affiliate Members with solid expertise in different topics will be invited to join as “Observers” to provide input and expertise.

The new legal framework for UNWTO Affiliate Members is expected to be finalized and approved at the 24th UNWTO General Assembly, to be held in Morocco, in autumn 2021.

A dedicated email has been made available [here](#).



From left to right, Ion Vilcu, AMD Director, Alicia Gómez, UNWTO Legal Counsel and Ana Larrañaga, Chair of the Board of Affiliate Members

## AMD NEWS

# AFFILIATE MEMBERS' CONTRIBUTIONS TO THE INTERNATIONAL CODE FOR THE PROTECTION OF TOURISTS

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*Don Hawkins, First Vice-Chair first Vice-President of the Board of UNWTO of Affiliate Members and Professor Emeritus of Management, Tourism Studies and International Affairs of the George Washington (GW) University, has been appointed "Observer" of the Committee for the development of an International Code for the Protection of Tourists. In this role, he will act as the Affiliate Members' representative at the meetings of the Committee. We speak to Don Hawkins about how Affiliate Members can best contribute to the development of this international code.*



### What is the current status of the discussions of the Committee?

*By means of background, the UNWTO Executive Council has welcomed the harmonization and advancement of international standards regarding the assistance to tourists in emergency situations and regarding tourism consumer rights in the post-COVID-19 scenario. These are deemed to be an essential pillar for Member States' efforts to restore tourists' confidence and to achieve a fairer and balanced share of responsibilities among all tourism stakeholders.*

*The mandate of the Committee is to draw from the work produced by the UNWTO – in particular on the draft Convention on the Protection of Tourists and on the Rights and Obligations of Tourism Service Providers as endorsed by the General Assembly in 2017 – and develop a proposal for an International Code that includes minimum standards in emergency situations and consumer rights of tourists in the post-COVID-19 scenario as well as other international emergencies which may occur in the future.*

*Currently, the Committee, composed by 92 member States and one Associate member is working, as a first step, on*

*the standards for the assistance to international tourists in emergency situations.*

### How can the Affiliate Members contribute? Are there particular topics/themes where they can contribute most?

*After its first meeting held with the participation of over 90 Member States, the Committee decided that Members provide their observations on the [Recommendations for the Assistance to International Tourists in Emergency Situations](#).*

*Our UNWTO Affiliate Members are representative of the global tourism sector and should have a voice in the development of this International Code. They can:*

- Recommend the ways and means to rebalance the needs of the industry with government regulations responding to COVID-19 recovery actions.*
- Cope with fragmentation resulting from more restrictive regulations and time limits in some regions, such as relevant European Union directives.*
- Promote good practices and case studies which advocate or support the restoration of consumer confidence and the survival of tourism related business enterprises and jobs.*
- Provide the Secretariat with recommendations for experts in international law and consumer protection or submit your candidature as an individual and independent expert to join the pool of independent experts that will assist the Committee in the drafting and decision-making.*

### What is the procedure to contribute? Is there a timeline for sending contributions?

*Please, send your input to [am@unwto.org](mailto:am@unwto.org) by 15 January 2021, so that we can provide an Affiliate Members consolidated report to the Committee by the end of that month. If you would like to join the pool of independent international law and consumer protection experts that will assist the Committee in the drafting and decision making, send us your CV so that we will forward it to the Secretariat of the Committee for their consideration.*

## AMD NEWS

### ACCESSIBLE TOURISM IS A VERY RELEVANT ISSUE FOR UNWTO”, DIRECTOR VILCU DURING CAT’S WEBINAR ON ACCESSIBLE TOURISM

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*On the International Day of Persons with Disabilities, the director of the Affiliate Members Department, Ion Vilcu, was invited to participate in the second meeting of the webinar series “Let’s talk about Accessible Tourism”, organized by our Affiliate Member the Argentine Chamber of Tourism (CAT) through its Commission of Accessible Tourism.*

During his intervention, director Ion Vilcu highlighted that accessible tourism is a very relevant issue for the UNWTO and encouraged both governments and the private sector not to back down in their efforts towards accessibility during these difficult times for tourism hardly hit by the COVID-19. He stressed out that accessibility must play a central role in implementing inclusive and sustainable tourism policies, and took the opportunity to present the newly launched [UNWTO Inclusive Recovery Guide – Socio-Cultural Impacts of COVID-19: Issue I Persons with Disabilities](#).

Director Vilcu also praised the important contribution of CAT, presented during the recent 42nd Plenary Session of Affiliate Members, on the creation of the [Virtual Library of Accessible Tourism](#) containing all the current legislation in this field applicable in Argentina. This very valuable project is included in the Programme of Work 2021 of the Affiliate Members Department and will be promoted as an example of good practice that can be replicated both regionally and globally.

You can watch the meeting on CAT’s YouTube channel [here](#).



## AMD NEWS

### THE NEW WORKING GROUP ON SCIENTIFIC TOURISM KICKS OFF

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*The members of the Working Group (WG) on Scientific Tourism gathered for their kick-off meeting to exchange views on developing new initiatives and discuss a practical roadmap for 2021. This new niche tourism product has been incorporated into the Programme of Work 2021 of the Affiliate Members Department.*

The meeting, held virtually on 2 December 2020, was convened by Ms Antonia Varela, Director of the Starlight Foundation, and counted on the participation of Mrs. Apolónia Rodrigues from Dark Sky Association, Ms Ana Castañeda from SODEPAL (Sociedad de promoción y desarrollo económico de la isla de La Palma) and Mr Don Hawkins, first Vice-Chair of the UNWTO Board of Affiliate Members and Professor Emeritus of Management, Tourism Studies and International Affairs of the George Washington (GW) University. Joining them were specialists from the Affiliate Members Department (AMD ).

Among the topics discussed was the 1st International Conference on Astrotourism, to be held in Évora (Portugal) from 3 to 5 June 2021, organized by the Starlight Foundation together with Dark Sky Associação. The event will be a breakthrough in the development of this new niche tourism product. The group agreed to meet again in January 2021.



## AFFILIATE MEMBERS NEWS

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### **CETT-UB will train professionals in the tourism sector in the first LGBTI master's degree**

CETT-UB and the Barcelona City Council are promoting the creation of the first LGBTI master's degree, aimed at professionals in the tourism sector, which will start next academic year. Thanks to this partnership, Barcelona will have a pioneering study program to train professionals in the field of tourism for the LGBTI community.

Specifically, the LGBTI master's degree will be addressed to professionals, experts, entrepreneurs, and graduates interested in the tourism sector wishing to acquire up-to-date knowledge and to specialize in managing the tourist offer for this community and also want to understand how to adapt to its needs and new consumer trends.

The curriculum addresses areas such as diversity management, the situation of LGBTI rights worldwide and its effects on tourism, the impact of LGBTI tourism in today's world and in a digital world, LGBTI customer profiles, and their motivations and concerns. Besides, the master's degree will also include the creation of products, good practices, and the adaptation of businesses and destinations to this community (who have been studied to travel three more times than non-LGTBI tourists, stay longer and spend three times more).

It is therefore an innovative international program that will contribute to the progressive transformation of tourism based on knowledge, digitalization, sustainability, and gender perspective.



**Barcelona School  
of Tourism, Hospitality  
and Gastronomy**



**UNIVERSITAT DE  
BARCELONA**



## AFFILIATE MEMBERS NEWS

### Candidacy from Mallorca to INSTO

Mallorca aspires to be a sustainable and regenerative destination, and can only position itself as such in a market that has considered all of its options. The right mix of resources, support services and high-quality products has to be present or developed in a suitable way in a short amount of time.

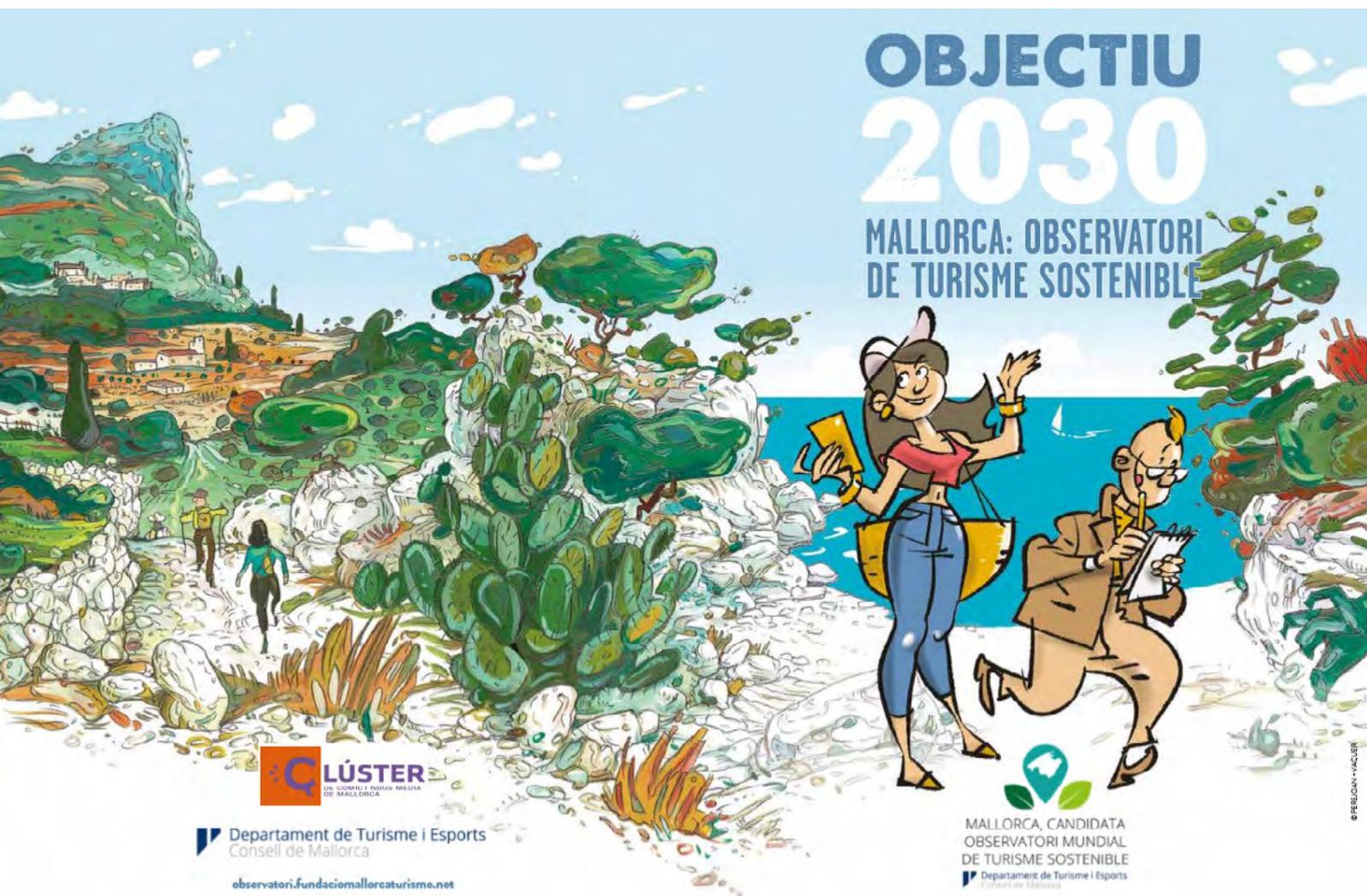
The development of sustainable destinations implies a process in which a territory and its host community generate and reinforce its economic, social and cultural dynamics to allow the different components of tourism and their availability to the market to develop in a smart and responsible way.

To carry out this process, the participation of all agents involved in the destination's tourism is crucial. It is also essential to have a common project with a shared vision that defines the destination's management, as well as a tourism policy and its appropriate management.

Mallorca wants to link its strategic planning to the island's evaluation, including fundamental challenges related to environmental and social sustainability, the identification and proposal of strategic decisions and a set of tourism policies that must be followed in key areas of the island and all of them linked to the global criteria and objectives established in the United Nations sustainable development agenda.

For this reason, and to work with the best tool available at the moment that allows us to achieve these necessary objectives, Mallorca will present its candidacy to become part of the World Tourism Organisation's network of Sustainable Tourism Observatories.

 **Fundació Mallorca Turisme**  
Consell de Mallorca



## AFFILIATE MEMBERS NEWS

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### **The Korea Tourism Organization (KTO) promoted contact-free tourist sites by analyzing big data**

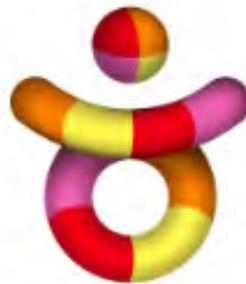
The Korea Tourism Organization (KTO) developed and promoted one hundred contact-free tourist destinations to minimize infection risks and induce safe travels, boosting demand for domestic travel and dispersing travel demand across the country. As a result, despite of the outbreak of Covid-19, number of visits to contact-free tourist sites increased by 45% YOY (approx. 570,000 visitors).

Existing popular tourist sites are exposed to greater infection risks as they are crowded with tourists. This led to a significant and continuous reduction in demand for domestic tours. Therefore, less crowded tourist destinations were proactively developed along with eleven DMOs ahead of peak tourist season to disperse domestic tour demand. This is also part of the strategy to resolve overtourism after COVID-19.

By using big data innovatively, the KTO provided valuable information of less crowded tourist spots for travelers, therefore people could travel without safety concerns. Specifically, through analyzing big data in cooperation with a mobile carrier(KT) and a GPS navigation app(Tmap), the KTO created a contact-free index by quantifying the level of contract-free tours by comprehensively analyzing crowd levels, traffic volume, interest in particular tourist sites

on social media, and current status of infectious disease prevention measures and controls. Tourists can access contact-free tour index for tourist destination which is regularly (weekly) disclosed to the public.

In addition, the KTO grabbed keen interest in contact-free tourism project based on public-private partnership. The KTO chose several digital marketing measures including the joint event with T Map(navigation app) for visitors, the online advertisements on Naver, the largest portal site in Korea, the discount event with a credit card company(BC card) and online promotion using the KTO's website and its own SNS supporters.



KOREA  
TOURISM  
ORGANIZATION  
한국관광공사

Agile response to Covid-19

Korea Tourism Organization's promotion of 100 contact-free tourist sites



## AFFILIATE MEMBERS NEWS

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### **Art Therapy for Children with Learning Disabilities, by Neemrana Group of Hotels**

Children with learning disabilities face many challenges in life and experience emotional struggles. Depression, feeling of loneliness, stress and anxiety are common amongst them. Art therapy can help reduce these negative feelings, foster self-esteem and self-awareness and improve their overall emotional wellbeing.

Neemrana Group of Hotels in association with Kansai Nerolac implemented a pilot project on “Art therapy for children with learning disabilities” in two senior secondary schools in North Delhi. Students with learning disabilities were identified with the help of special educators by using multiple approaches such as academic result of the previous class (Hindi, English, and Mathematics), IQ assessments by using Malin’s intelligence scale for Indian children.

Art therapy was provided by trained therapists. Role-plays and discussions were also conducted to enhance the efficacy of the art therapy. Art therapy had a positive impact on the students and created a stronger learning environment by developing their emotions as well as creating an alternate outlet of expression through art. It helped the students foster self-esteem and self-awareness. The subjects not only had fun exploring their creativity they received therapy too. The counselling intervention through art therapy helped reduce emotional and psychological problems.

Findings of the study suggest that schools should be encouraged to implement art therapy as a counselling intervention for children with learning disabilities. Neemrana Group of hotels has partnered with UNESCO, Delhi and is working towards scaling the results with a larger sample size in Tijara, Rajasthan.



**NEEMRANA**<sup>TM</sup>  
HOTELS



## AFFILIATE MEMBERS NEWS

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### **Centre for Sustainable Development at North Ossetian State University (NOSU) in Russia is developing a tourist prospect to attract tourists to the region**

Targeted information contained in the prospect will allow visiting travelers to get acquainted in advance with useful information and prepare themselves from the point of understanding national culture and traditions of our region. Digital component of this prospect will allow to use it as a guide during the stay, using a number of mobile applications. Content of the prospect aims to promote popularization of handicrafts, souvenirs, gastronomic offers and other touristic elements of local entrepreneurs.

The prospect will make it possible to attach to it and adapt a number of travel offers, not only for domestic tourism, but also for foreign countries in corresponding languages, to promote various types of tourism: gastronomic, mountain, cultural, scientific, religious, medical, rural, sports, ecological, and others, thereby contributing to a favorable image of the region.

Prospect will also be focused on promotion of environmentally sustainable tourism. Other than made of environmentally friendly and recyclable materials, its particular focus will be to promote the use of public transport and cycling in the city, eco-friendly souvenirs, recycling and tourism on eco routes.

The project is part of NOSU's cooperation with the region for effective social and economic development, considering NOSU University's status of Center for Innovative, Technological and Social Development of the region (issued by Russian Ministry of Science and Higher Education).

Established cooperation with our university will allow to establish initial flow of tourists as part of the development of educational tourism among students to participate in courses and summer schools.



## AFFILIATE MEMBERS NEWS

### How Tripadvisor is poised to help the travel industry's post-vaccine recovery by promoting tourism safety

Covid-19 is having a huge impact on the travel industry across hundreds of countries as a result of government mandated restrictions and fears of the virus. Over time, consumers have shifted from “when the pandemic is over” to the “new normal”, changing their approach to travel and their priorities when travelling. The good news - help is on the way with a vaccine that will serve as a catalyst to reboot the industry.

Tripadvisor found 89% of consumers consider cleanliness the most important factor when selecting an accommodation. 65% of consumers won't travel until they'll see physical changes that make them feel safer. Tripadvisor launched the Travel Safe initiative to help consumers find, filter for, and validate health and safety information to feel more confident with their future travel choices, and to help business owners inform travelers for free of the measures that they have implemented in their establishments to keep them safe.

Close to 130,000 properties have added their Travel Safe information on their free Tripadvisor listings. These properties are experiencing a 16% higher Click-Through Rate (CTR) and are recovering up to three times faster compared to properties that didn't update safety information within their listing. Owners should log into their Tripadvisor profiles and add Travel Safe information.

Help us at Tripadvisor help the travel industry share all the amazing initiatives businesses have deployed to keep the hundreds of millions of travelers coming to our platform as safe as possible as the travel industry begins its eventual recovery.



At Tripadvisor, we believe travel is a force for good – it lifts businesses, strengthens communities, and compels us to share our experiences with others. That's why we've created Travel Safe: a new set of tools powered by real travelers, designed to give you peace of mind for when you're ready to start planning again. Learn more about it, below.



### How we're helping travelers

Our COVID-19 Travel Safe tools help you find, filter for, and validate health and safety information, so you can feel more confident with your choices, whether you're planning a trip across town or around the world. Here's what to expect:

#### Health & safety checklists

Hotel owners can share safety measures directly on their Tripadvisor listing: sanitation procedures, mask wearing guidelines, social distancing policies, and more.

#### Search filter

A new filter allows you to easily find which hotels are taking these added safety precautions.

#### Traveler reviews

We've added prompts to the review submission form so you can validate safety measures and share your experiences with other travelers.

#### Q&A with business owners

If you still have questions, you can directly message business owners about their safety measures (or anything else).



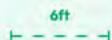
Mandatory face masks



Hand sanitizer available to guests and staff



Staff required to regularly wash hands



Floors marked for social distancing



Regularly sanitized high traffic areas



Linens disinfected between guests



### Helping businesses welcome you again

The Tripadvisor Foundation, the corporate philanthropic arm of Tripadvisor, committed \$1 million to organizations supporting the people and communities around the world most impacted by the COVID-19 crisis.

This support extends to local businesses who have been greatly affected by the pandemic so they can safely welcome you back.

## AFFILIATE MEMBERS NEWS

### Join the Initiative: Crowd Free World

We support the tourism industry during this challenging pandemic, by raising awareness of the safety measures that been put into effect and the potential benefits of travelling now. We believe that many destinations have already implemented the recommended safety measures and best practices and could be potentially be open for tourists.

Our proposal is to visit these destinations and share the experiences acquired there with other potential travelers by providing testimonies of our own safe guest experiences. We publish this information in the form of systematic and objective digital content on our platform and dedicated social media channels. The objective is to promote these destinations and the associated travel and lodging services and create greater awareness of the measures undertaken to ensure safe guest experiences.

Additionally, we conduct an in-depth analysis of the data collected, for publications about best practices in providing safe services and the prevention of COVID-19 spread in the tourism industry. These reports will provide validated data on the extent of implementation of the recommended

safety measures, as well as guidance for those who are interested in attracting more tourists by promoting their adherence to best practices for health and safety.

To successfully accomplish these tasks, we invite the participation of partners and sponsors who would like to promote their touristic destinations and services within the proposed initiative of a Crowd Free World.

Travel must go on!

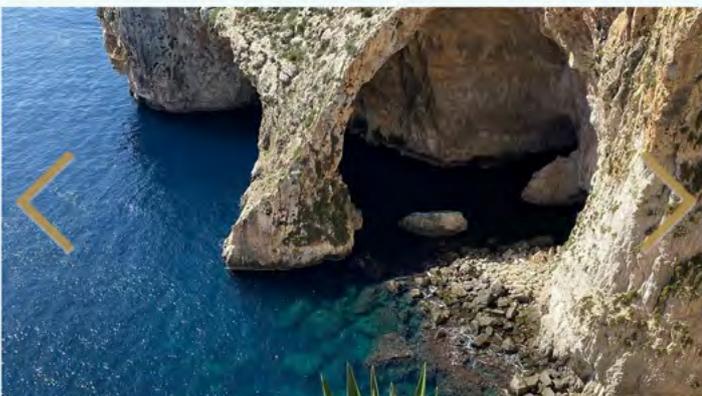
Email: [info@crowd-free.world](mailto:info@crowd-free.world)

Telephone: +41 79 151 18 18.

Web: [www.crowd-free.world](http://www.crowd-free.world)



CROWD-FREE.WORLD  
Travel Blog



**TWO TOURISTS VISIT THE REPUBLIC OF MALTA DURING THE COVID-19 PANDEMIC IN OCTOBER 2020.**



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## Welcome

In every crisis there is an opportunity

So, let's embrace it!

Due to the COVID-19 pandemic, many of us have been moved to a virtual working environment and online learning. We have realized that it's really convenient to advance with our lives while comfortably sitting at home in our pajamas.

More and more businesses are moving online now in an effort to survive the pandemic economy, and today we can visit the best museums virtually or watch a live theater performance from a Grand Opera online. We can order a home delivery meal from a Michelin star restaurant, and certainly chat with our friends via Facebook...

But wait, are we all moving into "The Matrix"???

## AFFILIATE MEMBERS NEWS

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**16th World Leisure Hybrid Congress: submit your abstract today and benefit from free registration to present online!**

The 16th World Leisure Hybrid Congress “Leisure Makes Life Better” aims to provide the space to learn from leading experts in the leisure field and network. We are inviting the entire global WLO community to connect with each other to share and explore new ideas, current challenges and opportunities.

The 16th World Leisure Congress will take place on the 15-21 April in a hybrid mode, giving the opportunity for a face to face and an online experience, no matter where you are. In this uncertain times we are calling the global leisure field community to raise the voice and advocate for the importance and relevance of leisure.

**The abstract submission deadline has been extended to Friday, 18th December 2020!** The 16th World Leisure Hybrid Congress is extending the opportunity to submit your abstracts and giving the possibility to present them in an online mode.

You can find the thematic areas of the Congress [here](#).

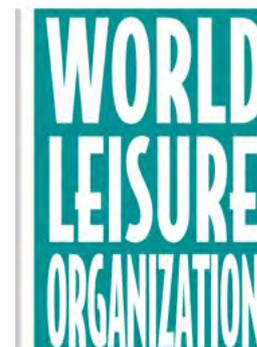
Learn more about the steps and submit your abstract [here](#).

**Registration is now open and we are providing a FREE online registration!** Please, find all the possibilities, steps and register [here](#).

**WL Awards – application submission opportunities are still open!** Current open WL Awards seek to:

- Recognize scholars and whose contributions to the literature have been significant, meaningful, and relevant to advancing best practice and theoretical knowledge.
- Acknowledge our future scholars by recognizing and honoring students who have demonstrated excellence in the area of leisure, recreation, parks or tourism.

Find current available WL Awards on the 16th World Leisure Congress’ webpage [here](#).



# 16th World Leisure Hybrid Congress

April 15 – 21, 2021 Leisure makes life better

## WHAT'S ON! AGENDA OF AFFILIATE MEMBER'S EVENTS 2021

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Check out some of the events organized by the Affiliate Members in 2021, as well as other events welcoming the participation of Affiliate Members! This agenda will be updated regularly to offer you a complete summary of the events organized by our Affiliate Members. If you want your event to be featured in this section, please send us the details at [am@unwto.org](mailto:am@unwto.org).

### **March, 9-12: ITB Berlin 2021. Online.**

Organizer: ITB Berlin Now

[Website](#)

### **March: Seminar on Sustainable Tourism in World Heritage Cities**

Organizer: Ciudades Patrimonio de la Humanidad

[Website](#)

### **April 2021, 15-21: 16th World Leisure Hybrid Congress "Leisure Makes Life Better"**

Organizer: World Leisure Organization.

[Website](#)

### **May 2021: International Conference on Tourism and the Audio-visual Industry Platino Awards Gala**

Organizer: UNWTO, EGEDA, the Tourism Promotion Council of Quintana Roo, Xcaret Group.

Website: TBC

### **May 2021, 19-23: FITUR, the International Tourism Fair in Madrid (Spain)**

Special edition dedicated to the recovery of tourism.

Organizer: IFEMA-FITUR.

[Website](#)

### **June 2021, 3-5: 1st International Conference on Astrotourism in Évora (Portugal)**

Organizer: Starlight Foundation and Dark Sky Associação.

Website: TBC

### **June 2021,12: UN Global Compact (UNGC) Leaders Summit 2021**

Organizers: UN Global Compact

[Website](#)

### **October 2021, 28-29: World Sports Tourism Congress in Lloret de Mar, Catalonia (Spain)**

Organizers: UNWTO and Agencia Catalana de Turismo

[Website](#)

### **October 2021: 24th UNWTO General Assembly and 43rd UNWTO Affiliate Members Plenary Session in Marrakech (Morocco)**

Organizer: UNWTO

Website: TBC



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](mailto:am@unwto.org)