Dear Affiliate Members,

I am pleased to share with you the April 2021 edition of our AM News bulletin.

As you will read in this issue, the development of the Legal Reform of the Affiliate Membership is moving forward at a good pace. In March, we held our third meeting with the members of the Working Group for the Reform of the Legal Framework to debate and exchange proposals on the draft text for the new article 6 concerning the creation and functioning of the future Committee on Matters related to Affiliate Membership. The creation of this Committee aims at improving the integration of UNWTO Affiliate Members with the UNWTO as a whole and, more specifically, with the Member States. I am confident that this new Committee will provide our Membership with a much-needed new governing body, which is currently lacking, to ensure an institutional channel for an effective and fruitful interaction with the Member States.

Another aspect we would like to highlight in this issue is the work developed by two of our UNWTO Working Groups: the UNWTO Working Group on Accessible Tourism and the UNWTO Working Group on Science Tourism. Both are making good progress towards a fruitful exchange of information, expertise and best practices. As a result, in the coming months we will see two interesting outcomes. One is the organisation of the very 1st International Conference on Astrotourism, which will be held in September in Portugal. The other one is the release of a joint report on Good Practices on Accessible Tourism in Rural and Nature Areas, which will be finalized soon. I would like to take this opportunity to thank all active members of the Working Groups for their enormous commitment and dedication.

Finally, as you can see in the agenda of events, we are already preparing an interesting programme of dedicated activities for our Affiliate Members at FITUR 2021, the International Tourism Fair in Madrid (Spain), to be held from 19 to 23 May. You will soon receive more details on the exclusive package that will be offered to our Affiliate Members. Among some activities, we will organize the “AM Corner” at FITUR, an exclusive space for UNWTO Affiliate Members to present their initiatives on tourism recovery to other members and participants. This activity, organized for the second consecutive year, reflects our strong commitment to boosting the visibility of your work at International events like this one.

I would like to encourage you to visit the AMConnected platform regularly to read the latest updates and information on these and other activities, and to keep sharing with us your news.

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

Yours sincerely, Ion Vilcu
May, 19-23: FITUR, the International Tourism Fair in Madrid (Spain)
Special edition dedicated to the recovery of tourism.
Organizer: IFEMA-FITUR.
Website

May, 19-23: Dedicated Affiliate Member’s activities at FITUR in Madrid (Spain)
Organizer: UNWTO Affiliate Members Department (AMD)
Website: Check AMConnected for updates

Meeting of the Working Group on Accessible Tourism “Good Practices on Accessible Tourism in Rural and Nature Areas” (19 May)
Open to all Affiliate Members and to the participants of the Fair.
Website

UNWTO Affiliate Members Corner
A space for UNWTO Affiliate Members to present their work related to the recovery of tourism. (21 May)
Call for presentations is open until 29 April.
Fill out the submission form here.
Open to all Affiliate Members and to the participants of the Fair.
Website

55th meeting with the Board of Affiliate Members (21 May)
Closed to members of the Board of Affiliate Members.
Organizer: UNWTO Affiliate Members Department (AMD)
Website: Check AMConnected for updates

Check out the agenda of events organized by the UNWTO and the Affiliate Members in 2021! For your event to be featured in this section, please send us the details at am@unwto.org.
WHAT'S ON!
AGENDA OF AFFILIATE MEMBER'S EVENTS 2021

June, 2-4: 66th Meeting of the UNWTO Regional Commission for Europe in Athens (Greece) and Conference on Sustainable Coastal and Maritime Tourism
Organizer: UNWTO
Website

June, 15-16: UN Global Compact (UNGC) Leaders Summit 2021
Organizers: UN Global Compact
Website

47th Meeting of the UNWTO Regional Commission for the Middle East in Riyadh, (Saudi Arabia).
Organizer: UNWTO
Website

September, 2-3: 64th Meeting of the UNWTO RC for Africa in Cabo Verde (Africa)
Organizer: UNWTO
Website

September, 8-10: 5th UNWTO Global Wine Tourism Conference in Alentejo (Portugal)
Organizer: UNWTO
Website

September, 9-11: 1st International Conference on Astrotourism in Évora (Portugal)
Organizer: Starlight Foundation and Dark Sky Associação.
Website

September, 27: World Tourism Day “Tourism for Inclusive Growth” in Abidjan (Côte d’Ivoire)
Host: Côte d’Ivoire
Website: TBC

September: Platino Awards Gala “17 Awards, 17 SDGs” and Platino Industria Fair in Madrid (Spain)
Organizer: EGEDA and UNWTO
Website: TBC

3rd Joint Meeting of the UNWTO RC for East Asia and the Pacific and the UNWTO RC for South Asia in Colombo (Sri Lanka)
Organizer: UNWTO
Website

October, 12-15: 24th UNWTO General Assembly and 43rd UNWTO Affiliate Members Plenary Session in Marrakech (Morocco)
Organizer: UNWTO
Website

November, 25-26: World Sports Tourism Congress in Lloret de Mar, Catalonia (Spain)
Organizer: UNWTO and Agencia Catalana de Turismo
Website

6TH UNWTO World Forum on Gastronomy Tourism in Flanders (Belgium)
Organizer: UNWTO
Website
UNWTO HIGHLIGHTS

2021 Global UNWTO Students League: Calling Institutions/Universities Teams to register until 30 April!

UNWTO calls students to participate at this innovative competition that fosters talent development, bridges the gap between studies and the realities of the sector and produces solutions for the Challenges of the Sector aligned with the Sustainable Development Goals (SDGs). Find out more [here].

Governments join sector leaders in backing principles for International Code to Protect Tourists

More than 100 countries, alongside international organizations and leading business groups have agreed to adopt harmonized standards for assisting tourists caught up in emergency situations. The Committee for the Development of an International Code for the Protection of Tourists has agreed on the text of the first two Chapters of the Code, containing seven key principles for a landmark legal code aimed at restoring confidence in international travel in the wake of the COVID-19 pandemic. Read more [here].

The text also incorporates the inputs and contributions from UNWTO Affiliate Members.

UN Agencies Partner for Guide to Help Women in Tourism Recover from Crisis

UNWTO marked International Women's Day 2021 (8 March 2021) with the release of its Inclusive Recovery Guide for women in tourism, compiled in collaboration with UN Women. The Guide provides recommendations to policymakers, businesses and civil society actors in tourism for designing gender-responsive measures in response to the ongoing pandemic.

Women make up the majority of the tourism workforce (54%). An increase in women’s economic and social insecurity combined with the observed rise in unpaid care work and domestic violence have meant that women in tourism have been disproportionately affected by the effects of the pandemic on the sector.

Tightened Travel Restrictions Underline Current Challenges for Tourism

One in three destinations worldwide are now completely closed to international tourism. According to UNWTO’s Ninth edition of the COVID-19 related Travel Restrictions - A Global Review for Tourism, the emergence of new variants of the COVID-19 virus has prompted many governments to reverse efforts to ease restrictions on travel, with total closures to tourists most prevalent in Asia and the Pacific and Europe.
REFORM OF THE AFFILIATE MEMBERSHIP LEGAL FRAMEWORK: SHAPING THE NEW COMMITTEE ON MATTERS RELATED TO AFFILIATE MEMBERSHIP (CMAM).

The Working Group on the Reform of the Affiliate Membership Legal Framework held its third virtual meeting to debate the first draft text on the creation of the future Committee on Matters related to Affiliate Membership (CMAM).

Proposed by the Secretariat as a basis for discussion, the draft text contains the new legal framework for the creation of the Committee on Matters related to Affiliate Membership (CMAM), including its definition, mandate and composition. This part will be integrated into the Rules of Procedure of the Affiliate Members as the new Article 6.

The meeting was chaired by Mr Eduardo Fernández as representative of Spain, the country holding the Presidency of the Working Group. He was accompanied by the Director of the Affiliate Members Department, Mr Ion Vilcu, and the UNWTO legal representative, Ms Alicia Gómez.

Enhancing integration with Member States and UNWTO

The creation of the future Committee on Matters related to Affiliate Membership, aims to improve the integration of UNWTO’s affiliated entities with the whole of the Organization and, more specifically, with the Member States. It seeks to provide the Affiliate Membership with a new governing body, which is currently lacking, to ensure an institutional channel for effective interaction with Member States, and to have the status of a subsidiary body of UNWTO Executive Council.

A period until 31 March was opened for the members of the Working Group -both Member States and Affiliate Members through the Chair of the Board, Ms Ana Larrañaga- to send in written comments and proposed modifications to the draft text. The written inputs received will be incorporated into the revised version of the new article 6 on the Committee on Matters related to Affiliate Membership, which will be submitted for approval at the next meeting of the Working Group on 22 April 2021. Also, at this fourth meeting, members will discuss the first draft proposal for articles 1 to 5 of the current Regulation.
PROMOTING GOOD PRACTICES ON ACCESSIBLE TOURISM IN RURAL AND NATURE AREAS

This has been the theme of a series of meetings organized by UNWTO Working Group (WG) on Accessible Tourism. Some projects shared by the participants will be included in a report that is being developed by the AMD and Red Estable, Chair of the WG.

Coordinated by Michele Pitta, AMD’s Project Specialist, and Daniel Zunzunegui from Red Estable (Spanish Network for Accessible Tourism), and Chair of the WG, this series of meetings allowed participants to present and share their initiatives in accessible tourism, as well as engaging in a fruitful dialog.

The first meeting focused on “Good practices in rural and inland nature spaces”. Participants saw presentations on “Accessibility to the Natural Park Network of the Barcelona City Council” and “Breaking Barriers” by the Catalan Tourism Board; “Forest Trail Bliznec” by the Croatian National Tourism Board; and “Accessible Tourist Attraction Development Project”, by the Korea Tourism Organization.

The second meeting revolved around “Good practices on accessibility in natural spaces in coastal areas”, where the following presentations were delivered: “Beaches for all by re-using plastic” by Red Costarricense de Turismo Accesible (member of the International Social Tourism Organization); “Blue Flag as a promoter for accessible tourism”, by the Foundation for Environmental Education; and “Implementation and certification of a Universal Accessibility Management System for the creation of an assisted bathing point”, by Promoción de la Ciudad de Las Palmas de Gran Canaria.

The third and last of this series of meetings focused on “Accessibility of accommodations, cycling routes, sports and leisure activities and technology”, with presentations by the Catalan Tourism Board on “Can Morei”; the Once Foundation on “Way of Saint James Accessible”; the Commissariat General Au Tourisme (member of the International Social Tourism Organization) on “The Certification of accessible cycling routes in Wallonia”; and the Handisport Mallorca (member of Red Estable) on “Hiking for All: enjoy your abilities with Handisport Mallorca”.

We would like to thank all the participants for sharing their knowledge and expertise, which are a source of inspiration for us in regard to the importance of developing accessible tourism for all!

See you at the Expert Meeting of the Working Group on Accessible Tourism Good Practices on Accessible Tourism in Rural and Nature Areas, which will be held at FITUR 21 on 19 May! See more here.
RUSSIAN COSMONAUT SERGEY VOLKOV JOINS THE MEETING OF THE WORKING GROUP ON SCIENTIFIC TOURISM

The UNWTO Affiliate Members’ Working Group on Science Tourism met to discuss the potential of astrotourism as a new niche market in the tourism offering of rural destinations. Joining them was Russian cosmonaut Sergey Volkov, who has participated in three missions to the International Space Station.

As rural destinations gain prominence in the post-COVID19 tourism landscape, astrotourism is beginning to be seen as an option to further develop the tourism offer in places with zero or near-zero light pollution. This growing tourism trend is a different way of travelling and enjoying nature that includes activities that allow travellers to observe the night skies, and to have a space-related experience on Earth.

The WG on Scientific Tourism invited Russian cosmonaut Sergey Volkov to join their meeting, who has participated in three missions to the International Space Station, spending more than a year in total in space. Mr Volkov highlighted the great potential of scientific-interest tourist destinations, as well as the progress made to date in reducing the cost of commercial spaceflights.

Among the participants were representatives from the Starlight Foundation, Dark Sky® Alqueva, and the Society for the Promotion and Development of the Island of La Palma (SODEPAL). Also, as a special guest was Ms Pamela Duarte, Head of Marketing and Astrotourism for the Coquimbo Region of the National Tourism Service of Chile, a country that has shown great interest in spearheading the development of astrotourism.

One important activity of this WG is the organization of the 1st International Conference on Astrotourism, which will be held on 8 to 11 September in Évora (Portugal), organized by the Starlight Foundation, Dark Sky® Alqueva and the University of Évora, with the support of the AMD.
**NEBRIJA UNIVERSITY HOLDS A SERIES OF WEBINARS ON SMART TOURISM**

The Department of Tourism at Nebrija University (Madrid), in collaboration with the International Federation for Information Technologies and Travel & Tourism (IFITT), is holding a series of three webinars focused on smart tourism and smart destinations. These webinars are aimed at generating debate around the applications and implications of smart destinations development. In a complex and uncertain scenario for travel and tourism, technologies and innovation are called to have a critical role for the recovery of the industry. Moreover, smart destinations offer a new methodology for territories in their progress towards more sustainable and resilient models.

The webinars, to be conducted both in Spanish and English, will involve speakers from innovative tourism companies, public bodies, universities, and consulting firms, and will be open to any interested person, including students and researchers, consultants, destination managers and marketers, technical staff, etc.

This initiative is part of “IFITT Talks”; workshops that foster conversations, help individuals and organizations find partners and network and facilitate knowledge transfer. Discover the specific dates for each webinar and sign up by following our news on Twitter: @NebrijaTurismo [website](#).

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**LEISURE, ADVENTURE AND MUCH MORE THAN A BLAST TO THE PAST IN THE GRANADA GEOPARK**

The Granada Geopark offers a trip to prehistoric times in which you can see extinct fauna - giraffes, mammoths and saber-toothed tigers - meet the first hominids in Europe, discover their dolmens from 5,000 years ago and visit a Bronze Age settlement where the oldest mummified remains in the Iberian Peninsula appeared.

The northern part of the province of Granada has one of the most unique landscapes in Spain: a semi-desert succession of tens of thousands of gullies and badlands surrounded by mountains and the snowy peaks of the Sierra Nevada. In this spectacular geological setting, you can enjoy a variety of leisure and adventure, with trails on foot, horseback, 4x4 or by bicycle and hot air balloon rides over the Negratin reservoir or the spectacular Gorafe deserts.
AFFILIATE MEMBERS NEWS

FREE TRAVEL INSURANCE WITH COVID19 INCLUDED FOR INTERNATIONAL TOURISTS IN MURCIA (SPAIN)

The coverage would be provided in an inclusive way, for all national and international tourists, who travelled to the Region of Murcia, southeastern of Spain, by any means of transport and who stayed in a regulated establishment during their stay, in the period of insurance coverage.

The insured risk would be that of accidents and illness, including Covid-19 in the case of tourists residing abroad, and that of illness due to Covid-19 in the case of tourists residing in the rest of Spain. This difference is justified by the fact that the health insurance that tourists residing abroad usually have contracted are currently excluding their coverage in the case of trips outside their country of residence, precisely as a consequence of the pandemic, thus encouraging them to remain in their countries of origin, so it is interesting to encourage them by covering with this policy the risks that their insurance excludes.

The coverage to consider would be: Medical, surgical, pharmaceutical and hospitalization. Repatriation or return home for health reasons. Repatriation or return due to death. Extension of stay due to quarantine or isolation due to COVID-19.

RE-OPENING THE WORLD: HOW WILL OUR LIVES BE CHANGED BY THE PANDEMIC? IN A NEW REPORT, ALLIANZ PARTNERS LOOKS AT HOW TRAVEL MAY EVOLVE THIS 2021

COVID-19 has been a real turning point for the travel industry: airplanes stayed grounded, train services reduced, cruise ships could not dock because of infected passengers, and restaurants and hotels had to close because of sanitary measures. The post-pandemic period will open a new era of precaution with less spontaneity and more protections against virus.

Sirma Boshnakova, CEO at Allianz Partners, commented: “The coronavirus crisis has led to many changes in how we live our everyday lives, and how customer expectations and behaviours have evolved. We commissioned this report to anticipate and develop the most innovative and effective solutions for our customers to offer them peace of mind now and in the future”.

Read press release [here](#).

Costa Cálida
Región de Murcia

Re-opening the World
Life after COVID-19

The post COVID travel experience will be likely to include:

- Less cabin bags on planes and reduced onboard food to reduce contamination risks & speed-up boarding
- Reduced restaurant opening hours & the removal of self-service buffets
- Slow return of passenger numbers as fear of travel and travel quarantine restrictions limit numbers
- Less business travellers as companies see cost & necessity reduction
- A recovered market for international events (sporting, exhibitions)

These predictions come from Futurist Dr. Hamermesh, commissioned by Allianz Partners to look at how the world may be in 2021.
THE MICHELIN GUIDE DROPS ITS LUGGAGE IN MOSCOW

The MICHELIN Guide has announced its arrival in Moscow and will unveil its first selection this year. The Guide’s inspectors were impressed by the variety of Russia’s culinary heritage and the commitment of its chefs to offer an authentic cuisine built around exceptional local products.

Gwendal Poullennec, International Director of the MICHELIN Guides: “We are particularly enthusiastic about introducing Moscow to foodies! This mysterious and timeless capital city is a culinary gem that showcases not only local Russian products, but also the wonderful diversity of world cuisine.”

“Over recent years gastronomy in Moscow has become a point of attraction for tourists. Today one can find in Russian capital many formats, cuisines and directions, and Moscow restaurants rank the best ones in the main world ratings.” adds Sergei Sobyanin, Moscow Mayor.

The restaurant inspection and the Gala will be held after the restoration of a favourable epidemiological situation in the world.

GUINEATUR’S INITIATIVES, ACTIVITIES AND PROJECTS

GUINEATUR with great passion and dedication joins forces with the Ministry of Culture, Tourism and Craft Promotion in promoting tourist culture for National Tourism and visibility in the international tourist map:

- Creation of a tourist bus for local tours
- Creation of tourist information points
- Creation of sale points of souvenirs made in EG
- Development of ecological routes
- Awareness messages to the medias to promote national tourism
- Souvenirs with recyclable waste and funds for the labs to fight the covid.
- Cultural visits in the time of covid.
- Seminars / Workshops for tourists - Establishments to preserve the distancing and protection measures against covid
- Organization of high-level tourism Webinar
- Campaign to support the hospitality sector in a responsible manner in periods of restrictions.
SANSARA at NOSU University realized a series of 14 regional events, such as:

1) launch of website which provides practical advice for environmentally friendly lifestyle; environmental map of the republic, indicating vegan and vegetarian shops and cafes, thrift shops, ecofriendly goods stores, etc;
2) a series of educational events for schoolchildren;
3) “Fridays for Future” pickets;
4) expansion of recycling system in NOSU University;
5) launch of recycling system in first public space of the region;
6) series of charity sports events and campaigns in support of homeless animals;
7) master classes on design of ecobags.

Events attracted attention of local community and media - over 500 participants and 70 publications in media. Besides residents of the region, events were popular with NOSU University international students, and guests of the region. Furthermore, the events contribute to development of ecological infrastructure of the region, which is a prerequisite for sustainable tourism.

INVITATION TO SUBMIT YOUR ENTRY TO THE ENCYCLOPEDIA OF TOURISM MANAGEMENT AND MARKETING EDWARD ELGAR PUBLISHING LIMITED

The preparation of the Encyclopedia of Tourism Management and Marketing is progressing well. Content will be available online in Spring and a publication in early 2022. You can read the Introduction and Editor’s Statement here.

The Encyclopedia of Tourism Marketing and Management will define the field over the coming years as a key reference. It will consist of 1000 entries, covering cutting-edge topics. It will be published in print and as an eBook.

There is still time to submit your entry and be part of this comprehensive reference book. You can submit it here.

See the available terms here.
The 1855 Bordeaux wines Classification, known to all wine lovers, was published at the request of French Emperor Napoleon III in preparation for the Universal World Exhibition in Paris.

Every year the counsel is organising a workshop for agencies, tour operators and other wine tourism professionals to promote and present the wine tourism offer of the famous destination Médoc, Sauternes and Barsac Chateaux.

This year’s Edition of “Rendez-vous 1855” will take place during “Bordeaux Fête le vin” on Thursday June 17th at Palais de la Bourse (CCI Bordeaux), situated in the historic part of the city that has been recognized on the UNESCO World Heritage List. The event will be combined with a masterclass, a tasting of 1855 Grands Crus Classes selection and a gastronomic cocktail proposed by a selection of Estates Chefs included Lalique restaurant. More here.

VIAFIA is a new, dynamic, refined website that takes no shortcuts in delivering the most pertinent information sought after and necessary for cross-border travel purposes. The clean yet sophisticated look appeals to a much broader audience of users.

VIAFIA is reintroducing itself to the FIA Member Club market with a plethora of interactivity and data. The first version, which is just entering its completion stage allows all Mobility Club participants to engage in site-selected information for a value-added experience.

VIAFIA allows users to upload documents, data, and tailored club design so that users consistently retrieve the most up-to-date information that feels both formal and personal. This information ranges from emission zones and their respective penalties to furniture import regulations.

The FIA is proud to present VIAFIA to its members and look forward to all version updates as the site continues to evolve.
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