Dear Affiliate Members,

I am pleased to share with you our AM News bulletin Vol.30, which features special content dedicated to FITUR 2021 – the International Tourism Fair of Madrid – to be held from the 19th to the 23rd of May.

At the World Tourism Organization (UNWTO), we are actively promoting and supporting the progressive resumption of face-to-face events, in due compliance with the protocols and measures established by the national authorities. From this perspective, we see FITUR 2021 as an important milestone in the roadmap for the progressive and sustainable restart of the sector.

I truly believe that, within the new and hopeful context marked by the advance in the vaccination against COVID-19, FITUR 2021 will be the first great international mobility event in Europe this year.

It is my pleasure to extend a cordial invite to participate in FITUR 2021 to our Affiliate Members. This 2021 edition will focus on the recovery of tourism, and it will offer a wide variety of spaces and activities aimed at showing the future trends in the sector.

The UNWTO Affiliate Members Department (AMD) and the host of the IFEMA/FITUR Fair, an UNWTO Affiliate Member, have jointly prepared a special package for all Affiliate Members participating at the Fair, which includes a series of advantages and benefits, as well as activities specially dedicated to our Membership. You can read all about it in this issue of the bulletin.

We will continue the work to complete and reinforce this package of benefits designed for our affiliates and to keep you updated on the activities at the Fair, with the conviction that this will facilitate a significant presence of our Affiliate Members at FITUR 2021.

In this respect, I would like to encourage you to visit our AMConnected platform regularly to find the latest updates and information on these and other activities of the Affiliate Members Department. Also, please keep engaging and sharing your news and initiatives with us on the platform.

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

Yours sincerely, Ion Vilcu
WHAT’S ON!
AGENDA OF AFFILIATE MEMBER’S EVENTS 2021

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.

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)
Open to all Affiliate Members and to the participants of the Fair.
Website

26-27 May: 47th Meeting of the UNWTO Regional Commission for the Middle East in Riyadh, (Saudi Arabia).
Organizer: UNWTO
Website

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, 7: 66th Meeting of the UNWTO Commission for the Americas (Spain, hybrid)
Organizer: UNWTO
Website

June, 15-16: UN Global Compact (UNGC) Leaders Summit 2021
Organizers: UN Global Compact
Website
## WHAT'S ON!
### AGENDA OF AFFILIATE MEMBER'S EVENTS 2021

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<th>Event</th>
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<tr>
<td>September, 2-3: 64th Meeting of the UNWTO RC for Africa in Cabo Verde (Africa)</td>
<td>UNWTO</td>
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<tr>
<td>September, 8-10: 5th UNWTO Global Wine Tourism Conference in Alentejo (Portugal)</td>
<td>UNWTO</td>
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<tr>
<td>September, 9-11: 1st International Conference on Astrotourism in Évora (Portugal)</td>
<td>Starlight Foundation and Dark Sky Associação.</td>
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<td>September, 27: World Tourism Day “Tourism for Inclusive Growth” in Abidjan (Côte d’Ivoire)</td>
<td>Côte d’Ivoire</td>
<td>TBC</td>
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<tr>
<td>September, 27-2 Oct: Platino Awards Gala “17 Awards, 17 SDGs” and Platino Industria Fair in Madrid (Spain)</td>
<td>EGEDA and UNWTO</td>
<td><a href="#">Website</a></td>
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<tr>
<td>October, 12-15: 24th UNWTO General Assembly and 43rd UNWTO Affiliate Members Plenary Session in Marrakech (Morocco)</td>
<td>UNWTO</td>
<td><a href="#">Website</a></td>
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<tr>
<td>November, 25-26: World Sports Tourism Congress in Lloret de Mar, Catalonia (Spain)</td>
<td>UNWTO and Agencia Catalana de Turismo</td>
<td><a href="#">Website</a></td>
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<tr>
<td>November, 25-26: 6TH UNWTO World Forum on Gastronomy Tourism in Flanders (Belgium)</td>
<td>UNWTO</td>
<td><a href="#">Website</a></td>
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**SAVE THE DATE**

**1 INTERNATIONAL ASTROTURISM CONFERENCE BY STARLIGHT**

8th to 11th of September 2021

Espírito Santo College Auditorium
University of Évora / Portugal

**1 CONFERÊNCIA INTERNACIONAL DE ASTROTURISMO BY STARLIGHT**

8 a 11 de Setembro de 2021

Auditório do Colégio do Espírito Santo
Universidade de Évora / Portugal
Somos turismo
Somos reencuentro

19-23 May 2021
Recinto Ferial
ifema.es
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. FITUR 2021 is taking place from 19 to 23 May 2021 as a special edition dedicated to the recovery of tourism. We talk to María Valcarce, Director of FITUR, to know all the news that the Fair has in store for us!

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”

Director of FITUR, María Valcarce
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.
**SPECIAL FITUR 2021**
**FITUR 2021. “TOURISM IS BACK”**

From 19 to 23 May 2021, FITUR is holding its special Tourism is back show at IFEMA MADRID, with the aim of boosting the recovery of the tourism industry. It will be the first in-person trade fair on the international circuit of big tourism events and will offer a strategic platform for spurring the markets and the resurgence of activity for one of the major drivers of the economy all across the globe.

FITUR 2021 will focus on the need to revitalise the tourism industry, its management capacity and its business intelligence in innovation and sustainability.

**Spain Will Consider Attendance at FITUR 2021 an Essential Travel**

FITUR enjoys strong corporate and institutional backing, in addition to significant support from the Spanish authorities. Spain’s Government has designated attendance at FITUR 2021 as ‘essential travel’ and international trade visitors attending the Fair as ‘highly qualified workers’. This category is recognised under Order INT/657/2020 of 17th July On Travel Restrictions, allowing international travel from third countries to the European Union and associated Schengen countries. Read more [here](#).

**Safe international mobility**

FITUR 2021 will be the first major trial of safe international mobility within Spain. In addition to mandatory PCR tests in the country of origin and rapid in situ tests, a protocol has been developed. This incorporates all measures necessary to control visitor flow and mobility, establish capacity controls and safe distancing, and eliminate direct contact through digital registration. It also incorporates the latest technologies for health safety and visitor counts, and, most importantly, air renewal in the pavilions.

Read more on:

- [Anti-COVID control measures at FITUR 2021](#).
- [Health monitoring at FITUR 2021 seminars](#).
- [Travel information for international exhibitors and visitors at FITUR 2021](#).
SPECIAL FITUR 2021
WHAT’S NEW AT FITUR 2021

FITUR TRAVEL TECHNOLOGY

Featuring tourism-related technological products and services, it will offer visitors the opportunity to meet technology providers and find innovative solutions for next-generation travel.

FITUR LINGUA

A meeting point for tourism industry professionals and the major players in language tourism, an area in which indications point to considerable tourist flows in the coming years, favouring new business opportunities for operators, companies, institutions and destinations.

FITUR WOMAN

A new platform for awareness-raising, debate and dialogue focused on advancing the role of women in the tourism industry, with a focus on leadership and sustainability.

FITUR CEAV B2B

A new space aiming at promoting business meetings between travel agencies and tourism industry suppliers.

FITUR LIVE CONNECT

This new digital tool will be offered alongside in-person participation, available via App and web from 5 May til 4 June 2021. Professionals can get connected and access special additional content, featuring high-interest programming and contact lists that will substantially expand the network of professional and commercial relationships generated during FITUR.

Check it out in Spanish and English.
A specialised area devoted to talent, skills and professional training as the linchpins for growth for tourism companies.

With the theme “Destinations for Diversity”, it will showcase destinations committed to developing gay-friendly tourism, and also new destinations that have decided to enter this market.

The B2B meeting point for tourism industry supply and demand, geared towards meetings, conferences and business travel.

A chance to network with all players involved in live music festivals and all kinds of cultural events (dance, theatre, opera, exhibitions, art and more), as well as sporting events and competitions.

A platform that connects the tourism and film industries, enhancing awareness of this growing tourism segment, as well as trade opportunities and development proposals for both sectors.

A space for Spanish tourism companies to showcase their potential, services and tourism products to buyers from other international markets. Jointly promoted by FITUR and SEGITTUR, with the collaboration of ICEX Spain Export and Investment.

It will offer four independent forums, focusing on businesses, destinations, sustainability and future trends. New approaches to the future of tourism can be explored alongside a showroom displaying the ‘hotel of the future’.

A space for promoting good practices in tourism focused on sustainability. Dedicated to identifying tourism initiatives that contribute to gender equality and women’s empowerment.

The meeting point for all actors involved in medical tourism and wellness tourism.
The UNWTO Affiliate Members Department, in collaboration with the UNWTO Affiliate Member IFEMA/FITUR, host of the Fair, have jointly prepared a special package for all Affiliate Members attending the Fair!

To request any of the below benefits and to register your attendance to the dedicated activities for Affiliate Members please fill out this online form. Also, you can contact us at am@unwto.org.

**BENEFITS FOR AFFILIATE MEMBERS**

**Complimentary Entrance**

- Two complimentary tickets for each Affiliate Member for the entire Fair (19-23 May).
- Tickets will be sent to you via email as a QR code.

**Free Access to FITUR LIVE CONNECT**

- An innovative platform designed as a meeting point for professionals in the sector, a space for networking, training, promotion and generator of contacts and business opportunities.
- Accessible via App and web from 5 May to 4 June 2021.

**Free use of B2B spaces**

- Professional B2B spaces for you to organize your meetings.
- B2B spaces need to be reserved if advance.
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<tr>
<th><strong>EXPERT MEETING ON “GOOD PRACTICES ON ACCESSIBLE TOURISM IN NATURE AREAS”, 19 MAY</strong></th>
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| The Affiliate Members Department and the UNWTO Working Group on Accessible Tourism will celebrate this Expert Meeting aimed at increasing awareness and knowledge about accessibility in tourism.  

The event will provide the perfect platform for experts to share examples of best practices on accessible tourism in nature areas. Some of these examples will be featured in the publication “Accessibility and inclusive tourism development in nature areas”, prepared jointly by the Working Group on Accessible Tourism and the AMD.  

**Date:** May 19, 2021.  
**Time:** 17:00 - 19:00h (Madrid time).  
**Where:** FITURNEXT, IFEMA.  
**Participants:** Open to all visitors of FITUR 2021, with a limited capacity of 40 attendees. Priority will be given to the attendance of UNWTO Affiliate Members.  
**Website** |

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<tr>
<th><strong>UNWTO AFFILIATE MEMBERS CORNER ON “TOURISM RECOVERY”, 21 MAY</strong></th>
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| The Affiliate Members Department is making available this dedicated space for all UNWTO Affiliate Members to: showcase your projects and initiatives, share your knowledge and expertise, gain greater networking opportunities and increase the visibility of your activities at this important international tourism fair.  

During this 3-hour session, a group of previously selected Affiliate Members will showcase their inspiring initiatives, projects and ideas aimed at accelerating the recovery of tourism.  

**Date:** May 21, 2021.  
**Time:** 10:00-13:00h (Madrid time).  
**Where:** Room “Sustainability”, FITURTECHY, IFEMA  
**Participants:** Open to all visitors of FITUR 2021, with a limited capacity of 60 attendees. Priority will be given to attendance of UNWTO Affiliate Members.  
**Website** |

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<th><strong>MEETING WITH THE BOARD OF THE AFFILIATE MEMBERS, 21 MAY</strong></th>
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| The Affiliate Members Department is organizing the 54th Meeting with the members of the Board of the Affiliate Members in the framework of FITUR 2021.  

**Date:** May 21, 2021.  
**Time:** 11:00h (Madrid time).  
**Where:** Convention Centre (TBC), IFEMA.  
**Participants:** Closed to the Members of the Board of Affiliate Members.  
**Website** |
This is the preliminary programme of activities organized by the UNWTO during FITUR 2021. For the latest information, please check out the online version here.

**MONDAY, 17 MAY**

10:00 – 17:00  **UNWTO SDG Global Start-up Competition:** [Start-up Masterclass](#)
Meet the winners

11:00 – 13:30  **Workshop:** Enabling Frameworks for Tourism Investments during COVID-19

**TUESDAY, 18 MAY**

09:00 – 14:00  **UNWTO SDG Global Start-up Competition:** [Final event](#)

**WEDNESDAY, 19 MAY**

17:00 – 19:00  **Experts meeting on Accessible Tourism:** Good Practices on Accessible Tourism in Rural and Nature Areas
FITUR NEXT, IFEMA.

**THURSDAY, 20 MAY**

10:30 – 13:15  **Innovation as a driver of education** (event in English/Spanish).
FITUR TALENT, IFEMA.

**FRIDAY, 21 MAY**

10:00-13:00  **AM Corner: Forum Focused on Tourism Recovery** - for UNWTO Affiliate Members to present their work to other Members and participants present at FITUR.
Sala “Sostenibilidad”, FITURTECHY, IFEMA.

11:00-13:00  **54th Meeting of the Board of Affiliate Members**
Conventions Center (TBC), IFEMA.
UNWTO HIGHLIGHTS

UNWTO and Facebook Partner to Support Members States to Leverage Digital Marketing to Restart Tourism

The UNWTO and Facebook have partnered to help global destinations make use of the power of digital marketing as they look to welcome tourists back safely. Over the past year, the United Nations specialized agency for tourism has been supporting its Member States on a series of initiatives relating to market intelligence and marketing.

Now, as tourism begins to restart in some parts of the world, a series of special sessions were held jointly with Facebook to deliver a range of key insights into how the effective use of digital marketing can help destinations gain a competitive advantage in the challenging months ahead. Read more here.

UNWTO, ONCE Foundation and ENAT - Delivering Accessible Tourism for All

The UNWTO, the Spanish ONCE Foundation and the European Network for Accessible Tourism (ENAT) have agreed to extend their partnership agreement for a further four years to ensure that their work to improve accessibility, in every part of the tourism value chain, continues during and beyond the pandemic.

The joint work will continue to focus on the promotion of good practices during the current crisis, the application of standards, the measurement of accessible tourism, as well as labour inclusion and institutional disability inclusive policies. Read more here.

Ibero-American leaders urged to embrace tourism as driver of development

The unique power of tourism to drive sustainable development was made clear as UNWTO took part in the 27th Ibero-American Summit of Heads of State and Government in Andorra. With a special focus on the role of innovation in sustainable development, the hybrid summit united leaders of the 22 Spanish and Portuguese-speaking countries of Latin America and Europe.
UNWTO-IATA DESTINATION TRACKER, A JOINT INITIATIVE BY THE AFFILIATE MEMBERS DEPARTMENT AND IATA

The UNWTO-IATA Destination Tracker is the result of a fruitful and permanent collaboration between the UNWTO Affiliate Members Department and IATA with the common goal of boosting traveler’s confidence and accelerating recovery of the tourism sector when borders reopen.

The United Nations World Tourism Organization (UNWTO) and our Affiliate Member IATA, the International Air Transport Association, have jointly announced the new Destination Tracker, the first free online tool for Governments to provide information on COVID-19 requirements for travel and the measures in place at the destinations.

Since the outbreak of the COVID-19 crisis last year, the Affiliate Members Department has led the development of this tool in cooperation with IATA, providing the necessary coordination and bringing to the project the skills and expertise of specialists from other relevant UNWTO departments, such as the Tourism and Market Intelligence Department and the Competitiveness Department.

As a result of this joint effort, the Destination Tracker is now available for free on the websites of both Organizations. The tool contains useful and up-to-date information by country on:

1. COVID-19 indicators, such as positivity and infection rates and vaccination roll-outs.
2. Air Travel regulations, including test and quarantine requirements.
3. Destination measures, such as the use of face masks, transit through countries, curfew, or regulations related to restaurants, services, and tourist attractions.

The Affiliate Members Department is very pleased with the outcome of this project, which represents a great example of a fruitful public-private partnership between the UNWTO and its Affiliate Members.

We hope that this tool will contribute to boosting travelers’ confidence in international travel and to the restart of the tourism sector!

Access the Destination Tracker [here](#).
FINAL TEXT ON THE “COMMITTEE ON MATTERS RELATED TO AFFILIATE MEMBERSHIP (CMAM)” APPROVED

Following its approval at the 4th meeting of the Working Group on the Reform of the Affiliate Membership Legal Framework (WG-AMLR), held virtually on 22 April 2021, the text will be incorporated into the future Regulation of the Affiliate Members as the new article 6.

New name and enhanced benefits for the Membership

The “Committee on matters related to Affiliate Membership (CMAM)” is the result of broadening the mandate and tasks of the existing “Committee for the Review of Candidatures of the Affiliate Membership”, whose mandate is to review and approve the new candidatures for Affiliate Membership. This Committee reports directly to the UNWTO Executive Council, which approves its recommendations and submits them to the UNWTO General Assembly for approval. It is composed of Member States and the Chair of the Board of the Affiliate Members, who does not have the right to vote. The establishment and functioning of this Committee is defined in an old General Assembly Resolution of 1985, and not in the Regulation of the Affiliate Members.

The reform seeks to improve this existing Committee with the aim to, on the one hand, broaden its capacities to review candidatures and to improve the eligibility criteria for new members. And, on the other hand, to expand its mandate and functions so that Affiliate Members can effectively share, consult and discuss their proposals on important membership-related matters directly with Member States in the framework of this Committee.

As a consequence, and after incorporating comments to the first draft text proposed, it has been decided that this Committee will be renamed: Committee on matters related to Affiliate Membership (CMAM).

Direct interaction with Member States and UNWTO Governing Bodies

Thanks to this reform, Affiliate Members will have a direct, dedicated, and effective institutional channel -which they lacked until now- that will significantly improve their integration with the Member States and with the Governing Bodies of the Organization.

Within the framework of this Committee, the Affiliate Membership will be able to share their proposals and important issues directly with the Member States, so that the latter can present and/or support them at the UNWTO Executive Council.

Furthermore, the Affiliate Members will enjoy greater visibility and influence through this Committee, as it will be solely and exclusively dedicated to dealing with Membership-related matters, unlike other UNWTO Bodies composed of Member States.

Another important improvement is that the text regulating its functioning has been included as a new Article 6 of the future Regulation of Affiliate Members. This aims to facilitate that Affiliate Members can find all legislation affecting the Membership in a single document.
For 20 years, Skål International has recognized best practices in sustainable and responsible tourism around the world. As Affiliated members of the UNWTO, Skål International created the Sustainable Tourism Awards (STA) following the United Nations declaration of 2002 as the Year of Ecotourism and the Mountains.

In its 20th edition, Skål International is continuing its partnership with Biosphere© and the Responsible Tourism Institute to give the “Skål Biosphere Sustainable Lifestyle Special Award” presented to one of the winners of the awards. The winner will be selected based on the Responsible Tourism Institute’s pillars of sustainability.

To apply for Skål International STA 2021 and for more information on eligible entities, projects, and categories, please visit our web.

The STA ceremony will take place during the Opening Ceremony of our Skål International World Congress 2021 that will be held in Quebec next December.

For any queries, please contact us here.

Technology is essential in today’s societies, and Tourism is no exception. ICTs are changing the dynamics of supply, markets and logistics, bringing a variety of new fields to the table such as Big Data, e-commerce systems, online reputation and artificial intelligence, to name a few.

Moreover: today, amid a long and hard pandemic, technology and digitalization are proving themselves to be the tools for the survival of millions of SMEs, of which the Tourism sector is mainly composed of.

Those themes, among others, will be addressed at the XIII TURITEC - ICT and Tourism International Conference, which will be held in Málaga, European Capital of Smart Tourism 2020, on the 25 and 26 October 2021. Communications will have the opportunity to be published in TURITEC’s Partner Journals.

Call For Papers – Deadline: June, 6th 2021 – Submit Website
Enquiries: turitec2020@uma.es
PROFESSIONAL CERTIFICATE IN SUSTAINABLE TOURISM DESTINATION MANAGEMENT – SUMMER 2021 PROGRAM

The coronavirus pandemic that has crippled the tourism industry demonstrates the urgent need for a sustainable leadership approach that focuses on resiliency, resourcefulness and efficiency.

The George Washington University’s Professional Certificate in Sustainable Tourism Destination Management prepares tourism professionals to manage destinations with the future in mind, providing participants with strategic and practical tools needed to operate in today’s tourism landscape.

The program is offered by the International Institute of Tourism Studies, a world-class research and education center that has been a thought leader in sustainable tourism development and education for over 30 years. Course topics include: enhancing the sustainability of destinations, developing tourism products, establishing visitor markets, minimizing negative impacts of tourism, and addressing crises.

Taught by experienced tourism professionals, the online courses feature live lectures, real-world case studies and essential insights—all in a flexible and interactive format. See additional program details or register for June 2021 courses.

THE RECONFIGURA DESTINO INITIATIVE FOR TOURISM RECOVERY

In response to the call for action from UNWTO for tourism recovery, the World Centre of Excellence for Destinations (CED) and its partners in Latin America have launched the Reconfigura Destino initiative. The aims of this initiative are twofold: to strengthen good governance of destinations at the local level and to develop of digital skills.

The conceptual model from which the initiative was developed is comprised of three dynamic capabilities (Sensing, Seising, Reconfiguring) and four pillars (Governance; Technology; Collaborative Innovation; New Job Opportunities).

To date, the initiative has been implemented in 30 destinations in Latin America Spanish-speaking countries. In collaboration with CED’s partners in Africa, Brazil and the Caribbean, this initiative will also be implemented in English, French, Arabic and Portuguese-speaking countries.
PROMOTE YOUR HOTEL AS A SAFE TRAVEL DESTINATION WITH CROWD FREE WORLD!

During the COVID-19 Pandemic many hotels have closed their doors, but your hotel has been able to open to tourists! It has been reported that some 70 % of travelers say they will not travel until they see that it’s safe.

To support the tourism industry during the Pandemic we want to inform the public about the procedures that the tourism sector had implemented to ensure that it is safe to travel to some destinations during the Pandemic.

The Crowd Free World initiative is a non-commercial initiative aimed at the promotion of destinations that are open and safe to visit during the pandemic. The crowd free world website and its dedicated social media platforms were created to communicate this information to potential travelers.

To share your experiences with the rest of the world and showcase your hotel’s best practices during these challenging times, please get in touch with us to schedule an interview.

Crowd Free World Team: info@crowd-free.world

SMART TOURISM IN THE GREATER BAY AREA FORUM

Taking the theme “Big Data, AI and Ecosystem”, the Smart Tourism in the Greater Bay Area Forum will be held in Hong Kong on 21 May 2021. The forum will be organised by the School of Hotel and Tourism Management (SHTM) of The Hong Kong Polytechnic University in collaboration with the Hospitality and Tourism Research Centre of the SHTM, School of Tourism Management of Sun Yat-Sen University and Macao Institute for Tourism Studies.

Held both offline and online, the forum will serve as a bridge connecting research and practice for smart tourism development in the Greater Bay Area (GBA). It will provide a platform for researchers and stakeholders to share and exchange experiences and development strategies relating to smart tourism, thereby promoting technology and knowledge spillovers across borders in the GBA.

The forum will cover a broad range of topics relating to both conceptual and technical aspects of modern tourism and big data, such as: Emerging Issues in Tourism in the GBA, Information and Technology Development and Smart Tourism in the GBA, Big Data and Their Ecosystems, Innovation and Entrepreneurship, and more.

See the Forum Programme here.
Enquiries: smart.gba@polyu.edu.hk
Website.
HEALTH AND SAFETY OF THE UTMOST IMPORTANCE FOR CROATIA

Due to its good epidemiological situation, Croatia was recognized as a safe destination last year, and safety continues to be the focus in 2021. A national label called Safe stay in Croatia has been designed as an important element in establishing Croatia as a safe and desirable destination. It is also intended as an incentive for all stakeholders in the travel chain – from gas stations to airports, ferries, hotels, marinas, private apartments, museums and other attractions, to continue adhering to epidemiological measures.

In addition, Croatia is one of the first countries to start vaccinating tourism workers. The vaccination of permanent and seasonal tourism workers will begin soon.

Croatia is also discussing the establishment of additional locations for testing tourists and the education of individuals who will conduct the testing in accordance with the instructions of the Croatian Institute of Public Health.

FOREIGN VISITOR COVID-19 TESTING VIA ZAGREB TOURIST BOARD’S VISITOR CENTER

Zagreb Tourist Board (ZTB) has enabled testing for all foreign visitors staying at least one overnight in commercial accommodation in the city, via its Visitor Center at the address Trg bana Josipa Jelačića 11 (Jelačić Square).

The testing is organized during weekends, holidays and non-working days when the availability of tests is less widely available. It’s carried out in an ambulance vehicle next to the Visitor Center and a prior notice of at least 24 hours is obligatory. Depending on the requirements, visitors can be tested by PCR or antigen methods. Antigen test results are ready within 15 minutes, while PCR results take up to 24 hours to arrive, therefore, careful planning of testing hours is recommended.

On all other days, testing can be done at public institutions and private labs, as well as hotels.

More info on this [LINK](#).
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