



AMNEWS

The bulletin of UNWTO's Affiliate Members from the tourism sector

VOL. 32
JUN 2021



Dear Affiliate Members,

I am pleased to share with you the Vol. 32 of our AM News Bulletin.

May has been the month of FITUR, the Madrid International Tourism Fair. Despite the challenges posed by the crisis, the organization of this big in-person event sent a clear message: the tourism sector is ready to restart.

At the UNWTO Affiliate Members Department we tried to make our participation as consistent as possible, by organizing several activities such as the Expert Meeting on Accessible Tourism, the Affiliate Members Corner, and the Panel of Experts on Screen Tourism in collaboration with Netflix. I am very proud of the level of participation and interest showed towards these events and I take this opportunity to thank all the organizations which supported us.

Now it is time to focus on the implementation of all the other projects and initiatives included in our Programme of Work. As you know, we are making great progress in the process of reform of the legal framework of the Affiliate Members, which is a priority as it will enable us to provide better services and add value to the membership.

Furthermore, we continue developing the activities of our Working Groups. In particular, I refer to the WG on Accessible Tourism, whose main outcome, the publication “Accessibility and Inclusive Tourism Development in Nature Areas” is now available in the UNWTO E-Library, and the WG on Scientific Tourism, which is advancing towards the organization of the 1st International Conference on Astro tourism that will take place in Evora (Portugal) from 8-11 of September.

We are also finalizing a global report on Screen Tourism and Cultural Affinity in collaboration with Netflix, as part of our commitment towards the priority line of action Tourism and Audiovisual industry. It will be soon available in our E-Library.

Lastly, we are working on the organization of two important events: the Platino Awards Gala “17 Awards, 17 SDGs”, in collaboration with EGEDA, that will be held in Madrid from 27 September – 2 October, and the World Sports Tourism Congress with the Catalan Tourism Board, that will be celebrated in Lloret de Mar the 25-26 of November.

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.

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.

June, 24: 66th Meeting of the UNWTO Regional Commission for the Americas and Ministerial dialogue: reactivation of the tourism sector for inclusive growth (Virtual)

Organizer: UNWTO

[Website](#)

September, 2-4: 64th Meeting of the UNWTO Regional Commission for Africa and 2nd UNWTO Global Tourism Investment Forum in Africa, Sal Island (Cabo Verde)

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, 27-2 Oct: Platino Awards Gala "17 Awards, 17 SDGs" and Platino Industria Fair in Madrid (Spain)

Organizer: EGEDA and UNWTO

Website: TBC

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

Organizer: UNWTO

[Website](#)

October, 14: 1st Tourism Naturally Online Symposium: Rethinking Sustainable Experience (Virtual)

Organizer: Deggendorf Institute of Technology

[Website](#)

October, 31 – November 1-2: 6th UNWTO World Forum on Gastronomy Tourism in Flanders (Belgium)

Organizer: : UNWTO

[Website](#)

November, 25-26: World Sports Tourism Congress in Lloret de Mar, Catalonia (Spain)

Organizer: UNWTO and Agencia Catalana de Turismo

[Website](#)

Date TBC: 33rd Joint Meeting of the UNWTO Regional Commission for East Asia and the Pacific and for South Asia in Colombo (Sri Lanka)

Organizer: UNWTO

Website: TBC

THE WORKING GROUP ON THE REFORM OF THE AFFILIATE MEMBERSHIP LEGAL FRAMEWORK HELD ITS 5TH MEETING

The 5th meeting of the Working Group for the Reform of the Legal Framework for Affiliate Membership took place on 1 June 2021.

The meeting was chaired by Spain, the country holding the Presidency of the Working Group, represented by Mr Eduardo Fernández Palomares. He was accompanied by Mr. Ion Vilcu, Director of the UNWTO Affiliate Members Department, and Mr. Miguel Ángel Susino from UNWTO's Legal Department.

At this meeting the WG-AMLR approved by consensus the amendments to articles 1 to 5 of the Rules, related to the Affiliate Membership. These changes include, among other issues, a better definition of the profile of candidates eligible to join the UNWTO Affiliate Membership and solid admission criteria for new members.

The proposed text for the last articles of the Rules (Articles 7 to 13) was also presented. These amendments aim to provide a more specific and clearer framework for the Plenary and the Board's functions and procedures.

Next steps:

1. **18 June:** Deadline for the Secretariat to prepare and send the revised text of articles 7 to 13, including contributions received from WG-AMLR Members. The consolidated text with all amended articles of the new Rules also will be sent.
2. **24 June:** Date of the 6th meeting of the WG-AMLR. During the meeting, the revised text of articles 7 to 13, and the consolidated text of the Rules of Procedure will be submitted for adoption of the WG-AMLR.
3. **8 July:** Date of the 7th meeting, if finally deemed necessary.



3RD MEETING OF THE WORKING GROUP ON SCIENTIFIC TOURISM

The Working Group on Scientific Tourism conveyed its third meeting on 8 June 2021. Representatives from the Starlight Foundation, the George Washington University, Dark Sky@ Alqueva and the Society for the Promotion and Development of the Island of La Palma (SODEPAL) attended the meeting.

Among the topics discussed were the upcoming I International Astrotourism Conference by Starlight, which will be held in Évora, Portugal, 8-11 September.

Information on the programme, speakers and how to register can be found [here](#).

The “tourism of the stars”, or Astrotourism, promoted by the Starlight Foundation is an emerging, high-quality and innovative modality of sustainable and responsible tourism, which in turn is a driver of the local economy. It combines the observation of the sky with activities related to this natural resource; starts, galaxies and the dissemination of astronomy.

In order to respond to the growing interest in this kind of tourism, the Working Group also discussed the development of a “Guide for the creation of the Astrotourism product in destinations”. This guide would be aimed at providing comprehensive information for tourism administrations at different levels on how to get it started with Astrotourism, giving them the chance to further diversify their tourism offer.

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**I INTERNATIONAL ASTROTOURISM
CONFERENCE BY STARLIGHT
8th to 11th of September 2021**
Espírito Santo College Auditorium
University of Évora / Portugal

**I CONFERÊNCIA INTERNACIONAL
DE ASTROTURISMO BY STARLIGHT
8 a 11 de Setembro de 2021**
Auditório do Colégio do Espírito Santo
Universidade de Évora / Portugal

INFORMATION / INFORMAÇÕES:
starlight.conference.2021@darksyalqueva.com

ORGANIZATION / ORGANIZAÇÃO:
DARK SKY

CO-ORGANIZER / CO-ORGANIZADOR:
UNIVERSIDADE DE ÉVORA

CIDEHUS

with the participation of
UNWTO

AMD NEWS

THE PUBLICATION “ACCESSIBILITY AND INCLUSIVE TOURISM DEVELOPMENT IN NATURE AREAS” AVAILABLE IN THE UNWTO E-LIBRARY

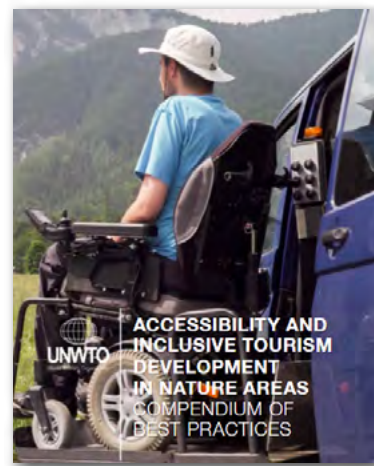
Within the framework of the Expert Meeting on Accessible Tourism held at FITUR, the UNWTO Affiliate Members officially launched the publication “Accessibility and Inclusive Tourism Development in Nature Areas – Compendium of Best Practices”.

[This publication](#), now available in the UNWTO E-Library, is the result of the work carried out in the last months by the Working Group on Accessible Tourism, coordinated by the Affiliate Members Department and chaired by the Spanish Network for Accessible Tourism (RedEstable).

This compilation of best practices and the conclusive recommendations are a joint effort showcasing case studies that deserve visibility due to the outstanding way they have provided innovative, inclusive and sustainable solutions that provide access to nature for all. Furthermore, the publication also raises awareness on a fundamental mission for the tourism sector, namely: making tourism development in nature areas more inclusive and accessible for all.

We are currently working on making the publication accessible, so enabling persons with visual impairments to access to its contents!

I strongly encourage you all to share with your partners, colleagues and other stakeholders to promote accessibility as a fundamental right.



CALL FOR PAPERS – WORLD SPORTS TOURISM CONGRESS

As part of the organization of the World Sports Tourism Congress, that will take place in Lloret de Mar, Catalonia (Spain) from 25-26 November 2021, the UNWTO and the Catalan Tourism Board invite academics, researchers, and industry practitioners to submit their thoughts on innovative ideas and future research topics in the form of thought-provoking essays and posters for its consideration. The role of the Scientific Committee that was created is to stretch the thinking and move the future agenda in different directions. Its special session that will be celebrated during the Congress should move away from the traditional form of academic papers and, instead, encourage new ways of presenting innovative ideas, creative thinking, and research proposals.

It is worth to underline that no one is excluded from making a submission. In the first instance, the submissions should be in a written format, but the Committee is open to suggestions as to how the ideas can be presented in their final format during the Congress (i.e., podcast, videos or other new media).

All the technical details on how to submit your essays and posters can be found [here](http://www.unwto.org/world-sports-tourism-congress). The deadline for submission is 30th June 2021.

World Sports Tourism Congress 2021 CATALONIA

(www.unwto.org/world-sports-tourism-congress)



A CALL FOR THOUGHT PROVOKING ESSAYS AND POSTERS ON INNOVATIVE IDEAS AND FUTURE RESEARCH TOPICS TO BE DISCUSSED AT A SPECIAL SESSION TO BE HELD DURING THE CONGRESS

UNWTO HIGHLIGHTS

UNWTO makes History with Opening of First Regional Office in the Middle East

On 26 May the UNWTO has opened its first Regional Office for the Middle East, bringing the United Nations specialized agency closer to its Members and advancing on its commitment to guiding the development of tourism in every global region.

The new office will serve as a hub for UNWTO to coordinate policy and initiatives across its 13 Member States in the region. This includes a number of tourism projects and products among the new “Best Tourism Villages by UNWTO”. Alongside this, Riyadh will also be home to an expanded UNWTO International Tourism Academy, providing opportunities for people of all backgrounds from across the region, including women and youth.

UNWTO Secretary-General Zurab Pololikashvili said: “The first UNWTO Regional Office will be a centre of conversation, debate and decision-making and bring hope to many people across the region allowing them to enjoy the social and economic benefits only tourism can deliver.”

The United Nations Secretary-General António Guterres congratulated UNWTO on the occasion, saying “I believe that this Office will help the Middle East region recover its tourism sector as well as support the growth of rural tourism development worldwide”. More information [here](#)

47th UNWTO Regional Commission for the Middle East held in Riyadh

On 26-27 May, the 13 Members of the UNWTO Regional Commission for the Middle East met in Riyadh. High on the agenda was adopting a coordinated approach to developing unified protocols for safe and responsible travel throughout the region.

The UNWTO Middle East Member States have agreed to harmonize travel protocols and reinvigorate regional travel through developing a common framework to reopen international borders, creating Public Health Corridors between destinations to relaunch hotspot destinations, and implementing a common digital health solution to facilitate travellers’ experience.

At the same time, in Riyadh, UNWTO announced a new landmark collaboration with the World Bank and Saudi Minister of Tourism to work together towards the activation of the Tourism Community Initiative and the establishment of a global Multi-Donor Trust Fund exclusively devoted to tourism.

More information [here](#).



UNWTO HIGHLIGHTS

66th UNWTO Regional Commission for Europe held in Athens

The European Member States of the UNWTO have met in Athens on the occasion of the 66th meeting of the Commission for Europe to advance the safe and sustainable restart of tourism across the region. The meeting counted on an unprecedented level of member representation and enjoyed political support of the highest level, with the participation of the Greek Prime Minister Kiriakos Mitsotakis and the Vice President of the European Commission Margaritis Schinas.

The meeting focused on the practical steps UNWTO is taking to guide the restart of tourism and support the millions of jobs and businesses across Europe that are reliant on the sector. This includes the strengthened partnership with the European Bank of Reconstruction and Development aimed to deliver technical assistance designed to drive economic recovery in several European countries.

Furthermore, during the High-Level Conference on Coastal and Maritime Tourism held within the framework of the Commission, and co-hosted by Cruise Lines International Association and Celebrity Cruises, the UNWTO and the Greek Ministry of Tourism agreed to establish the first Maritime Tourism Research Centre dedicated to measuring the sustainable development of coastal and maritime tourism across the Mediterranean. More information [here](#).

UNWTO opens call for “Best Tourism Villages”

The UNWTO searches for the best examples of rural villages harnessing the power of tourism to provide opportunity and safeguard their communities, local traditions and heritage. This initiative will identify villages taking innovative and transformative approaches to tourism in rural areas in line with the Sustainable Development Goals.

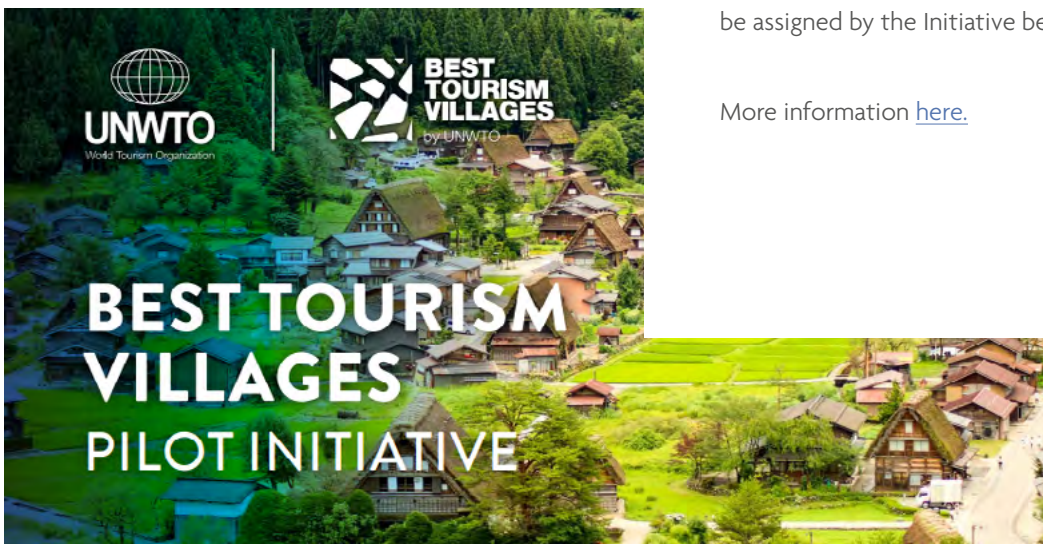
“Best Tourism Villages by UNWTO” aims to advance the role of tourism in valuing and safeguarding rural villages along with their associated landscapes, knowledge systems, biological and cultural diversity, and local values.

The initiative includes three pillars:

1. The ‘Best Tourism Villages by UNWTO’ Label: it will recognize a village which is an outstanding example of a rural tourism destination
2. The ‘Best Tourism Villages by UNWTO’ Upgrade Programme: it will benefit a number of villages that do not fully meet the Label criteria and will receive support from UNWTO and its partners
3. The ‘Best Tourism Villages by UNWTO’ Network: it will provide a space for exchanging experiences and good practices, learnings and opportunities.

UNWTO Member States can present up to three villages to be assigned by the Initiative before the 31st of July.

More information [here](#).



UNWTO HIGHLIGHTS

UNWTO published its latest barometer covering the period January-March 2021

Between January and March 2021 destinations around the world welcomed 180 million fewer international arrivals compared to the first quarter of last year. Asia and the Pacific continued to suffer the lowest levels of activity with a 94% drop in international arrivals over the three-month period. Europe recorded the second largest decline with -83%, followed by Africa (-81%), the Middle East (-78%) and the Americas (-71%).

This all follows on from the 73% fall in worldwide international tourist arrivals recorded in 2020, making it the worst year on record for the sector. The latest survey of the UNWTO

Panel of Tourism Experts shows prospects for the May-August period improving slightly, thanks to the pace of the vaccination rollout, the EU Digital Green Certificate and other policies which have boosted hopes for a rebound in some markets.

The Barometer also shows the economic toll of the pandemic. International tourism receipts in 2020 declined by 64% in real terms, equivalent to a drop of over US\$ 900 billion, while the total loss in export revenues from international tourism amount to nearly US\$ 1.1 trillion.

More information [here](#).



SOURCE: UNWTO

* PROVISIONAL DATA (Y-O-Y MONTHLY CHANGE) (DATA AS OF MAY 2021)

AFFILIATE MEMBERS NEWS

BARCELONA WORKATION PROGRAMME

“[Barcelona Workation](#)” is the name under which Turisme de Barcelona and the Provincial Council will promote Barcelona and its surroundings as an ideal destination to work temporary remotely.

The target is the digital nomads and digital professionals, working remotely, and also include families who want a new experience for them and their children in foreign countries, freelance etc.

The proposal is based on a double option:

- 1) Rural experience or next to the sea or
- 2) Urban experience.

Under the slogan “Move your desk. Change your Life” and the hashtag #WorkfromBarcelona, the campaign will offer:

- 1) Accommodation
- 2) Medical Insurance
- 3) Barcelona Workation Card. A special card to access to 25 museums in Barcelona during 6 months.
- 4) Special agreements with Clubs and sports entities, co-working, transportation and mobility...

CAMPAIGN VIDEO

[Urban video \(1'\)](#)

[Rural video 1](#)

[Urban video \(15''\)](#)

[Rural video 2](#)



**Move your desk,
change your life**

#workfromBarcelona

PERU: BLENDED LEARNING: CHALLENGE AND OPPORTUNITY FOR TRAINING IN TOURISM

Adapting to the new normal requires innovative strategies in all fields, including training in Tourism. Thus, since this month, Peru’s Tourism Training Center CENFOTUR, begins its new academic semester with the implementation of Blended learning as the centrepiece of its training: combining e-learning with face-to-face training for practical courses and operational skills.

This innovative methodology will benefit more than 200 young people in three cities in the country who, due to the pandemic, continually cannot yet return to classrooms. This measure also combines the use of interactive tools such as Zoom and Office 365, integrating real-time and asynchronous training, allowing students to continue their studies and strengthen their digital and technical skills on an ongoing basis. For the months of May and June it is planned to provide interactive workshops on gastronomy at a distance. This measure plans to definitively integrate this type of learning for the coming years.

More information, [here](#).

[Contact](#)



**BICENTENARIO
PERÚ 2021**

AFFILIATE MEMBERS NEWS

KOREA PREPARES TO RESUME TOURISM WITH NEW INTERNATIONAL TRAVEL EXPO

Korea debuts a new comprehensive travel expo, [Korea International Travel Expo](#) (KITE 2021), combining four Korea tourism events under MICE, Korea Travel, Luxury Travel and Medical Wellness sectors for a two-week hybrid event this coming June 29 – July 13, 2021.

KITE 2021 will kick-off with an offline Opening Ceremony at Paradise City Plaza, Incheon, joined by keynote speakers Burkhard Kieker (CEO of Berlin Tourism and Congress), Chang Chee Pey (Assistant Chief Executive of Singapore Tourism Board) and British actress Joanna Lumley to discuss strategies for the resumption and revitalization of international tourism post-Covid-19.

Over a period of two weeks, KITE 2021 will provide a 'One-stop Travel Expo' for buyers and visitors to connect and network with local service providers, engage in 1:1 video business consultations, and discover Korea as a post-Covid-19 travel destination through conferences and virtual Fam Tours. For inquiries, send us an email at mice@knto.or.kr.



KOREA
TOURISM
ORGANIZATION

MOSCOW HAS BEEN RANKED AMONG TOP 3 CITIES IN TERMS OF INNOVATIONS IN THE FIGHT AGAINST COVID-19

Among the main achievements are the Sputnik V vaccine, artificial intelligence for recognizing COVID-induced pneumonia, self-isolation index, service for delivery of COVID-19 tests, telemedicine platforms and diagnostic systems.

Moscow has been ranked among top three in terms of innovations in the fight against COVID-19 compiled by the StartupBlink international analytical center, specializing in research of innovative ecological systems of various countries and cities of the world.

The rating of innovations in the fight against coronavirus includes 100 cities. The Russian capital city was only surpassed by San Francisco and New York, but Moscow did better than Boston, Toronto, Tel Aviv, Los Angeles, Seoul, Taipei, and San Diego.

Overall, Moscow contributed 46 innovative solutions that helped Muscovites through the rough times.



Правительство
Москвы

AFFILIATE MEMBERS NEWS

ACCREDITATION STATUS TOURISM AND GASTRONOMY FACULTY – UNIVERSIDAD DE LA SALLE BAJIO

During 2019-2020, the Faculty of Tourism and Gastronomy worked on obtaining the accreditations of quality program in our two Bachelor's Degrees: Gastronomy and Tourism Business.

The programs were validated by the prestigious tourism council CONAET. For Tourism Business it was the third time obtaining the accreditation and for Gastronomy it was the first time.

Approaches began with Rafael Gutierrez Niebla, president of CONAET, arranging appointments for the accreditations.

For both programs, results of 143 indicators on quality in the learning process, evaluation, training programs for teachers, practical training for students and administrative procedures were presented.

External quality accreditation is one of the most important topics to be recognized as a Quality University Degree Program.

Due to COVID-19, the accreditation for Tourism Business, was done on line in several meetings held during 2020.

It is important to highlight the participation of the Faculty as founding members of the Tourism Observatory of the State of Guanajuato (OTEG).



GULF AIR AND BAHRAIN TOURISM & EXHIBITIONS AUTHORITY EXPAND COLLABORATION TO PROMOTE INBOUND TOURISM

Gulf Air, the national carrier of the Kingdom of Bahrain, and Bahrain Tourism & Exhibitions Authority (BTEA) recently signed a Memorandum of Understanding with an overarching objective to promote Bahrain as a tourist destination in the French and German markets.

The MoU will allow both parties to collaborate and combine efforts to attract more tourists to choose Bahrain as their holiday destination or spend a number of nights in transit before reaching their final destination.

The MoU was signed between Gulf Air and BTEA's executive management teams represented by Gulf Air's Acting Chief Executive Officer Captain Waleed AlAlawi and BTEA's Chief Executive Officer Dr. Nasser Ali Qaedi.

The MoU will pave the way to create stronger awareness of Bahrain as a tourist destination in France and Germany by appointing sales and marketing executives based in Paris and Frankfurt. The collaboration will see both Gulf Air and BTEA promote Bahrain as a boutique destination and work closely on various initiatives to establish comprehensive offering.



AFFILIATE MEMBERS NEWS

1ST TOURISM NATURALLY ONLINE SYMPOSIUM ON THURSDAY, 14TH OCTOBER 2021

Tourism Naturally is a platform, established in 2016, to address the myriad of issues that arise as nature-based. Through this symposium, we aim to create awareness, explore different points of view and discuss current challenges of the industry with like-minded people to facilitate solutions for more sustainable tourism models.

The Tourism Naturally Online Symposium serves as a connecting point between academia, stakeholders and the industry as a whole. It aims to unite their values by

highlighting how necessary and important sustainable tourism is in a global post-pandemic tourism era.

Connecting academic research, government agencies, the tourism industry and local communities, we aim - now more than ever - to create direct and indirect social as well as financial benefits.

TECHNISCHE HOCHSCHULE DEGGENDORF THD

Tourism *Naturally*
Online Symposium

Save the date
October 14th, 2021

Organised by European Campus Rottal-Inn
Deggen Dorf Institute of Technology, Germany

www.tourismnaturally.com



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