Dear Affiliate Members,

I am pleased to share with you the Vol. 34 of our AM News Bulletin.

After the summer break, we are now preparing for some very exciting months in which several important events and projects implemented by the Affiliate Members Department will take place.

I refer in particular to the launch and presentation of the Global Report on Cultural Affinity and Screen Tourism, that will be organized within the framework of the Iberoseries Platino Industry in Madrid the 1st of October. The report is the result of the close collaboration developed in the last months between our department and Netflix and its launch will be followed by a Panel of Experts to further explore the topics discussed in the report.

Furthermore, we are making good progress in the organization of the World Sports Tourism Congress, one of the main events organized by our department in collaboration with the Catalan Tourism Board on 25-26 November. Last month the official webpage of the event was launched and shortly we will open the registry for all the Affiliate Members and other organizations who want to participate.

Even more importantly, I would like to remind you that the final dates of the 24th UNWTO General Assembly, that will be held in Marrakech, were announced. The most important statutory event of the UNWTO will take place on 30 November – 3 December. Within the framework of the GA, our department will make its best efforts to organize a successful Plenary Session of the Affiliate Members. In addition to that, the text of the new Legal Framework of the UNWTO Affiliate Membership, as approved by the Working Group for the Reform (WG-AMLR), will be presented for approval during the GA.

As you can see, many relevant activities will soon take place, and I hope to count with the support and participation of all of you.

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.

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
<th>Organizer</th>
<th>Website</th>
</tr>
</thead>
<tbody>
<tr>
<td>September 14</td>
<td>33rd Joint Meeting of the UNWTO Regional Commission for East Asia and the Pacific and for South Asia (Virtual)</td>
<td>UNWTO</td>
<td><a href="#">Website</a></td>
</tr>
<tr>
<td>September 27</td>
<td>World Tourism Day “Tourism for Inclusive Growth” in Abidjan (Côte d’Ivoire)</td>
<td>Côte d’Ivoire</td>
<td><a href="#">Website</a></td>
</tr>
<tr>
<td>September 29</td>
<td>CMRU &amp; DTU Virtual Workshop 2021 “Students e-exchange in Hospitality &amp; Tourism” (virtual)</td>
<td>Hospitality and Tourism Institute of Duy Tan University</td>
<td><a href="#">Website</a></td>
</tr>
<tr>
<td>October 1</td>
<td>Launch of the Global Report on “Cultural Affinity and Screen Tourism”, Iberoseries Platino Industry, Madrid (Spain)</td>
<td>UNWTO and Netflix</td>
<td><a href="#">Website</a></td>
</tr>
<tr>
<td>October 1</td>
<td>Affiliate Members Corner: Destinations to Producers, Iberoseries Platino Industry, Madrid (Spain)</td>
<td></td>
<td><a href="#">Website</a></td>
</tr>
<tr>
<td>October 14</td>
<td>1st Tourism Naturally Online Symposium: Rethinking Sustainable Experience (Virtual)</td>
<td>Deggendorf Institute of Technology</td>
<td><a href="#">Website</a></td>
</tr>
<tr>
<td>October 31 – November 1-2</td>
<td>6th UNWTO World Forum on Gastronomy Tourism in Flanders (Belgium)</td>
<td></td>
<td><a href="#">Website</a></td>
</tr>
<tr>
<td>November 17-19</td>
<td>15th International Congress of Gastronomy (Virtual)</td>
<td>Universidad del Caribe</td>
<td><a href="#">Website</a></td>
</tr>
<tr>
<td>November 22-26</td>
<td>MOVE 2021 – 6th International Conference on Subnational Measurement an Economic Analysis Tourism in Bogotá (Colombia)</td>
<td>Instituto Distrital de Turismo de Bogotá (IDT)</td>
<td><a href="#">Website</a></td>
</tr>
<tr>
<td>November 25-26</td>
<td>World Sports Tourism Congress in Lloret de Mar, Catalonia (Spain)</td>
<td>UNWTO and Catalan Tourism Board (ACT)</td>
<td><a href="#">Website</a></td>
</tr>
<tr>
<td>November 25-26</td>
<td>The World in Florence – International Festival of World’s Cultural Expressions, Florence (Italy)</td>
<td>Fondazione Romualdo del Bianco</td>
<td><a href="#">Website</a></td>
</tr>
<tr>
<td>November 30 – December 3</td>
<td>24th UNWTO General Assembly and 43rd UNWTO Affiliate Members Plenary Session in Marrakech (Morocco)</td>
<td>UNWTO</td>
<td><a href="#">Website</a></td>
</tr>
</tbody>
</table>
THE 43RD PLENARY SESSION OF THE AFFILIATE MEMBERS WILL BE CELEBRATED ON 30 NOVEMBER IN MARRAKECH

The 43rd Plenary Session of the Affiliate Members, which is the most important statutory event of the Affiliate Membership, will be celebrated in Marrakech, Morocco, on 30 November from 12:00-14:00h (CEST). It will be held within the framework of the 24th UNWTO General Assembly.

During this event, the latest advancements and updates on the Affiliate Membership will be presented and it will serve as an extraordinary opportunity to network with representatives from other Affiliate Members as well as from Member States.

Along with this, the first draft of the Programme of Work 2022 will be presented, based on the contributions received in advance by the Affiliate Members.

Further information will be provided through the AMConnected platform to allow all Affiliate Members to plan their participation in advance!

APPROVED THE NEW LEGAL FRAMEWORK OF THE UNWTO AFFILIATE MEMBERS

After seven meetings over eight months of work marked by an in-depth review and modernization of the regulatory framework applicable to Affiliate Members, on July 15, the Working Group for the Reform of the UNWTO Affiliate Membership Legal Framework (WG-AMLR), fulfilled its mandate as established by the 112th Executive Council by approving the text of the new Legal Framework that will be presented for approval during the 24th General Assembly in Morocco. The new legal framework is expected to enter into force after the approval by the General Assembly.

For greater transparency and clarity, the new legal framework will consist of the following two separate documents:

• Rules of Procedure of the Committee of the Affiliate Members

This text will contain exclusively the information related to the functioning of the Committee of the Affiliate Members composed of the Plenary and the Board of the Affiliate Members.
All the functions of the Plenary and the Board have been reviewed and updated. In addition, the operating rules of these bodies have been completed to ensure better functioning of the sessions. Furthermore, by request of the Board, the term of office of the Members of the Board has been extended from two to four years, in order to maintain a greater continuity in the execution of their mandate.

This new text will be presented for approval at the 43rd Plenary session prior to its submission to the General Assembly.

- Charter of Affiliate Membership

The document will specify which entities may become Affiliate Members, the admission and withdrawal process. It should be noted that it is going to provide a very structured admission procedure that will include due diligence, eligibility criteria and involvement of the Member States in the process.

In addition, this Charter will regulate the operation of a new Committee: The Committee on Matters Related to Affiliate Membership. This subsidiary body of the Executive Council will replace the current Committee for the Review of the Applications for Affiliate Membership by assuming all its responsibilities with further functions.

The Secretariat of the WG-AMLR would like to take this opportunity to thank the Members of the WG-AMLR (Argentina, Azerbaijan, Bahrain, China, Colombia, Côte d’Ivoire, Croatia, Egypt, Honduras, India, Islamic Republic of Iran, Mexico, Saudi Arabia, and Spain) as well as to the Board of the Affiliate Members and its Chair for their support throughout this reform process.

During the next meeting in July, the Members of the WG-AMLR will approve the final text of the Legal Framework of the UNWTO Affiliate Membership that would be presented for approval during the General Assembly in October 2021.
LAUNCH OF THE GLOBAL REPORT ON CULTURAL AFFINITY AND SCREEN TOURISM

The UNWTO is pleased to inform you about the upcoming launch and presentation of the Global Report “Cultural Affinity and Screen Tourism – The Case of Internet Entertainment Services”, developed in partnership with Netflix.

The event will take place on the 1st October in Madrid within the framework of the Iberoseries Platino Industry, the largest international event for professionals linked to the audiovisual industry in Spanish and Portuguese. As part of the event, high-level officials of the UNWTO and Netflix, along with experts of the tourism sector and the audiovisual industry, will participate to further explore and discuss the main topics treated in the Report.

This Report is the result of a close and fruitful collaboration between the two Organizations developed in the last months. This study explores how screen tourism, particularly through online distribution of films and TV series, can contribute to building bridges between communities across cultures while fostering a more sustainable and inclusive tourism.

It looks into the opportunities to maximize the social, economic and cultural benefits of screen tourism and offers recommendations to policymakers and the private sector for harnessing the role of Internet Entertainment Services (IES) and similar technologies to create and expand the value chain for their communities.

Copies of the Report, which will be available as well in the UNWTO E-Library, will be distributed to the audience during the event.
The first International Astrotourism Conference by Starlight was held in Évora, Portugal, and served as major a platform to discuss the potential of this modality of tourism and move forward with initiatives that contribute to generate knowledge about it.

The potential of astrotourism is undeniable, for being an emerging, innovative and sustainable tourism product that can help consolidate and diversify the tourism offer of many regions, as it was the case of destinations that presented their cases studies during the event. Some of them have registered increases of about 300% in incoming astrotourists or tourists that include an experience related to the observation of night skies in their trips.

The opening ceremony of the event featured an intervention from Ion Vilcu, Director of the Affiliate Members Department, who highlighted the work of Ms. Antonia Varela, Director of the Starlight Foundation and Ms Apolónia Rodrigues, President of the Dark Sky Association for their firm commitment to make this conference a reality and contribute to put astrotourism higher on the world tourism agenda.

This event was included in the Programme of Work 2021 of the Affiliate Members Department and was discussed during the meetings of the Working Group on Scientific Tourism.

At the initiative of Starlight Foundation on the occasion of the 23rd UNWTO General Assembly in Saint Petersburg, this Working Group was created, and is currently composed by our Affiliate Members: Starlight Foundation, Dark Sky Association, George Washington University and SODEPAL, from La Palma, in the Canary Islands.

The Working Group on Scientific Tourism came together during the first International Astrotourism Conference by Starlight in the format of a roundtable, where the participants discussed several topics related to astrotourism: certification, case studies, product development, attraction of astrotourists and promotion, among others.

The members expressed their commitment to keep working to bring forward the initiatives by the Working Group on Scientific Tourism with the participation of UNWTO and to create training material on this topic through a guide on product creation and development on astrotourism and an accompanying online course.
UNWTO HIGHLIGHTS

New dates of the 24th session of the UNWTO General Assembly in Marrakech

The 24th Session of the UNWTO General Assembly will take place from November 30 to December 3 in Marrakech, Morocco.

This event of maximum relevance for the UNWTO will focus this time on the importance of innovation, education and rural development in rebuilding the tourism sector, highlighting the urgency of transforming the sector, whose growth regularly exceeds that of the world economy and international trade. The session will feature discussions on major issues that have a direct bearing on tourism policy at the highest national and international levels.

This session will be held in person. However, due to the current concerns regarding the ongoing pandemic and the ongoing restrictions on travel, gatherings and movement of people, the format of the assembly may change.

All relevant documents for the session and any updates will be available here.

World Tourism Day 2021 will focus in Tourism for Inclusive Growth

World Tourism Day, celebrated each year on 27 September, is the global observance day fostering awareness of tourism’s social, cultural, political and economic value and the contribution that the sector can make towards reaching the Sustainable Development Goals and the Agenda 2030.

UNWTO designated World Tourism Day 2021 as a day to focus on Tourism for Inclusive Growth, inviting everyone to look beyond tourism statistics and acknowledge that behind every number, there is a person. UNWTO invites its Member States, as well as non-members, sister UN agencies, private sector and individuals to celebrate tourism’s unique ability to ensure that nobody is left behind.

For this year’s official celebration, that will be hosted by Cote d’Ivoire, UNWTO calls everyone to submit high-resolution photos and videos that best portray the entire value chain and the power of tourism to generate growth and positive transformation.

More information on the WTD 2021 and how to contribute here.
Alentejo, Portugal, hosted the 5th UNWTO Global Conference on Wine Tourism

The 5th UNWTO Global Conference on Wine Tourism was held in Alentejo, Portugal, on 8-10 September under the theme “Wine Tourism – a driver for rural development”. Aligning with the central focus of World Tourism Day 2021, the Conference brought public and private sector stakeholders together to identify ways to maximise the sector’s potential contribution to inclusive growth.

Wine tourism is in increasing demand as consumers look for more open-air experiences in rural areas in the post-pandemic era. The Conference stressed the importance of developing the whole tourism value chain to complement the activities at the wineries as a means to create more jobs and businesses, promote local products and improve the visitor experience.

The takeaway message from the Conference, who brought together around 150 participants in-person and many more who joined virtually, is that innovation, partnerships and enhanced coordination are essential for making wine tourism a driver of rural development.

The UNWTO Secretary General Zurab Pololikashvili, who highlighted the growing role of tourism in advancing rural development, was joined for high level panel discussions by Rita Marques, Secretary of State of Tourism of Portugal, Jean Baptiste Lemoine, State Secretary to the Minister of Europe and Foreign Affairs of France, Sofia Zaharaki, Deputy Minister of Tourism of Greece and Mariam Kvrivishvili, Deputy Minister of Economy and Sustainable Development of Georgia.

More information here.
Africa’s Tourism Leaders have met in Cabo Verde for the 64th UNWTO Regional Commission for Africa

The 64th meeting of the UNWTO Regional Commission for Africa saw 23 countries represented, with 21 Ministers of Tourism joining five Ambassadors for this high-level event. The African Members of the UNWTO recognized the need to strengthen their cooperation and advance plans for recovery and sustainable growth.

Special emphasis was placed on the importance of speeding up vaccine rollouts across the continent, as well as addressing security issues that continue to have an impact on how global travellers perceive Africa between destinations.

Secretary General Zurab Pololikashvili provided an overview of UNWTO’s work during the ongoing crisis and how this is driven by the stated priorities of its African Member States.

Running in parallel with the Commission meeting, UNWTO hosted capacity building workshops on innovation, digital marketing and investment. These workshops were held ahead of the second edition of the UNWTO Global Tourism Investment Forum, featuring the participation of investors from Spain, Germany, Switzerland and the USA as well as public and private sector leaders from across Africa.
CITY OF HAVANA WILL HOSTS THE IV EDITION OF THE IBERO-AMERICAN SUMMIT OF ACCESSIBLE TOURISM

The 4th Ibero-American Summit on Accessible Tourism will be held on December 1st – 5th in Havana (Cuba). This summit edition will become again a forum for debate and a powerful speaker to advance on the path towards joining forces for collaboration and creating strategies for a more accessible, responsible and socially sustainable tourism sector. A discussion forum will take place where different voices from key players in the accessible tourism sector in Latin America will be heard; from DMO’s to Tourism organisations and operators, NGOs and representative entities of people with disabilities.

The Organizing Committee of this Summit is made up of the Cuban Ministry of Tourism and the Ibero-American Network of Accessible Tourism, currently chaired by the Spanish Network of Accessible Tourism, an Affiliate Member of the UNWTO. The event has the collaboration of the UNWTO and the technical assistance of the Skedio Travel Group and Ecotur.

15TH INTERNATIONAL CONGRESS OF GASTRONOMY OF THE UNIVERSIDAD DEL CARIBE

In its 15th edition, on November 17-19, the International Congress of Gastronomy of the Universidad del Caribe presents the topic Digitization and Technology in Gastronomy this year. The event is dressed up, showing the advances made in digitization and technology that are changing the gastronomic sector in a way that has not been done in more than 100 years.

There is no doubt that this event will provide knowledge about the new trends that are changing from the management area of this entire industrial sector. The event highlights virtual restaurants, robots for service, distribution channels for dark kitchens, and architectural design programs based on focus groups carried out by marketers. In addition, the leading restaurant groups from Cancun and the Riviera Maya will participate with the technological implementations that have kept them at the top of the market.
Nova SBE’s Westmont Institute of Tourism and Hospitality fosters innovation and sustainability

Nova SBE’s Westmont Institute of Tourism and Hospitality is a partnership between Nova SBE and the Westmont Hospitality Group that aims to leverage management and leadership skills in the tourism and hospitality industry, preparing young leaders to drive innovative and competitive organizations.

Its mission is to inspire and prepare the current and future leaders in all industries by using hospitality principles and mindset as an approach to provide service excellence and to drive innovative and sustainable customer-centric organizations.

Innovation is a major element of our courses; Sustainability is a core principle of our DNA and people are our passion - the idea that costumers are the core of our strategies. The logic of impact is one of the key things that we want to deliver to our students and community, and we truly believe that with this approach and this partnership we can transform our industry, introducing new leaders with new visions, with a sustainable perspective on how to transform the world into a better place.

Currently we have ongoing an area of expertise of Hospitality & Service Management in Nova SBE’s Master in Management, the development of a data and knowledge platform that supports sustainable tourism in African countries, a Hospitality Leadership Advanced Certificate within Executive Education Programs and a Council group with Portuguese Tourism CEOs that debate every three months, the recovery and reskilling challenges in tourism leadership.

As a part of their International Tourism course, students at César Ritz Colleges Switzerland, Brig campus, are embarking on a comprehensive project on innovation and entrepreneurship by participating in Innovation Week.

Over 5 days in October, they will explore the various problems encountered by the tourist industry in mid-mountain regions due to global warming. In preparation for this event, a guest speaker from the Fondation Inartis shared her experience on the importance of innovation with the young entrepreneurs. They also visited Fieschertal, a village whose Tourism Association created a dinosaur-themed hiking trail to draw tourists in summer.

During Innovation Week, students will pinpoint the main issues to be addressed and come up with a business idea in response to them. With the assistance of experts, they will refine this idea in a prototype lab before presenting their product to a jury of professionals, practicing their pitching and storytelling skills.
Given the challenges from the COVID-19 pandemic on international student mobility, this September, Hospitality & Tourism Institute, Duy Tan University, Vietnam & Chiang Mai Rajabhat University, Thailand will co-host a virtual exchange in “Thai Facial Spa and Vietnamese Culinary”. The workshop is to encourage experiences sharing, ASEAN friendship & extends to the future job readiness in the Hospitality & Tourism industry.

The workshop will last for 04 hours for 120-150 students in hospitality & tourism major, with the support from lecturers from both universities. The main activities included in the workshop are:

- Introduction of two universities & the local hospitality & tourism

- Academic session: “The Future of Hospitality & Tourism in a Post-Pandemic Era”

- Virtual workshop: Training from Apsorn Spa regarding Thai Facial Spa & Cooking class of Vietnamese culinary: Vietnamese-style Tuna fish noodles.

The Culinary Tourism Alliance (CTA) is leading a dynamic recovery program aimed at supporting local businesses along the food tourism value chain and encouraging hyperlocal travel within the province. The program, aptly named The Great Taste of Ontario, will help rebuild capacity in the food, tourism and hospitality sectors, while connecting Ontario residents with regions and experiences that are ready to safely receive them.

The Great Taste of Ontario is centered around a collection of hyperlocal destination passports created by destination partners, that inspire Ontario residents to discover—or rediscover—their province and explore local businesses in the region. Designed to boost regional economies by increasing tourism visits and promoting sustainable food and drink-focused travel in a safe way, the program supports over 1,000 small- to medium-sized enterprises across Ontario, with more businesses added each season.

Find out more [here](#).
Corona Recovery, Resilience and Digital Transformation for UNWTO Member States

Aligned with the UNWTO Digital Transformation Strategy and the UNWTO Restart, Recovery and Resilience Technical Assistance Package, rainmaker proposes all UNWTO Member states a seamlessly integrated Tourism Cloud Destination Open Platform and Ecosystem and the holistic managed service - The 5 Stages of Success.

The Tourism Cloud enables the UNWTO Member states with a single unified dashboard to have a 360° view of the entire destination covering the entire customer journey from visibility, digital presence, reputation, marketing, advertising and distribution.

It further enables all hospitality and tourism providers such as accommodation, experience & activity and gastronomy providers regaining full control of their entire digital presence from search, through website and social marketing and distribution to become less dependent on foreign and global market dominating online travel agents to which so far between 60% and 80% of the GOP, plus customer ownership is handed over. This is not sustainable.

The UNWTO aligned rainmaker destination network and the 5 Stages of Success makes sure more tourism spend is being kept in the destination achieving an efficient restart, becoming more resilient and gaining rapid economical sustainability. A destination network can be rolled out rapidly to thousands of hospitality and tourism businesses in weeks.

Contact: Thomas Mueller
QUITO, CRADLE OF BEER IN SOUTH AMERICA

Beer has a very special place in Quito as the first brewery in South America was founded here by Fray Jodoco Rique in 1566, installed in the Convent of San Francisco in the historic center, today converted into a museum open to the public.

Hence, the people of Quito prefer this drink to accompany a meal, an afternoon among friends and special moments with family, but it has also been one of the reasons for the culture of craft beer to spread in the city. Quito has more than 40 breweries and craft beer bars.

In this way another tourist attraction is born in the city, a new experience for visitors from all over the world to delight in the unparalleled flavor of a beer brewed in Quito. The ‘beer tour’, allows you to get to know in depth the beer culture of the people of Quito, with activities such as blind beer tasting or tasting special flavors; all this while strolling through steep streets, portraying emblematic places and discovering the corners where this exquisite drink is sold.

For more information visit https://visitquito.ec/en

Live a craft beer experience in Quito!
MOVE 2021 6TH INTERNATIONAL CONFERENCE ON SUBNATIONAL MEASUREMENT AND ECONOMIC ANALYSIS TOURISM

MOVE2021 is a dissertation space on tourism where multiple experiences are shared for the measurement of tourism at subnational levels and its sustainability and then its relevant use by public and private stakeholders for decision making towards smart, competitive, sustainable and inclusive destination and tourism businesses. In this edition, we find ourselves with a conjectural situation that requires attention from multiple angles with the participation of all relevant actors, for this reason, the articulation exercise between academic, public and private sectors that this conference offers, acquires a relevant role in the policies formulation that set the standard for a successful reactivation and with parameters that require new realities and dynamics in tourism.

It will take place from November 22nd to 26th, 2021, in hybrid mode (in person at Bogotá city, subject to availability) requiring prior registration both for online and offline formats, interpretation English / Spanish.

Designed for professionals in the tourism sector, entities, agencies and public institutes, universities, research centers, researchers, academics, groups, industry associations, observatories, specialized companies and, in general, all the tourism actors interested in the measurement and a better understanding of the economic, environmental and social effects of this sector.
NOSU UNIVERSITY BECAME ONE OF 15 RUSSIAN UNIVERSITIES FOR THE PROMOTION OF STUDENT TOURISM

NOSU University was included in the list of 15 universities that became a pilot platform for a federal student tourism program. It is ready to accept student travelers from other cities in its campus at affordable prices. The program is prepared by the Ministry of Science and Higher Education of Russia.

The NOSU University program includes an excursion to the mountainous areas of the region along the route “Travel to Ancient Alania”. Students will be introduced to the cultural and historical heritage of modern Ossetians - the descendants of the Scythians - Sarmat - Alans. The guests of the region will be able to visit unique natural objects of continental importance along the route “Travel to the valley of waterfalls”.

In addition to Vladikavkaz, it will be possible to stay at university campuses in St. Petersburg, Moscow Region, Kazan and 12 other cities.

GULF AIR EXTENDS IATA TRAVEL PASS TRIAL TO DUBAI, FRANKFURT AND PARIS FLIGHTS

Gulf Air, the national carrier of the Kingdom of Bahrain, will extend the IATA Travel Pass trial to include more routes after the initial kick-off on flights from Bahrain to Athens, London and Singapore flights. Starting from end of August, the airline will include flights from Bahrain to Dubai, Frankfurt and Paris flights to expand to more passengers and more destinations. Moreover, another milestone will be added to the extended list of destinations in which passengers with non-biometric passports on both iOS and Android devices will be able to take part in the trial to simplify and manage COVID-19 travel requirements and enhance the overall travel experience.

Passengers flying on these routes will be notified with instructions on how to sign up to be part of the trial and instructions on how to contact the labs to schedule their tests. Economy class passengers will receive access to the Gulf Air Falcon Gold check-in area and Falcon Gold Lounge at Bahrain International Airport while passengers in Falcon Gold cabin will receive free WiFi on board their flights as a token of appreciation for their participation.
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