





Dear Affiliate Members,

I am pleased to share with you the Vol. 35 of our AM News Bulletin.

September was the month of the World Tourism Day. The celebrations for the edition 2021, organized as every year by the UNWTO, were hosted by Côte d'Ivoire. In Abidjan, among several activities which took place to celebrate this special occasion for our sector, the Affiliate Members Department organized the session "UNWTO Affiliate Membership and tourism private sector development in Africa". At the event, we presented before the African private sector the main benefits and services that we offer to our Affiliate Members, aimed to increase our network in the region.

Another important achievement for us was the organization, within the framework of Iberoserries Platino Industry in Madrid, of the event "Beyond the traditional concept of Screen Tourism". At the event, we launched the Global Report "Cultural Affinity and Screen Tourism", result of a fruitful collaboration with Netflix. We are very happy about this project, which represents a starting point to further explore the priority line of action Tourism and the Audio-visual Industry.

In the next weeks/months many exciting events and initiatives will take place. I refer to the World Sports Tourism Congress, that we are organizing with the Catalan Tourism Board on 25-26 November 2021, and especially the 24th UNWTO General Assembly, which is the most important statutory meeting for our organization. This edition is particularly relevant for us, because the new Legal Framework for the Affiliate Members will be submitted to the approval of the General Assembly.

As part of it, it will be celebrated the 43rd Affiliate Members Plenary Session, a key meeting for our network. We will present the draft of the Programme of Work 2022 and organize a new edition of the Affiliate Members Corner, to give the opportunity to our Affiliate Members to present their projects and initiatives and so boost their visibility.

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

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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](mailto:am@unwto.org).

#### **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 30 – December 3: 24th UNWTO General Assembly and 43rd UNWTO Affiliate Members Plenary Session in Marrakech (Morocco)**

Organizer: UNWTO

[Website](#)

#### **January, 19-23: International Tourism Fair of Madrid (FITUR)**

Organizer: : IFEMA

[Website](#)

#### **November, 17-19: 15th International Congress of Gastronomy (Virtual)**

Organizer: Universidad del Caribe

[Website](#)

#### **November, 22-26: MOVE 2021 – 6th International Conference on Subnational Measurement and Economic Analysis Tourism in Bogotá (Colombia)**

Organizer: Instituto Distrital de Turismo de Bogotá (IDT)

[Website](#)

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

Organizer: UNWTO and Catalan Tourism Board (ACT)

[Website](#)

#### **November, 25-26: The World in Florence – International Festival of World's Cultural Expressions, Florence (Italy)**

Organizer: Fondazione Romualdo del Bianco

[Website](#)



### THE UNWTO AFFILIATE MEMBERS DEPARTMENT LAUNCHED THE GLOBAL REPORT ON CULTURAL AFFINITY AND SCREEN TOURISM

On October 1st the UNWTO Affiliate Members Department and Netflix presented the main findings of the Global Report on Cultural Affinity and Screen Tourism, within the framework of the event “Beyond the traditional concept of Screen Tourism” organized at Iberoseries Platino Industria in Madrid.

This publication, result of a fruitful partnership between the two organizations in the past months, looks at the role of film and series as drivers for tourism and cultural affinity. Its ultimate goal is to support policymakers and key stakeholders within the tourism sector to implement policies that make their destinations attractive for audio-visual producers. At the same time, it aims to help in the building of focused strategies to promote tourism and consumption of local culture, investing in skills and training to develop the local film and creative sectors, and integrating tourism at film festivals to deepen the global audiences’ knowledge.

Following the presentation of the Global Report, experts on tourism and the audio-visual industry shared their knowledge and insights into changing trends in screen tourism, its positive impact on strengthening cultural affinity, and the role of online streaming services in promoting tourism and bring people and cultures closer in line with the 2030 Agenda.

The event counted on the institutional participation of Zurab Pololikashvili, Secretary General of the UNWTO, Almudena Maillo, Delegate Councilor for Tourism of the Madrid City Council, Esperanza Ibañez, Director of Institutional Relations for Spain and Portugal at Netflix, and Ion Vilcu, Director of the UNWTO Affiliate Members Department.

You can download the full report [HERE](#)



### THE AFFILIATE MEMBERS DEPARTMENT PROMOTES ITS WORK AT THE WORLD TOURISM DAY

Within the framework of the celebrations of the World Tourism Day 2021 in Abidjan, Côte d'Ivoire, the Affiliate Members Department organized the session "UNWTO Affiliate Membership and tourism private sector development in Africa".

The event, which brought together African businesses as well as civil society leaders, academics and destination management organizations, aimed to showcase the benefits of being part of the global Affiliate Members' network and the technical support and networking opportunities available through being part of UNWTO's work.

After the presentation by the Affiliate Members Department of its main areas of work and services that it offers to its network, two Affiliate Members from Africa, Facility Concept and Africa Tourism Partners, presented their experience since they joined the organization, showcased examples of collaboration with the UNWTO and the added value provided to them through being part of the organization.

The session was fully aligned with one of the main priorities of the department, namely to expand its network of quality Affiliate Members worldwide. These efforts are addressed particularly towards regions with huge tourism potential but a low number of Affiliate Members, as it is the case of Africa.

You can watch the session on the [UNWTO Official Youtube channel](#) (from 6:12:45).





### REGISTRATION FOR THE FIRST WORLD SPORTS TOURISM CONGRESS IS NOW OPEN – FREE ATTENDANCE FOR UNWTO AFFILIATE MEMBERS

With less than two months left before the celebration of the World Sports Tourism Congress, that will take place in Lloret de Mar, Spain on 25-26 November, it is now possible for all our Affiliate Members and those interested in attending this event to register in its official [website](#).

The Congress will be held in a hybrid format, allowing for both in-person and virtual participation, and our Affiliate Members can benefit free registration for both options of attendance, upon requesting a code at [am@unwto.org](mailto:am@unwto.org)

Sports tourism is one of the fastest growing sectors of tourism. More and more tourists are interested in sporting activities during their travels, regardless of whether sports are the main reason for the trip or not. Sporting events of all kinds are attracting tourists as participants or spectators and destinations are increasingly trying to give them a local touch to differentiate them and offer authentic local experiences. Sporting events can be a catalyst for tourism development if used well in terms of branding, infrastructure development and generating economic and social benefits.

The Congress aims to influence and inspire the future development of sports tourism by focusing, among others, on the following topics:

- Sports tourism and its contribution to the 2030 Agenda for Sustainable Development
- Innovation in Sports Tourism Development: Stadiums, Olympic Games and Mass Events
- Effective destination governance and public-private strategies in sports tourism
- Technologies and sport, eSports and Digital Transformation of sports tourism

Please note that, following the rules established by the authorities on social distancing, we allow for a maximum of three participants (in-person) for each Affiliate Member.



### SEND YOUR PROPOSALS FOR THE AFFILIATE MEMBERS PROGRAMME OF WORK 2022

In line with our goal to make sure that the Programme of Work 2022 of the Affiliate Members Department is aligned with the priorities and needs of our network, we are pleased to offer you the opportunity to send us your eventual proposals for activities and projects to be included in the PoW.

The proposals need to be under one of the categories as set below:

- Collaboration on tourism recovery plan and building a more sustainable and resilient tourism sector;
- Hosting/co-organizing thematic conferences/seminars (in line with the UNWTO priorities);
- Publication of any study/report in the field of tourism containing best practices to share knowledge and experiences;
- Promotion of the Affiliate Membership at regional level, especially in underrepresented countries and regions;
- Conducting workshops/training and compilation of any educational materials (AMs with solid experience and previous work would be eligible);
- Other proposals of activities in line with the UNWTO priorities.

Priority thematic areas for the Affiliate Members Department are:

- Tourism and the Audiovisual Industry
- Sports Tourism
- Activity of UNWTO Affiliate Members Working Groups (SDGs Support, Accessibility and Scientific Tourism)

Please, try to be as precise as possible when describing your project/initiative, in particular in regard to the kind of support and involvement expected by the AMD/UNWTO. This will enable us to assess and evaluate your proposals taking into account all the elements to decide which ones to include in the PoW 2022.

[Link](#)

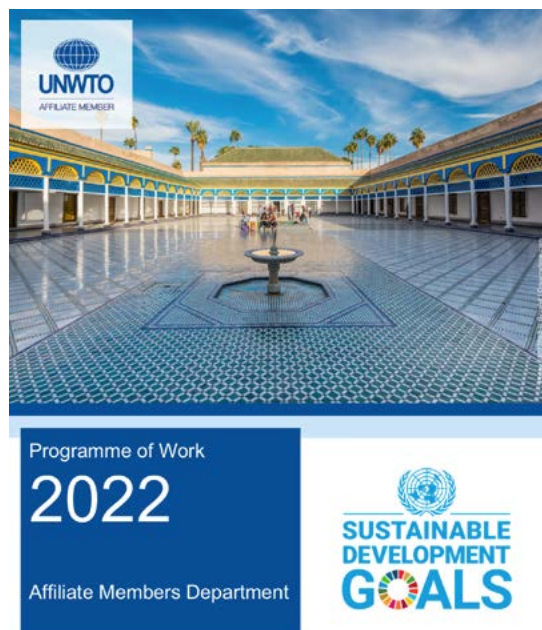
**Deadline: 29 October, 18:00h (CET)**

If your proposal includes a PowerPoint presentation, please add the link under the question 11 "Other useful information".

If you have any comments or questions please send an e-mail to [am@unwto.org](mailto:am@unwto.org)

Representatives from the Affiliate Members will have the opportunity to **present their selected proposals on the occasion of the 43rd Affiliate Members Plenary Session**, the most important statutory meeting of the UNWTO Affiliate Membership, to be held in the framework of the 24th UNWTO General Assembly, in Marrakech, Morocco, from 30 November to 3 December 2021.

Selected proposals will be announced by 8 November 2021.



### THE REVISED RULES OF PROCEDURE OF THE COMMITTEE OF THE AFFILIATE MEMBERS

Considering item 5 “Approval of the Rules of Procedure of the Committee of the Affiliate Members” of the provisional agenda of the 43rd Plenary session and the provisions of Article 13 of the current Rules of Procedure of the Committee of the Affiliate Members (2017 version), the revised Rules of Procedure will be submitted to the approval of the Affiliate Members on 30 November 2021 during the Plenary session.

The current Rules of Procedure have been reviewed based on decision CE/DEC/4(CXII) taken during the 112th session of the Executive Council, through which a Working Group for the reform of UNWTO Affiliate Membership Legal Framework was established.

Through the reform process carried out over more than eight months, the Working Group, consisting of 14 Member States and the Chair of the Board of the Affiliate Members, as the institutional representative of the Affiliate Members, has reviewed and updated the existing Rules of Procedure. The revised Rules of Procedure of the Committee of the Affiliate Members will exclusively regulate the functioning of the Plenary and the Board of the Affiliate Members. Among the proposed changes we highlight the following:

- For the Plenary of the Affiliate Members:
  - More functions and responsibilities
  - Meetings every 2 years in the framework of the General Assembly, instead of every year
  - Specific quorum for decision-making
  - Decisions by consensus, except when a majority is required
- For the Board of the Affiliate Members:
  - Term of office of the Board Members of 4 years instead of 2 years
  - Functions revised and aligned with the UNWTO legal framework

In order to keep you informed, please find on pages 14 to 19 the revised Rules of Procedure of the Committee of the Affiliate Members which will be submitted to the Plenary for approval on 30 November 2021 in Morocco. This document will then be submitted to the 24th General Assembly for approval.

In order to keep you informed, please find on pages 14 to 19 of item 17(b) of the agenda of the General Assembly the [revised Rules of Procedure of the Committee of the Affiliate Members](#) which will be submitted to the Plenary for approval on 30 November 2021 in Morocco. This document will then be submitted to the 24th General Assembly for approval.



## REVISED RULES OF PROCEDURE OF THE COMMITTEE OF THE AFFILIATE MEMBERS



## UNWTO HIGHLIGHTS

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### **Global tourism reaffirmed its commitment to making the sector a pillar of inclusive growth**

At the official World Tourism 2021 celebrations in Abidjan, Côte d'Ivoire, political and business leaders united behind a common message of solidarity and determination to 'leave nobody behind' as tourism restarts and grows back. The day featured 1,500 participants, including Tourism Ministers from 12 countries, the biggest ministerial participation for an official World Tourism Day celebration, representative of international organizations and the private sector.

The Prime Minister Patrick Achi stressed the importance of realigning tourism so the sector meets the hopes and expectations of people and using it as a locomotion to drive African economies forward and create jobs for women and youth. The Minister of Tourism Siandou Fofana stressed the sector's unique ability to lead recovery from the impacts of the pandemic, in Africa and worldwide.

Opening the day, UNWTO Secretary General Zurab Pololikashvili highlighted the sector's commitment to inclusive growth so that tourism's restart brings hope for millions worldwide and ensures that everyone who has a stake in tourism also has a say in its future.

After the opening ceremony, Ministers and experts explored how the pledge to drive inclusive growth can be achieved. It was made clear the importance of innovation, targeted investments and strengthened collaboration between public and private sector. Furthermore, UNWTO Affiliate Members also met in Abidjan, bringing together African businesses as well as civil society leaders, academics and destination management organizations, to debate on the benefits of being part of the global Affiliate Members Network and the networking opportunities available through being part of UNWTO's work.

Against the backdrop of the World Tourism Day, UNWTO signed also two Memorandums of Understanding with the Didier Drogba Foundation, to provide opportunities for African youth and rural communities, and the Channels TV of Nigeria, who will now actively incorporate the theme of tourism for development within its editorial commitments.

You can find more information [HERE](#) and watch all the celebrations of the World Tourism Day on our [Youtube channel](#)



## UNWTO HIGHLIGHTS

### International tourism enjoyed signs of rebound in June and July 2021, according to the latest edition of the UNWTO World Tourism Barometer

An estimated 54 million tourists crossed international borders in July 2021, down 67% from the same month in 2019, but the strongest results since April 2020. This compares to an estimated 34 million international arrivals recorded in July 2020, though well below the 164 million figure recorded in 2019.

Most destinations reporting data for June and July 2021 saw a moderate rebound in international arrivals compared to 2020. Nevertheless, 2021 continues to be a challenging year for global tourism, with international arrivals down 80% in January-July compared to 2019. Asia and the Pacific continued to suffer the weakest results, with a 95% drop in international arrivals compared to 2019. The Middle East (-82%) recorded the second largest decline, followed by Europe and Africa (both -77%). The Americas (-68%) saw a comparatively smaller decrease, with the Caribbean showing the best performance among world subregions.

This improvement was underpinned by the reopening of many destinations to international travel, mostly in Europe and the Americas. This, coupled with progress made in the roll-out of COVID-19 vaccines, contributed to lifting consumer confidence and gradually restoring safe mobility in Europe and other parts of the world.

Prospects for September-December 2021 remain mixed, according to the latest UNWTO Panel of Experts survey, with 53% of respondents believing the period will be worse than expected. Only 31% of experts point to better results towards the end of the year.

For more information click [HERE](#)





## UNWTO HIGHLIGHTS

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### Winners of UNWTO Students' League Announced

Students from around the world have been recognized for ideas to make tourism more responsible and sustainable. The 2021 Global UNWTO Students' League Competition focused on addressing the issue of plastics pollution within the sector, as well as maximizing tourism's contributions to rural development.

The competition attracted over 1,000 students, divided in 155 teams representing 12 educational institutions in 45 different countries. The eight winning solutions included works of art, calls to action, Instagram and other digital marketing campaigns, and potential strategies to help both destinations and tourism accommodation providers reduce plastic waste

and consumption. Several of the ideas submitted to the competition have already been picked up and implemented by stakeholders across the tourism sector.

The UNWTO Students League aims to empower tourism students by giving them real-time experience working in creating and implementing innovative and sustainable solutions for the challenges that the sector is facing. Also, it bridges the gaps between students' education and training and the realities of the sector, enabling students to enter the labour market as highly qualified and skilled professional.

You can find more information [HERE](#)



## AFFILIATE MEMBERS NEWS

### MALDIVES HOSTED THE ANNUAL UNWTO EXECUTIVE TRAINING PROGRAMME

Now in its 15th year, the Training Programme returned to focus on harnessing the power of domestic tourism to drive recovery and growth in destinations across Asia and the Pacific. It once again served as the leading platform for the region's tourism leaders to network and develop strategies for guiding the sector forward. The event brought together representatives of 25 countries, with six (Afghanistan, Bangladesh, Iran, Sri Lanka, Mongolia and Nepal) joining the Maldives to attend the training sessions in person.

Opening the event, UNWTO Secretary-General Zurab Pololikashvili stressed that the tourism sector needs leaders who can recognize ideas that will make a difference, who will innovate and back entrepreneurs and start-ups. The Minister of Tourism of the Maldives, Dr. Abdulla Mausoom thanked the UNWTO for the opportunity to host the

training sessions, highlighting his country's commitment to growing tourism back sustainably and promoting the islands' rich culture, heritage and biodiversity.

The Executive Training Programme focused on enabling destinations of all sizes to capitalize on the trend that sees the restart of domestic tourism ahead of international tourism. The opening session focused on destination management, and was followed by sessions focusing on the role of innovation and private sector partnerships in growing domestic tourism.

You can find more information [HERE](#)



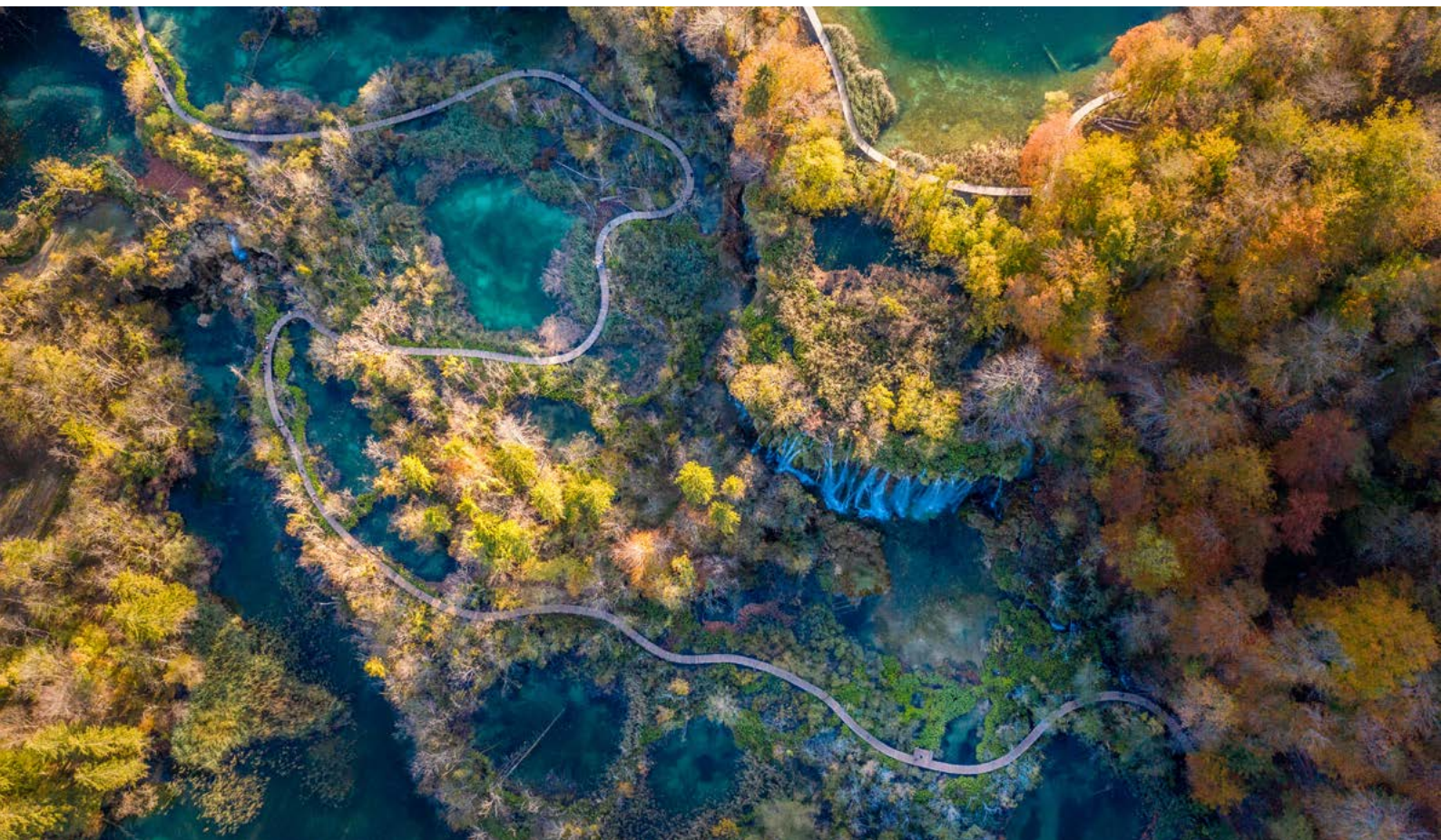


## AFFILIATE MEMBERS NEWS

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### FALL IN LOVE WITH CROATIA

With the aim of generating interest in domestic travel and increasing the level of tourist activity outside the summer months, the Croatian National Tourist Board, in cooperation with the Ministry of Tourism and Sports, is launching “Croatian Tourism Month”. Last Fall’s “Vacation-Worthy Week” achieved very good results, so this year it was transformed into a whole month. From 1st to 31st October, Croatian citizens and foreign guests will be able to discover Croatia at popular prices. Various tourist products from accommodation, transport, sights to restaurant services and other experiences throughout the country will be at a 35% discount. While discovering the beauty and rich offer that Croatia has and is available throughout the year, it will be important to adhere to the prescribed epidemiological measures that will be in force and act responsibly.





## AFFILIATE MEMBERS NEWS

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### STANDARDIZATION OF TOURIST GUIDE SERVICE IN COMMUNITY-BASED TOURISM: BOLIVIA

Estephania Carolina Castañon Mendez  
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This research evaluates the potential to have tourist guide service certified. The process was through an approach to minimum quality standards that must be followed.

Based on the opinion of visitors and actors involved in the service provision, two important aspects were evaluated: The guides technical qualification and service technical qualification.

63% of indicators were approved with excellent development, and 35% were reprobated, the main cause is that there is no tool to guide the quality line that the service must follow.

There're weaknesses in:

- Existence and knowledge of ethic codes,
- Means of evaluating visitor satisfaction,
- Physical security.

Tourist guides have the will and potential to be certified with a quality service. Therefore, a Bolivian technical standard was proposed to solve shortcomings and reinforce the continuous improvement of good aspects considering different realities of community-based tourism in Bolivia.



UNIVERSIDAD  
**CATÓLICA**  
BOLIVIANA





## AFFILIATE MEMBERS NEWS

### CITY OF HAVANA WILL HOST THE IV EDITION OF THE IBERO-AMERICAN SUMMIT OF ACCESSIBLE TOURISM

The 4th Ibero-American Summit on Accessible Tourism will be held on December 15th – 19th 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.



Red Española de Turismo Accesible



**15 - 19 de Diciembre 2021**

HOTEL NACIONAL, LA HABANA CUBA



Con el Apoyo y colaboración de:



## AFFILIATE MEMBERS NEWS

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### CALL FOR PARTICIPATION THE WORLD IN FLORENCE INTERNATIONAL FESTIVAL WORLD'S CULTURAL EXPRESSIONS FLORENCE (ITALY), NOVEMBER 25-26, 2021

The gradual (not completed yet) return to normality after the pandemic offers regions with a specific cultural tourist attractiveness the possibility of returning to international tourism with a new ethical and commercial offer that encourages the visitor's socio-cultural inclusion (transforming him into a "temporary resident") and a better enhancement of local cultural resources.

The International Festival World's Cultural Expressions in Florence (promoted by the Romualdo Del Bianco Foundation, UNWTO Affiliated Member) calls destination site stakeholders to interpret and promote their typical cultural expressions, as key-factors for enhancing their international attractiveness and for creating travelers-inclusive-destination communities. Promotional posters exhibition, typical products/artefacts presentation and online debates are included in the Festival program.

The participation of the UNWTO's Affiliate Members is welcome, upon different formats:

- Production of a local **"cultural storytelling"** (three posters and web content) that will be exhibited and presented during the festival > recommended for Higher Education Institutions, Local/National Tourist Agencies, Local Association/NGO
- Production of a **"promotional poster + web content"** dedicated to a specific cultural product(s) of a destination site > recommended for Companies, Local Producers, Tourist Operators, Local/National Tourist Agencies
- **"Sponsorship"**, different packages are available, from annual up to quinquennial basis > recommended for renowned International Companies, Tour Operators, Local/National Tourist Agencies.

Info and application [here](#)

or writing to: [marketing@lifebeyondtourism.org](mailto:marketing@lifebeyondtourism.org)





## AFFILIATE MEMBERS NEWS

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### SUPPORTING STUDENT RESEARCH & YOUTH ENTREPRENEURSHIP

Acknowledging the impact of the COVID-19 on Hospitality SMEs and Entrepreneurship in ASEAN, which directly threatens youth employment and economic stability, Duy Tan University has been promoting student research as a resource tool kit to produce impactful solutions for the current regional issues.

In recent months, lecturers and researchers from the Hospitality & Tourism Institute, Duy Tan University, have been providing trainings in research for students to enhance their abilities to translate market data sources into business strategic insights. Confronting challenges raised by mobility restrictions, this connectivity in research has been done via continuous Zoom meetings, expecting to generate workable resources to support enterprises in the decision-making processes.

Several topics that DTU students are working on that cover ASEAN economic and socio-cultural spectrum:

- Social media alternatives in Tourism
- Rethinking of Tourism

### GULF AIR RESUMES QASSIM AND INCREASES SAUDI FREQUENCIES TO 91 WEEKLY FLIGHTS

Gulf Air, the national carrier of the Kingdom of Bahrain, has announced the resumption of direct flights to Qassim's Prince Naif Bin Abdulaziz Airport in Saudi Arabia with 4 weekly flights starting from 3 October 2021. The airline will also upgrade its frequencies to and from Saudi Arabia to 91 weekly flights, coinciding with Saudi Arabia's 91st National Day.

Gulf Air has been operating a strong network of direct flights between the Kingdom of Bahrain and the Kingdom of Saudi Arabia in the last decades and the airline's network in Saudi Arabia significantly feeds into the airline's global network.



## AFFILIATE MEMBERS NEWS

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### **CENTRE FOR SUSTAINABLE DEVELOPMENT OF NOSU UNIVERSITY (RUSSIA) IS LAUNCHING ONLINE COURSE ON UN SUSTAINABLE DEVELOPMENT GOALS**

The course “Sustainable Development and Images of the Future” is being developed by NOSU University in collaboration with Universidad Isabel 1 (Spain), UNWTO Affiliate Members: Bogazici University, World Leisure Organization’s Centres of Excellence: University of Hong Kong, University of Sao Paulo; and Climate Change Research Centre, University of New South Wales (Australia).

Consists of 6 Modules:

- 1) What do we understand by sustainable development and what are the UN SDGs?
- 2) What do we understand by sustainable futures and how do we usefully think about the future?
- 3) Detailed look into environmental UN SDGs
- 4) Detailed look into social UN SDGs

5) Detailed look into economic UN SDGs

6) Tourism and SDGs – module by UNWTO Working Group on SDGs Support (as collaboration in an activity included in Affiliate Members Department PoW for 2021).

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The UNWTO Affiliate Members Department is responsible for the management of the partnership between UNWTO and the private sector.

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