



AMNEWS

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

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SPECIAL EDITION FITUR 2022

Dear Affiliate Members,

I am pleased to share with you this special edition of our AM News bulletin, highlighting the main activities organized by our department at FITUR.

This edition of the Madrid international tourism fair demonstrated that the tourism sector is advancing towards the recovery, despite all the challenges we are still facing. The strong results, with figures exceeding initial expectations, highlight the efforts of the entire tourism industry value chain to generate new opportunities and be able to look forward to 2022 with strong expectations for the forecast recovery.

The participation of the Affiliate Members Department was, once again, very consistent. Firstly, we organized the initial meeting of the new Board of Affiliate Members 2022-2025, with an agenda marked by the election of its representatives. I would like to congratulate on their election the new Chair, Business Hotel Association of Madrid (AEHM), the First Vice Chair, Chamber of Tourism of Argentina (CAT), and the Second Vice Chair Chameleon Strategies. I am convinced that the new Board will successfully manage the priority topics of this challenging period and that we will work together to strengthen the UNWTO-private sector partnership and the Affiliate Membership of our Organization.

Moreover, we successfully held another edition of our Affiliate Corner. This time “Strategies by Tourism Boards”, focused on the changing role of tourism boards and how they boost an effective recovery of tourism. It also featured presentations by private stakeholders helping advance the work of tourism boards. It was once again a great opportunity to learn, exchange and network for our Affiliate Members.

As in the past edition, we supported our Affiliate Member Caixa and its 4th “Hotel and Tourism Awards”, which recognized the professional career and achievements of businessman of the hotel industry in Spain. I am glad to have participated in this event and I look forward to strengthening our collaboration with CaixaBank.

Lastly, we took advantage of FITUR to hold many bilateral meetings with our Affiliate Members. We had the opportunity to discuss future collaborations and set the basis for the implementation of joint projects included in our Programme of Work.

I am very satisfied by the outcomes achieved at this edition of FITUR and I really hope that 2022 will be the year of the recovery for our sector.

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 2022

UNWTO STATUTORY AND HIGH-LEVEL MEETINGS

UNWTO EXECUTIVE COUNCILS

May (TBC)	116th Session of the UNWTO Executive Council	Saudi Arabia	In person / hybrid
Q4 (TBC)	117th Session of the UNWTO Executive Council	TBC	In person / hybrid

UNWTO REGIONAL COMMISSIONS

March 28-29	48th Regional Commissions for the Middle East	Egypt	In person / hybrid
May 9-11	67th Regional Commission for the Americas	Punta del Este, Uruguay	In person / hybrid
June 1-3	67th Regional Commission for Europe	Yerevan, Armenia	In person / hybrid
July 5-7	34th Regional Commission for Asia Pacific and South Asia	Maldives	In person / hybrid
October 5-7	65th Regional Commission for Africa	Tanzania	In person / hybrid

UNWTO / AMD MAIN CONFERENCES AND EVENTS WITH PARTICIPATION OF AFFILIATE MEMBERS

March 23-25	11th World Congress on Snow and Mountain Tourism	Andorra La Vella, Andorra	In person / hybrid
June 27-July 2	1st Global Youth Tourism Summit	Sorrento, Italy	In person / hybrid
September 27	World Tourism Day	Bali, Indonesia	In person / hybrid
(TBC)	7th UNWTO World Forum on Gastronomy Tourism	Nara, Japan	In person / hybrid
Q3 (TBC)	3rd Mayors Forums for Sustainable Tourism	Madrid, Spain	In person / hybrid
Q3 (TBC)	6th UNWTO Global Conference on Wine Tourism	Alba, Piedmont, Italy	In person / hybrid
November (TBC)	1st World Forum on Rural Tourism	Mexico City, Mexico	In person / hybrid

HIGHLIGHTS OF AMD ACTIVITIES AT FITUR

THE NEW BOARD OF AFFILIATE MEMBERS MET FOR THE FIRST TIME WITHIN THE FRAMEWORK OF FITUR

The Board of Affiliate Members, recently elected for the period 2022-2025, held its first meeting on January 2020 against the backdrop of FITUR. The agenda was marked by the elections of the Board's representatives, namely the Chair and two Vice Chairs.

The 23 members of the Board voted by secret ballot, and the results were as follows:

- Chair: Business Hotel Association of Madrid (AEHM), represented by its Executive Vice President Ms. Mar de Miguel
- First Vice Chair: Chamber of Tourism of Argentina (CAT), represented by its President Mr. Gustavo Hani
- Second Vice Chair: Chameleon Strategies, represented by its CEO Mr. Jens Thraenhart

Following on from the elections, the new Chair, Ms. Mar de Miguel, expressed her gratitude for the trust placed in them by the rest of the Board and expressed her readiness to work with all of them to develop the full potential of the UNWTO Affiliate Members network as a tool to promote a better tourism, enhance public-private cooperation and accelerate the recovery of the sector.

During the meeting, the Director of the Affiliate Members Department Mr. Ion Vilcu also took the opportunity to briefly present the Programme of Work 2022, which includes the programmatic goals and specific objectives for the year and the main activities that will be implemented in collaboration with the Affiliate Members, along with highlighting that the implementation of the Reform of the Affiliate Membership Legal Framework will provide new mechanisms for a better cooperation of the Affiliate Members with the whole UNWTO.



HIGHLIGHTS OF AMD ACTIVITIES AT FITUR

STRATEGIES BY TOURISM BOARDS – A NEW EDITION OF THE AFFILIATE MEMBERS CORNER AT FITUR

At FITUR 2022 we held a new edition of the UNWTO Affiliate Members Corner, a dedicated space for our Affiliate Members to present projects and initiatives to the audience and so gain visibility and establish potential collaborations.

This edition, “Strategies by Tourism Board”, addressed the changing and adaptive role of tourism boards in the current scenario and how they are contributing to an effective recovery of tourism. Moreover, it featured presentations by private stakeholders helping advance the work of tourism boards.

Seven Affiliate Members delivered very insightful presentations:

- Croatian National Tourism Board: Change in communication strategies during the pandemic, Case study: Croatia
- Türkiye Tourism Promotion and Development Agency: City Promotion and Development Program of Türkiye

- Consejo de Promoción Turística de Quintana Roo: Caribe Mexicano, Recovery and transition towards a sustainable model
- Instituto Distrital de Bogotá: Integration – Key strategy for the successful development of tourist destinations
- CETT – Universidad de Barcelona: New challenges in tourism destinations’ management and capacity-building strategies for their professionals
- Allianz Partners: Winter Tourism: why travelling again?
- Corporación Comunicación Iberoamericana: How to inspire travellers to keep high interest in your destination even if you cannot travel there?

Thanks to all the Affiliate Members participating in this new edition of our AMs Corner for sharing some great initiatives and strategies supporting the recovery of the tourism sector.

RELATED LINKS:

[Youtube](#)

[AMs Virtual Corner](#)



HIGHLIGHTS OF AMD ACTIVITIES AT FITUR

UNWTO SUPPORTED THE 4TH EDITION OF THE CAIXABANK HOTELS & TOURISM AWARDS AT FITUR

The UNWTO, represented by the Director of the UNWTO Affiliate Members Department, Mr. Ion Vilcu, participated at the 4th edition of the CaixaBank Hotels & Tourism awards. The event, celebrated on January 19th within the framework of FITUR, is another example of the commitment of CaixaBank, a UNWTO Affiliate Member, to the tourism market and specifically the hotel industry.

This special edition wanted to recognize the careers of Spanish entities and professionals of the accommodation industry and their longstanding contribution to the tourism sector in Spain. Meliá Hotels, Hoteles Poseidon, City Sightseeing and Barceló Group were only some of the companies awarded from the whole country. The ceremony counted with the presence of Ion Vilcu, Director of the UNWTO Affiliate Members Department, and David Rico, Director of Caixa Bank Hotels & Tourism.

Mr. Vilcu greeted all the awarded professionals and entities and thanked them for their commitment towards the Spanish tourism sector throughout the years. Moreover, he highlighted the great collaboration between the UNWTO and CaixaBank and acknowledged, with great satisfaction, its high level of specialization in the field of tourism since the establishment a few years ago of the Hotels & Tourism business line, aimed to provide the hotel market with a differential and specialized product and service offering to help companies optimize and simplify their daily activities.



HIGHLIGHTS OF AMD ACTIVITIES AT FITUR

THE DIRECTOR VILCU HELD SEVERAL BILATERAL MEETINGS WITH UNWTO AFFILIATE MEMBERS AT FITUR

As part of the activities of the Affiliate Members Department at FITUR, crucial time was dedicated to meetings with several Affiliate Members, and other entities interested in collaborating with the UNWTO, aimed to discuss about potential partnerships or advance with those projects already in place.

The organization of joint events, development of joint studies, Memoranda of Understanding, creation of operational Working Groups on several topics, and other initiatives to be implemented in 2022 were only some of the topics discussed at the meetings.

This is the list of the entities met by the Director Ion Vilcu and his team:

- Basquetour
- Ciudad Autónoma de Ceuta
- Committee for Tourism – Moscow City Government
- Comunidad de Madrid
- Consejo Consultivo Estatal de Turismo del Estado de Yucatán
- Consejo de Promoción Turística de Quintana Roo
- European Historical Thermal Tourism Association (EHTTA)
- Fundación Castilla La Mancha
- Fundación Starlight
- Global Performance Group
- Observatorio de Guanajuato
- Saint Petersburg Convention Bureau
- Spain Film Commission

It was a pleasure to having the opportunity to meet so many Affiliate Members in Madrid and we look forward to advance with the implementation of those actions discussed over the course of 2022 as part of the AMD Programme of Work!



PRESS COVERAGE AMD ACTIVITIES AT FITUR

Affiliate Members Corner

[Tecno Hotel News: Innovación tecnológica y sostenible para impulsar el sector turístico](#)

[Inout Viajes: FITURTECHY clausuró su decimoquinta edición bajo el lema Regreso al futuro](#)

[Croatia Week: Croatia presents tourist offer in Madrid at FITUR](#)

Meeting of the Board of the Affiliate Members

[Torno News: UNWTO affiliate members board elects chair and vice chairs for 2022-2025](#)

[Expresso: Nueva junta directiva de los miembros afiliados de la OMT](#)

[Capital: La AEHM presidirá a los Miembros Afiliados de la OMT](#)

[Hosteltur: Argentina asumió la vicepresidencia de los Miembros Afiliados de la OMT](#)

Caixabank Hotels and Tourism Awards

[Información: CaixaBank entrega a Hoteles Poseidón el Premio Hotels & Tourism a la trayectoria empresarial](#)

[ABC Sevilla: CaixaBank entrega a Enrique Ybarra en Fitur el 'Premio Hotels Tourism a la trayectoria empresarial'](#)

[Pamplona Actual: CaixaBank entrega a Javier Catalán el 'Premio Hotels & Tourism a la trayectoria empresarial' en FITUR](#)

Activities with Affiliate Members

[México Ruta Mágica: Sostiene Miguel Torruco encuentros de trabajo con personalidades del sector turístico en el marco de Fitur 2022](#)

[Palco Quintanarroense: Bernardo Cueto, Secretario de Turismo de Quintana Roo se reúne con miembros de la OMT en Fitur de Madrid](#)

[Periódico Viaje: Guanajuato será sede de Sustainable & Social Tourism Summit](#)

[Ceutaldia: Ceuta será miembro de pleno derecho de la OMT en menos de dos meses](#)



UNWTO HIGHLIGHTS

UNWTO Secretary -General meets with Ms. Mar de Miguel Colom, newly elected Chair of the Board of Affiliate Members

Following the recent election of the Madrid Hotel Business Association (AEHM) as new Chair of the Board of the Affiliate Members, the UNWTO Secretary-General, Mr. Zurab Pololikashvili received on 31 January 2022 at the Headquarters of the Organization the visit of Mr. Gabriel Garcia Alonso and Ms. Mar de Miguel Colom, respectively President and Executive Vicepresident of the AEHM.

The Secretary-General conveyed a message of congratulation to Ms. Mar de Miguel for her recent election and expressed his determination to work together to achieve a stronger, more resilient and sustainable tourism, after the unprecedented impact of the COVID-19 pandemic.

Strengthening the public-private partnership and cooperation between the Member States and the Affiliate Members, the implementation of the new Affiliate Members Legal Framework, and the increase of the Affiliate Members participation in the UNWTO statutory meetings have been in the agenda of the meeting.

The UNWTO Secretary-General and the Chair of the AM Board agreed to remain in permanent consultations through the Affiliate Members Department in order to keep working to strengthen the value of the Affiliate Membership in & outside the Organization.



UNWTO HIGHLIGHTS

Tourism grows 4% in 2021 but remains far below pre-pandemic levels

Global tourism experienced a 4% upturn in 2021, compared to 2020. However, international tourist arrivals were still 72% below the pre-pandemic year of 2019, according to the latest UNWTO World Tourism Barometer.

The first 2022 issue indicates that rising rates of vaccination, combined with easing of travel restrictions due to increased cross-border coordination and protocols, have all helped release pent up demand. International tourism rebounded moderately during the second half of 2021, with international arrivals down 62% in both the third and fourth quarters compared to pre-pandemic levels.

The pace of recovery remains slow and uneven across world regions due to varying degrees of mobility restrictions, vaccination rates and traveler confidence. Europe and the Americas recorded the strongest results in 2021 compared to 2020 (+19% and +17% respectively). Meanwhile Africa saw a 12% increase in arrivals, though this is still 74% below 2019. In the Middle East arrivals declines 24% compared to 200 and in Asia and the Pacific were still 65% below 2020 levels, as many destinations remained closed to non-essential travel.

More detailed info on the Barometer [HERE](#)

2021* INTERNATIONAL TOURIST ARRIVALS

AMERICAS
+ 17% (VS 2020)
- 63% (VS 2019)

AFRICA
+ 12% (VS 2020)
- 74% (VS 2019)

WORLD
+ 4% (VS 2020)
- 72% (VS 2019)

EUROPE
+ 19% (VS 2020)
- 63% (VS 2019)

ASIA & THE PACIFIC
- 65% (VS 2020)
- 94% (VS 2019)

MIDDLE EAST
- 24% (VS 2020)
- 79% (VS 2019)



SOURCE: UNWTO
* PROVISIONAL DATA (DATA AS OF JANUARY 2022)

UNWTO HIGHLIGHTS

Dominican Republic the focus of first UNWTO Tourism Investment Guide

UNWTO has launched the first in a series of tourism investment guidelines focused on a specific country, namely the Dominican Republic. Developed alongside the Ministry of Tourism and the national Export and Investment Center (PRODOMINICANA), the new guide provides key insights for investors, with the aim of boosting foreign direct investment in the Caribbean destination.

Launched against the backdrop of FITUR, these guidelines represent a comprehensive tool for parties interested in FDI opportunities. In particular, it aims to attract and promote and retain investment in sustainable tourism initiatives in the Dominican Republic, including those that provide local jobs and build greater resilience across the sector.

The guide showcases the potential of closer public-private collaboration and makes clear the importance of directing investments towards building new tourism business models centres on innovation and sustainability. As the UNWTO guide notes, the Dominican Republic represents one of the most competitive opportunities for investors for a number of reasons, such as excellent geographic location, solid legal framework, economic stability, and modern infrastructure.

You can download the guide from [HERE](#)



UNWTO HIGHLIGHTS

Barcelona Joins UNWTO's Network of Sustainable Tourism Observatories

UNWTO has welcomed the Barcelona Tourism Observatory as the newest member of its growing International Network of Sustainable Observatories (INSTO). Tourism is one of the leading economic sectors for the city of Barcelona and surrounding region, responsible for more than 10% of local GDP.

The Barcelona Tourism Observatory (BTO) will work to help guide the sector towards greater sustainability. It will provide data and analyses to be used to guide evidence-based decision making. This will help Destination Barcelona better deal with the recovery of tourism and in the long run with the large tourist numbers and ensure the sector is managed in a sustainable and responsible manner.

UNWTO Secretary-General said: "We warmly welcome Barcelona into our growing global network of observatories. The Observatory can help Barcelona better manage its tourism sector, recovering and growing back more sustainably for the benefit of visitors and residents alike".

More information [HERE](#)



UNWTO HIGHLIGHTS

UNWTO welcomes its newest member, Antigua and Barbuda

The Caribbean Destination became UNWTO's newest Member State and eight in the Caribbean region when its application was approved by the 24th Session of the General Assembly in December 2021. The Government appointed Dr. Dario Item, Ambassador Extraordinary and Plenipotentiary to the Kingdom of Spain as its Permanent Representative to the UNWTO as well as its Head of Permanent Mission to the Organization.

Secretary-General Zurab Pololikashvili warmly welcomed Dr. Item in at UNWTO Headquarters in Madrid, receiving his credentials. Given the importance of tourism to the islands, the restart of tourism will bring economic growth and social opportunities. In 2020, Antigua and Barbuda welcomed 125,000 international arrivals and tourism receipts totalled US\$349 million.

Now as a Member State, UNWTO and the Government of Antigua and Barbuda will work together to enhance the sector's importance as a pillar of sustainable development, with innovation and tourism education shared priorities.

For more information click [HERE](#)



AFFILIATE MEMBERS NEWS

UNWTO AFFILIATE: WEEKLY SALES HACKS SERIES

Let's innovate together. This series of weekly strategy sessions is designed specifically for UNWTO Affiliate Members to help spark fresh conversations and ideas around innovation and revenue growth in the tourism industry. Join our panel of experts every Tuesday and Thursday starting February 15th, as we dive into much needed topics around optimizing sales processes, effective negotiation, and building a constructive work environment that fosters true innovation.

The first session will be held February 15th at 08:00 am EST, and focused on "Collaboration for success: Improving Teamwork, Decision-Making & Innovation Within Teams".

Register [here](#)



**GLOBAL
PERFORMANCE**



AFFILIATE MEMBERS NEWS

ASICOTUR BEGINS 2022 WITH PARTNERS AND DELEGATES IN 32 COUNTRIES ALL OVER AFRICA, LATIN AMERICA, AND EUROPE – AND WE COULD NOT BE PROUDER.

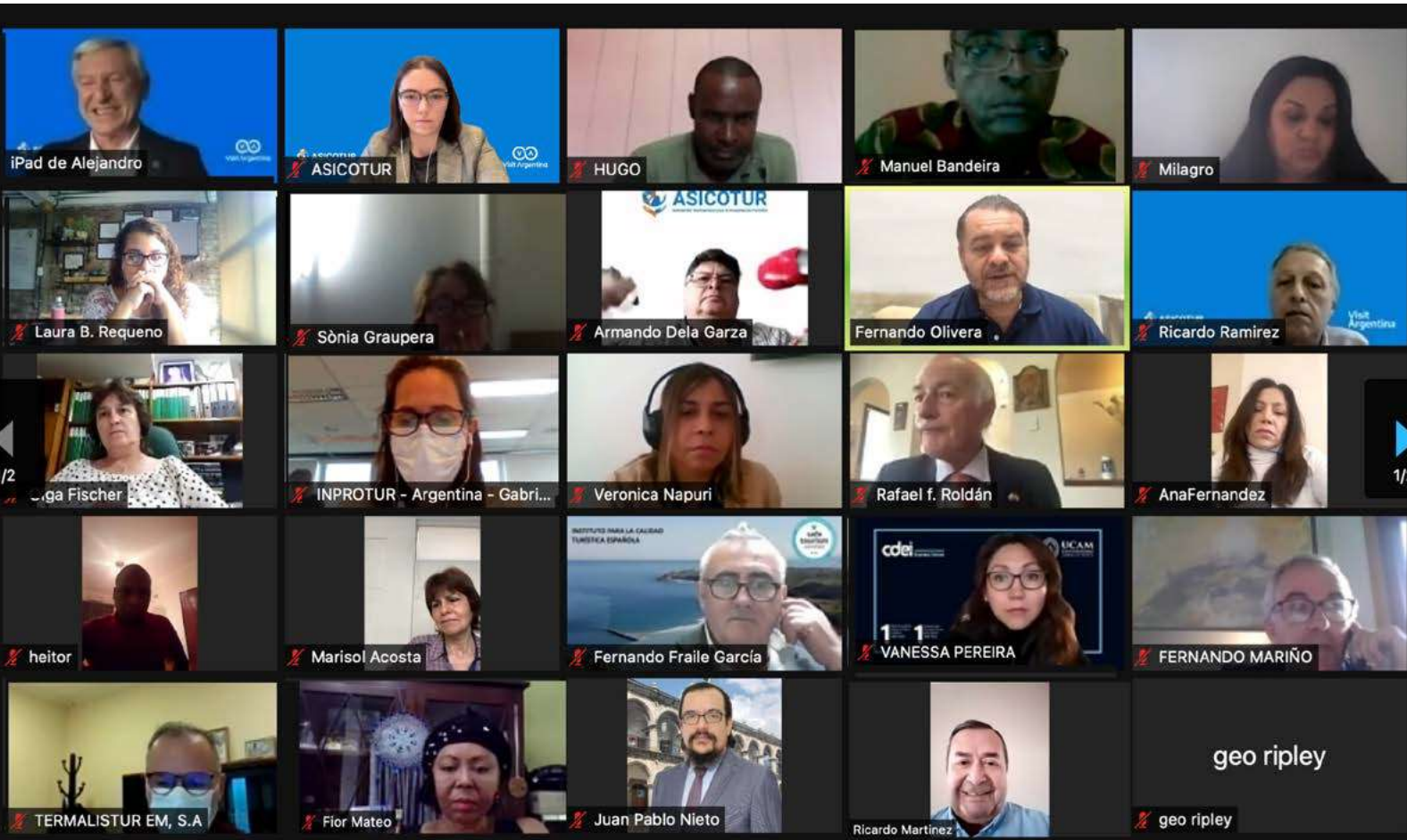
With the Spanish and Portuguese languages as cooperation vehicles, the Association is presenting various touristic development project for the countries in which this sector has room to grow, both in strategies and promotion.

Events such as Fitur 2022 help ASICOTUR further define these projects: the International Touristic Cooperation Congress, planned for April, will focus on knowledge and best practices; and the Caminos Iniciáticos project will study and define a partnership between European and Latin American tourism through the development of religious and nature tourism.

Our recent incorporation to the UN's World Tourism Organization (UNWTO) as Affiliate Members is for sure the push we needed to help make touristic cooperation more and more relevant every day.



ASICOTUR
Asociación Internacional para la Cooperación Turística



AFFILIATE MEMBERS NEWS

IGLTA 38TH GLOBAL CONVENTION, PREMIER EDUCATION & NETWORKING FOR LGBTQ+ TOURISM

The International LGBTQ+ Travel Association (IGLTA) will host its 38th Global Convention in Milan, Italy this year, 26-29 October, uniting hundreds of thought leaders to share best practices in LGBTQ+ tourism. All travel businesses committed to diversity, equity and inclusion that are interested in growing their outreach in this loyal, valuable market are invited to attend.



IGLTA
ADVANCING
LGBTQ+ TRAVEL

IGLTA's Global Convention connects LGBTQ+ welcoming travel and tourism suppliers and buyers through educational sessions on marketing, trends, and DEI; networking receptions to enhance business relationships; and a scheduled appointment marketplace, which attracted buyers selling over US\$25MM in LGBTQ+ travel annually in 2021. The Buyer/Supplier Marketplace will be presented in Milan in collaboration with Jacobs Media Group. This is IGLTA's first European convention since Madrid in 2014, and early registrants receive special discounts. Don't miss the premier global event for LGBTQ+ tourism!

More information [here](#)



AFFILIATE MEMBERS NEWS

CROATIA - THE QUALITY OF ONLINE REPUTATION ABOVE 90/100

Warm The IQM Destination project in 30 destinations in Croatia implements integrated quality management in the destination. The analysis is done continuously throughout the year for each registered entity in the destination. In this way, stakeholders in tourism destinations become aware of the responsibility of their own quality, as destination partners because they affect the overall quality of the destination. In 2021, more than 190,000 reviews and comments of guests who visited Croatia were analysed, and guests gave the service and products a high rating of 90/100. The evaluation includes attractions, accommodation, beaches, offers of local producers, travel agencies, restaurants etc.

In 2022, the measurement of the quality of more than 2,500 stakeholders currently involved in tourism will continue. In the challenges of the Covid-19 pandemic, it is important that guests feel safe, that cleanliness, service, health of guests is safe, groceries from local producers in the catering offer, a wide range of outdoor offers, health and quality programs in every segment of tourism.



AFFILIATE MEMBERS NEWS

EMTM CONTINUES ITS SUCCESS STORY. WHO WILL JOIN NEXT?

EMTM commits to the Glasgow Declaration on Climate Action in Tourism for the upcoming generation 2022-24.

The European Master in Tourism Management (EMTM) is a well-established joint degree programme dedicated to sustainable tourism development. EMTM is accredited as an Erasmus Mundus and has been recognised as an Erasmus Mundus Master's Programme Success Story and Best Practise as well as by Shanghai and Eduniversal quality rankings. This two-year international programme is tailored by university partners of the EMTM consortium. The first semester is hosted by the University of Southern Denmark (Denmark), internationally recognised for its research and education in the field of sustainable tourism development, collaboration and design. The second semester is conducted by the University of Ljubljana (Slovenia), known for its excellence in green tourism policy and environmental management. The third semester is conducted by the University of Girona (Catalonia, Spain), known for tourism product development and sustainable destination management. The language of

instruction is English. Each cohort of max 35 students average 25 nationalities, who live, study and travel to the consortium universities in three different countries. During the fourth semester, dedicated to the master thesis, students have the option of spending the semester at an EMTM partner university or with associated tourism businesses all over the world.

The aim of the EMTM is to educate philosophic tourism practitioners who will be the responsible leaders of tomorrow and make sustainable, just, and effective decisions for a resilient, green, carbon neutral and digitalised smart tourism system. EMTM, and its consortium partners, are committed to the UNWTO Global Code of Ethics for Tourism, the UN Sustainable Development Goals and the Glasgow COP26 Declaration on Climate Action in Tourism.

The call is now open to applicants of all nationalities who wish to pursue a career in tourism and continue their studies, or to those who already have professional experience in the field and wish to further their education for a successful career as a future leader in tourism.

For more information, [here](#).



Foto description: Learning through diversity, EMTM generation 2020-2022, Girona 2021

AFFILIATE MEMBERS NEWS

EUROPEAN CITIES MARKETING LAUNCHES AN INSIGHTS REPORT MAPPING THE WORLD OF THE DIGITAL NOMAD AND HOW CITIES CAN BOOST THEIR ATTRACTIVENESS

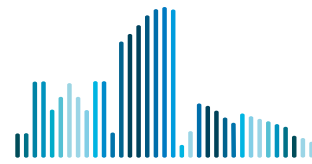
We hear the words ‘digital nomad’ all the time, yet who are we really talking about, and why do destinations seem so keen to attract them? To answer this question, European Cities Marketing has launched a ground-breaking report “Understanding the world of the digital nomad: How can cities tap into new sources of travelling global talent?” produced in partnership with place making and marketing agency, TOPOSOPHY.

The global labour market is currently in a state of huge flux. The pandemic is just one of the catalysts that’s pushing professionals worldwide to make dramatic changes to their lifestyle and career. With both workers and employers looking for unprecedented levels of flexibility, could this lead to a new wave of “global nomads”? What do destinations looking to attract digital nomads need to know first?

The new European Cities Marketing’s report examines the digital nomad lifestyle in more detail and explores the opportunities and challenges that the digital nomad market could bring to cities that want to become more attractive to the ‘long stay’ market. The study contains a wide range of practical

insights that define who digital nomads really are and what they seek from a place to live and work. The report includes a comprehensive map of the digital nomad “ecosystem” and explains how cities can make sure they get the most from this dynamic market.

The report is available on [European Cities Marketing’s Website](#) and you can watch the webinar on the launch on [European Cities Marketing’s YouTube Channel](#).



EUROPEAN CITIES MARKETING

MEET EUROPEAN CITIES



EUROPEAN CITIES MARKETING

UNDERSTANDING THE WORLD
OF THE DIGITAL NOMAD
HOW CITIES CAN TAP INTO NEW SOURCES
OF TRAVELLING GLOBAL TALENT
DECEMBER 2021

INDUSTRY PARTNER:
TOPOSOPHY
PLACE MAKING & MARKETING AGENCY

EUROPEAN CITIES MARKETING
MEET EUROPEAN CITIES

AFFILIATE MEMBERS NEWS

DANANG-BY-NIGHT RESEARCH – INSIGHTS TO REVIVE THE LOCAL TOURISM.

In response to the government plan to resume “The Danang-by-Night Tourism”, Duy Tan University - Hospitality & Tourism Institute (DTU - HTi) students are conducting research towards the insights to revive local tourism, to provide a set of workable data for better managerial practices.

It is a dilemma ever since recovery tourism is duelled with the risk of COVID spread, especially for a nation with a high level of risk avoidance like Vietnam. Hence, understanding the uncertainties concerned by the tourism stakeholders including government officers, tourism experts and locals in Danang becomes a must to guarantee this initiative’s success. Once the readiness towards this plan is well assessed,

city policymakers have more flexibility and proactivity to implement further strategic planning. “It is beyond collecting and analysing data, our students are making impacts to the local community”, said the Vice Dean of DTU-HTi.



Danang-by-night Reseach

Insights to Revive the Local Tourism



AFFILIATE MEMBERS NEWS

AS A TESTIMONY TO ITS EFFORTS IN FLYING SAFELY THROUGHOUT THE PANDEMIC GULF AIR RECEIVES THE COVETED SKYTRAX FIVE STAR COVID-19 AIRLINE SAFETY RATING

Gulf Air, the national carrier of the Kingdom of Bahrain, has received the Skytrax Five Star COVID-19 Airline Safety Rating after a vigorous audit by Skytrax Research that took place between November and December 2021. The rating comes as a testament to the success of Gulf Air's operations in flying safely throughout the pandemic and enhancing its airport and onboard protocols to combat the spread of COVID-19. The airline receives this recognition by providing the highest standards to customers and staff whilst maintaining its boutique strategy to deliver its renowned Arabian hospitality.

Upon receiving the Five Star COVID-19 Airline Safety Rating, Gulf Air's Acting Chief Executive Officer Captain Waleed Abdulhameed AlAlawi said: "This award is the result of the incredible work by the team at Gulf Air. This achievement is due to our commitment in serving the National Carrier of the Kingdom of Bahrain. As one of the few airlines globally that never stopped flying throughout 2020, we proudly accept this award which is a testimony of our resilience to maintain operations and preserve excellence in our service. I want to thank our loyal passengers for their appreciation during this

challenging period and for the faith and trust they have in the Gulf Air brand as we implemented strict enhanced measures to continue flying safely during these uncertain times".

This rating is received from Skytrax Research, the industry's most respected research and quality advisors with over 30 years of experience in the field and based in London, United Kingdom. Skytrax Research is well known for its World Airline and Airport Rating with a unified quality classification system of airline and airport standards worldwide. The COVID-19 Airline Safety Audit investigates and evaluates over 190 safety and hygiene protocols introduced by airlines during COVID-19 to enhance customer and staff safety, including standards of social distancing, efficacy of cleaning systems across both the airport and onboard environments, and all associated measures to enhance hygiene protection. Additionally, the Skytrax Research COVID-19 Airline Safety audit includes references to ICAO, EASA, IATA and ECDC COVID-19 Aviation Health Safety Guidelines.



AFFILIATE MEMBERS NEWS

RAINMAKER.TRAVEL ENABLES UNWTO MEMBER STATES TO RAPIDLY RECOVER AND RESTORE ECONOMIC SUSTAINABILITY

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.

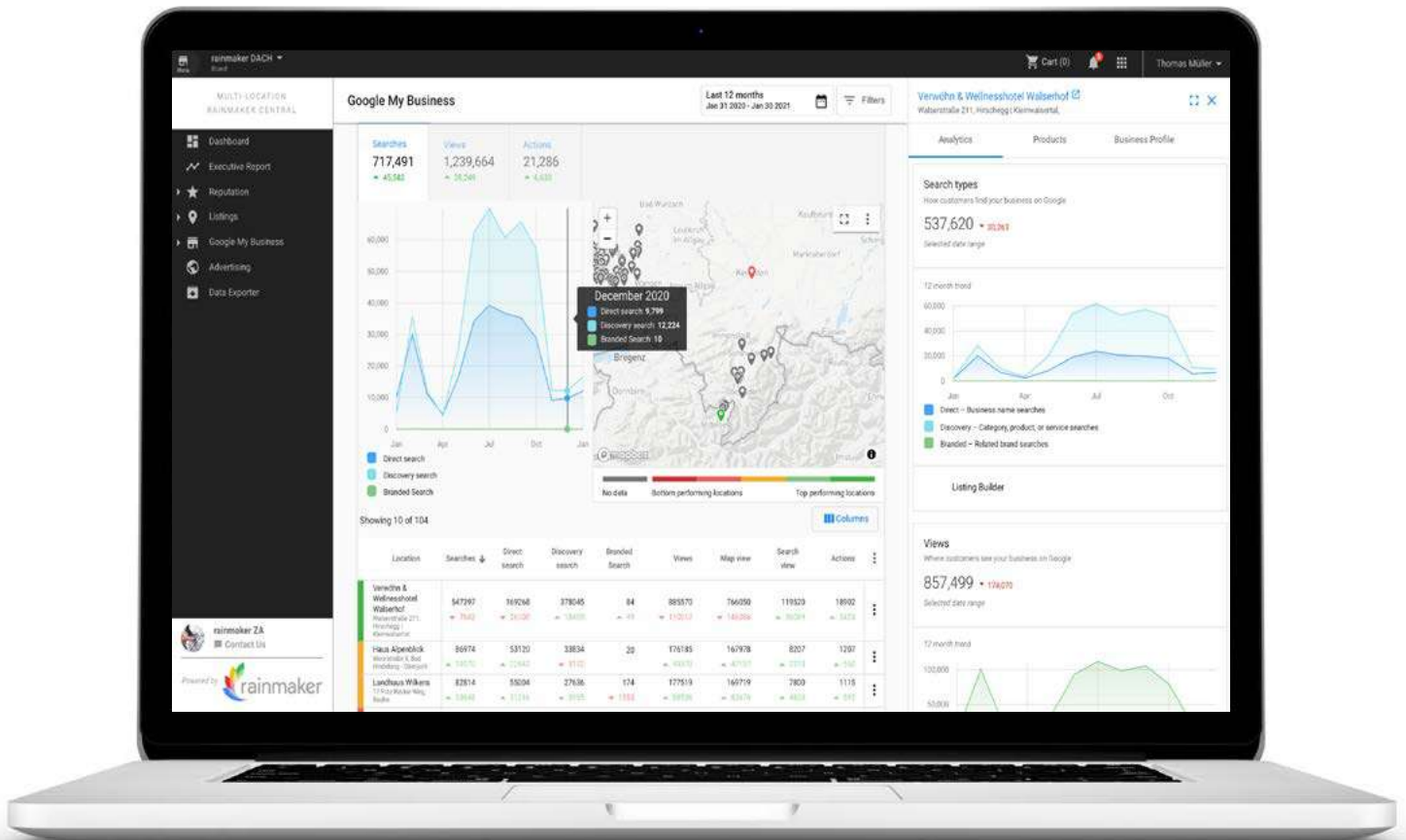
The Tourism Cloud enables the UNWTO Member states with a single unified dashboard to have a 360° view of the entire destination covering the entire customer journey from visibility, digital presence, reputation, marketing, advertising and distribution.

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 | getenabled@rainmaker.travel



AFFILIATE MEMBERS NEWS

NOSU UNIVERSITY WILL HOST CAUCASIAN HEADQUARTERS OF THE RUSSIAN GEOGRAPHICAL SOCIETY

Governor of the region proposed to recreate the Caucasian headquarters of the Russian Geographical Society in the capital city Vladikavkaz. It functioned until the 1917. It was the first regional department of the Society. The proposal was announced during the signing of the Agreement on interaction between the Society and the region.

“The joint work of the Society and region will contribute to the study of the entire North Caucasus, opening it to the world, disseminating knowledge about the nature and unique culture of the region, and will assist in intensifying tourism activities,” said First Vice President of the Society.

The chairman of the regional department and rector of NOSU University, Alan Ogoev, spoke about the educational activities of regional department of the Society. The branch of the Society in the region has existed since March 1972. The regional department is based at the Faculty of Geography and Geocology of the NOSU University.

During the working meeting, the parties determined the strategic directions of interaction between the Executive Directorate and the regional branch of the Society.

“Today we set ourselves the task of forming an ecological consciousness and culture among young people, a feeling of love and respect for their native land, its history and nature, as well as for the unique nature of Russia. I am sure that our common activities will make a positive contribution to socio-economic development of the region,” - emphasized Governor of the region.





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