



AM NEWSLETTER

Volume 11. September 2019



Dear Affiliate Member,

September is a busy month for UNWTO and for the Affiliate Members Department. As you know, on 9 September the 41st UNWTO Affiliate Members Plenary Session will take place in St. Petersburg. Within the framework of the General Assembly, the Affiliate Members Department will be offering a space for B2B Networking, especially aimed at Affiliate Members to hold bilateral meetings. More information can be found further on in this Newsletter.

Apart from all the activities related to the UNWTO General Assembly, the Affiliate Members Department will also be organizing a Workshop on the occasion of World Tourism Day 2019 which will focus on the topic of "Tourism Jobs of the Future". As the official UNWTO celebration of World Tourism Day 2019 will take place in New Delhi, India, so will the Workshop. The Workshop is the first of its kind and I hope that it will be the first of many.

Finally, I look forward to seeing you all in Russia!

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

Sincerely,

Ion Vilcu



41st UNWTO Affiliate Members Plenary Session & B2B Networking Session

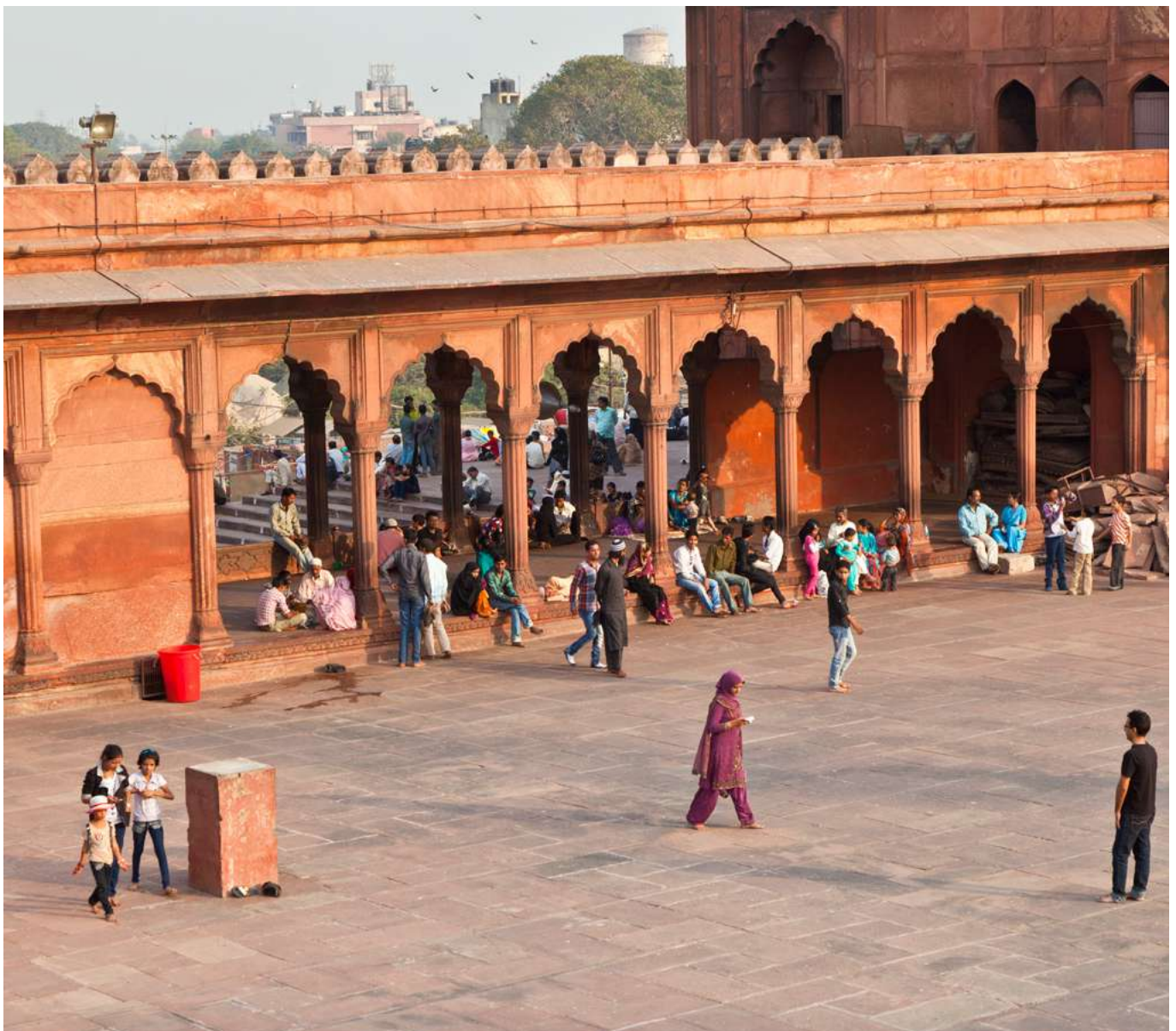
As you know, the 41st UNWTO Affiliate Members Plenary Session will take place on 9 September from 10:00-13:00 in St. Petersburg, Russian Federation. We are pleased to inform you that the provisional agenda for the Plenary Session is now available upon request to the Affiliate Members Department.

Furthermore, we are happy to announce that throughout the day of 11 September, the Affiliate Members Department will be facilitating a space at ExpoForum (the venue of the General Assembly) for

the purpose of bilateral meetings and B2B Networking exclusively for Affiliate Members to arrange meeting with other Affiliate Members, officials from Member States and UNWTO officials. We encourage those of you attending the GA to make the most of this opportunity!

Secretary-General's Designation of 3 Members of the Board

Following the recent election of the Members of the Board of the Affiliate Members for the period of 2019-2021, we are pleased to inform you that, in accordance with Article 8 of the Rules of Procedure of the Committee of the Affiliate Members, the Secretary-



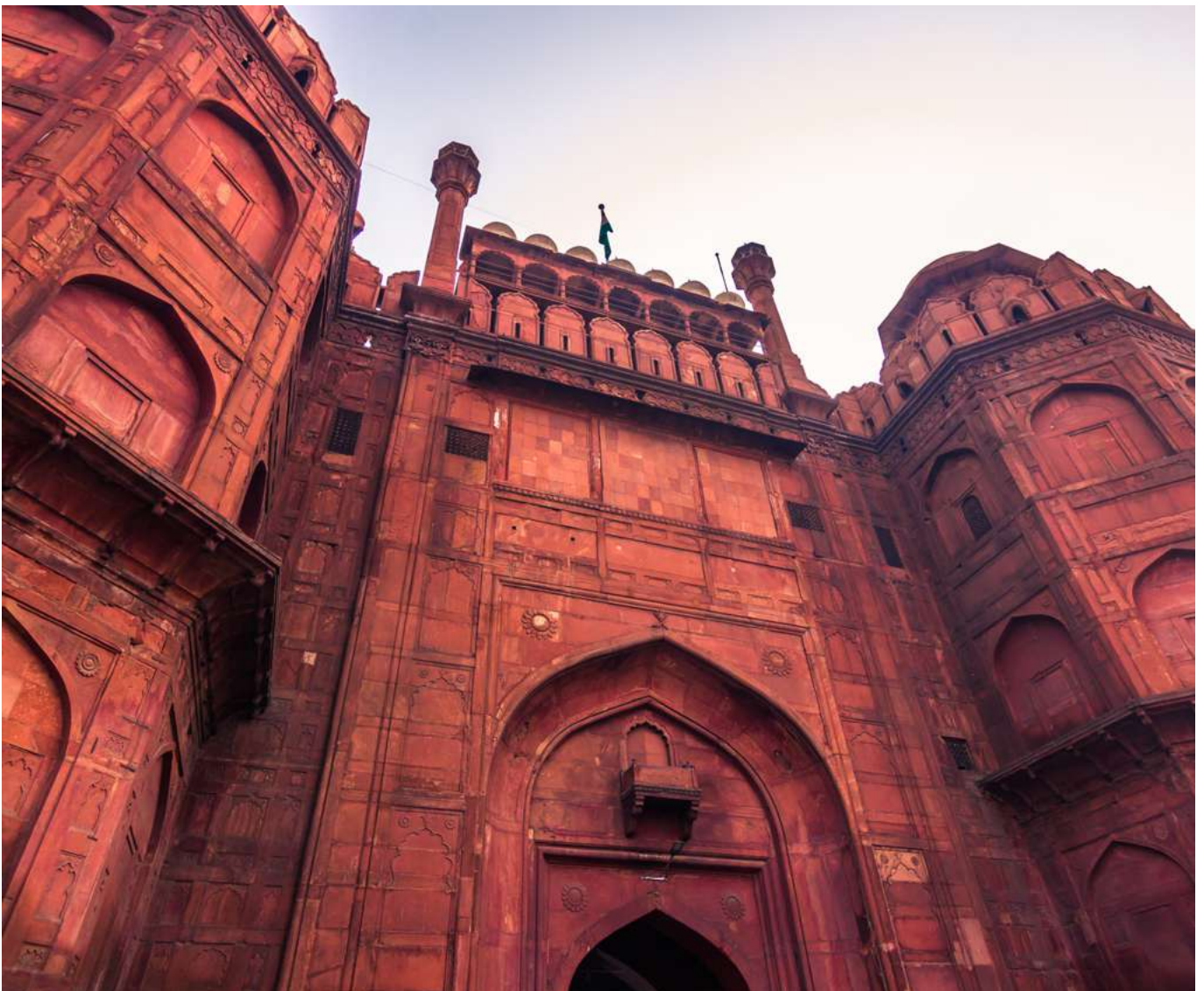
General has designated three additional Members to the Board of the Affiliate Members, to complete the full membership of the Board. These three entities are the following:

- **Estudis D 'hoteleria I Turisme Cett, SA (Spain)**
- **Etihad Aviation Group (United Arab Emirates)**
- **Grupo Xcaret (Mexico)**

We would like to once again extend our congratulations to all elected Members of the Board. At the Affiliate Members Department we are convinced that the newly elected Board of the Affiliate Members will contribute to strengthening this relevant statutory body and the Affiliate Membership of UNWTO.

Workshop on Tourism Jobs of the Future – on the occasion of WTF2019

The Affiliate Members Department is organizing a workshop on the occasion of the World Tourism Day entitled "Tourism Jobs of the Future" in collaboration with our Affiliate Member, Outlook Group from India. This workshop intends to provide a platform for tourism MSMEs and social entrepreneurs in India to explore how to accommodate future tourism trends, scale up their activities and tourism practices and create more job opportunities in their communities. The workshop will discuss how high-quality skilled workforce ensures greater competitiveness and innovation, improves job prospects and eases the process of adjustment in changing markets.



The Outlook Responsible Tourism Future Forum: Dirang, Arunachal Pradesh

The Outlook Responsible Tourism outreach programmes — which spread the message of responsible tourism beyond the metro cities of India — are always very rewarding. But the Outlook Responsible Tourism Future Forum: Empowering Communities in Dirang, held on July 12 in collaboration with Arunachal Tourism, was a particularly special experience. Nearly 180 attendees, including several local homestay, hotel and lodge owners, tour operators, craftspeople, public officials and local youth, turned up bright and early on an unseasonably clear, sunny day. The idea was to share and exchange knowledge on creating sustainable and equitable livelihood opportunities through responsible, community-friendly and wildlife-friendly tourism. From workshops and case studies, panel discussions and keynote speeches by our national and international experts, the emphasis was on learning from the best practices in India and abroad, and on managing the

impact of tourism in the area. Going forward, we hope the local communities will be more aware of their rights, options and potential opportunities in tourism. We wish them all the best! This event was additionally special with the participation of UNWTO and we look forward to many more events like this.



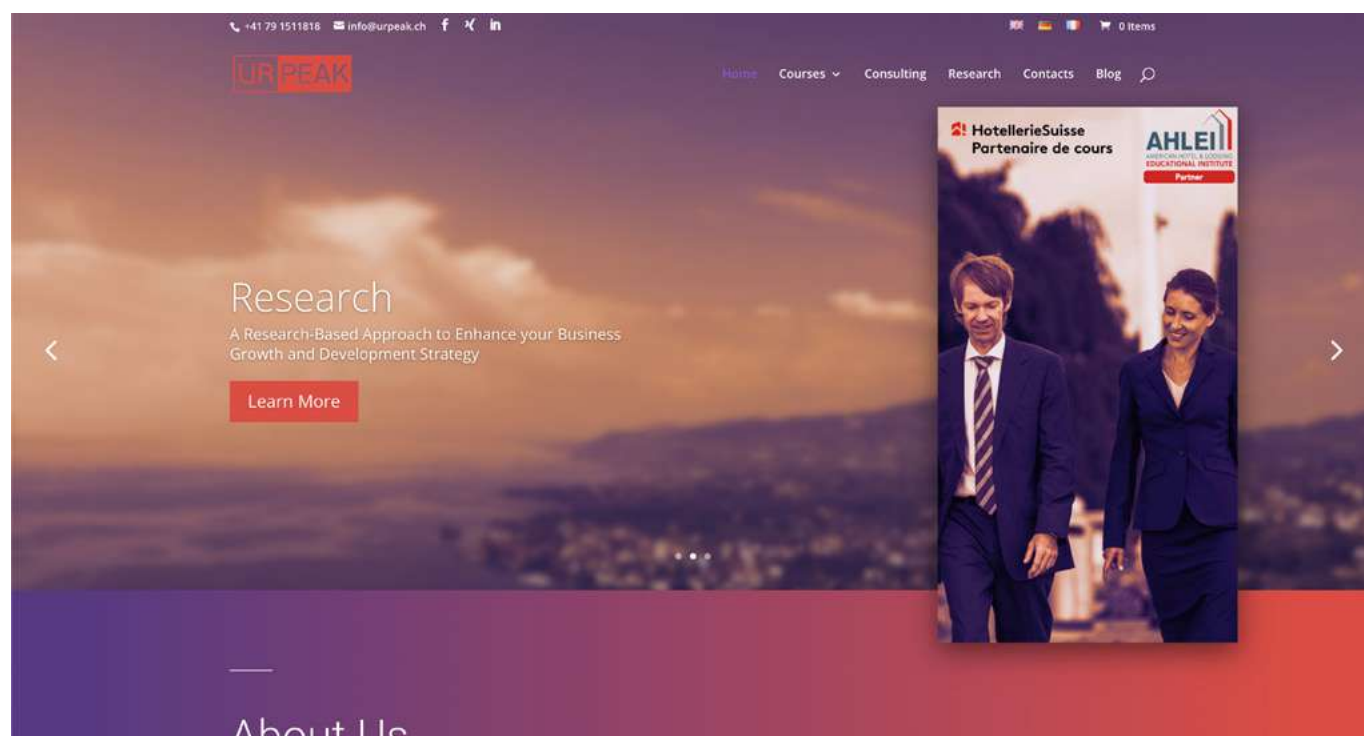
Training, Consulting, and Research for the Tourism and Hospitality Industries in Developing Countries

Tourism is one of the major industries for many developing countries, and its sustainability is critical for these countries' wellbeing. Apart from external factors such as political and economic stability, meeting the expectations of demanding guests is a challenge for hospitality and tourism businesses in most developing countries. The knowledge developed and successfully implemented in Western countries, and particularly in Switzerland, is not always readily available for those businesses in developing countries that are in need of it; however, there are solutions to this problem.

Experts from the Swiss training and consulting company, URPEAK, offer solutions by transferring their expertise to industry in developing countries. We offer our services to companies in the tourism and hospitality industries, and we are open for cooperation and partnerships with Foundations and other International Organizations sponsoring capacity building projects around the world. We source our expertise from both academia and industry professionals with experience in the leading Swiss hospitality business schools and the tourism industry. Our field of expertise lies primarily

in Talent Management, and especially Learning and Development. Our goal is to help managers to gain a better understanding of how to achieve exceptional guest service, while maintaining maximized earnings, though effective and efficient management of their employees. In our training programs, we present the best practices for the entire cycle of talent management covering recruitment, selection, training, development, performance management, and compensation and benefits. We also conduct research with the objective of providing unique insight into the tourism and hospitality industries for the benefits of all concerned parties.

Visit our website www.urpeak.ch



ICCA advocates beyond tourism impact of association meetings with Incredible Impacts Programme

The Incredible Impacts Programme celebrates the “beyond tourism” value of international association meetings and aims to create a powerful platform to advocate their positive societal impact. Currently in its third year, the Programme awards three grants of USD 7,500 to international associations whose meetings have demonstrated proven impact and legacy building. Associations can nominate themselves or candidate associations can be nominated by any ICCA member supplier, as long as their meeting fits criteria such as: knowledge/skills transfer with developing countries; awareness-raising of environmental, healthcare or societal challenges; and educational outreach in a host destination.

Following submissions, a panel of independent judges from the association world determines which meetings have proven impact to award the three grants on behalf of ICCA and BestCities Global Alliance, ICCA’s programme partner. The three winners then present their respective case studies at that year’s ICCA Congress; in 2019, the Congress will take place in Houston, U.S.A. from 27-30 October.

The partnership between BestCities Global Alliance and ICCA is a direct result of ICCA’s five-year strategic plan, which was launched at the end of 2015, comprising of six strategic goals. With a number of these goals, including full engagement with association clients and more effective global knowledge sharing, closely aligned with BestCities’ own ambitions, discussions commenced in July 2016 to explore potential opportunities. The result is a strategic partnership that celebrates and directly advocates the legacy opportunities international association meetings bring to destinations.



Thompson Okanagan to host International Indigenous Tourism Conference

After 2 years of working in collaboration, Thompson Okanagan Tourism Association was very proud to be named the 2019 host of the International Indigenous Tourism Conference as selected by the Indigenous Tourism Association of Canada (ITAC) CEO Keith Henry. Kelowna will play host to these meetings supported by regional initiatives and activities that will see our three Indigenous Nations of the Syilx, Secwepemc, and Nlaka'pamux showcasing the history, culture and most importantly the future of their communities going forward. Working closely with Chiefs and Councils, Indigenous Tourism BC, Tourism Kelowna and of course the entire team at ITAC we will be showcasing to the world the importance of a unified and progressive approach as we build a tourism product and the associated experiences that are inclusive, authentic, respectful, and build economic strength and sustainability for our collective tourism industry.

The theme of this year's conference is Inspire. Transform. Unite. Accelerating Indigenous Tourism Growth".

Presentations will take the conversation to the next level and will Inspire communities and entrepreneurs to explore tourism as an economic driver and provide an opportunity to build reconciliation through education and information. Transform, features the impact that Indigenous tourism has on visitors, residents and Indigenous tourism operators alike, ensuring the elevation of the Interior Salish, their story, unique characteristics, history and culture. Unite speaks to the power of partnerships and the importance of the three Indigenous Nations working together and beside non-indigenous stakeholders and communities to collaborate and empower the Indigenous Tourism Industry. With more than 800 delegates in attendance this is a historical opportunity for our region and the Indigenous peoples who have lived in the Thompson Okanagan for time and memorial.

TOTA
 THOMPSON OKANAGAN
 TOURISM ASSOCIATION



Eco-movement Sansara: tackling environmental crisis through education and action

Eco-movement SANSARA started at the North Ossetian State University (NOSU) in Vladikavkaz, the republic of North Ossetia, Russia, in February, 2019 and consists of university students and staff members. Thanks to their work, NOSU has become the first organisation in seven republics of the North Caucasus to introduce recycling at a systemic level.

The success of the project and its coverage by local media has attracted attention of local community, educational and governmental organizations and businesses. Due to this interest, the team is now developing a joint project with a local business and schools of Vladikavkaz in order to organize recycling and educational programme for school children on current ecological state and ways of tackling it. The same idea is being developed with a local partner university in order to educate and act together on environmental crisis.

NOSU collaborates closely with the regional government, including the Committee on Tourism, in developing tourism in the area. This initiative is to be included in educational, ecological, cultural and gastronomy tourism development projects. By uniting local community, business, governmental and educational organizations, and contributing into tourism development, the project raises awareness and social responsibility and ensures environmentally, socially and culturally sustainable tourism.



Tourism Intelligence System of the City of Buenos Aires

The Tourism Intelligence System launched by the Ente Turismo de Buenos Aires contributes to generate strategic knowledge using Big Data techniques, strengthening tourism governance in order to take effective data driven decisions in an ever-changing and competitive market.

This innovative tool is available at <https://turismo.buenosaires.gov.ar/observatorio> and integrates different sources of information through a dynamic platform for data visualization addressed to tourism stakeholders. The information also help to orientate marketing strategies, designing of tourism experiences and development of new products.

The Tourism Intelligence System allows us to understand Buenos Aires' position compared to other competitors in the region, to anticipate the main trends for forthcoming months through flight bookings, to understand the behaviour and tourist's profile as well as to recognise the movement of visitors across the different neighbourhoods and attractions

through mobile phone data. At the same time, it allows us to evaluate the competitiveness of our hotels and gastronomy establishments by digital platforms and tourist's opinions.

This project, initially supported by SEGITTUR Spain, has benefited tourism governance in Buenos Aires, boosting opportunities for the public and private sector through obtaining original and accurate information on market trends and visitors' behavioural habits. It impacts positively on the local community by granting free access to this information, allowing all tourism stakeholders to implement projects that maximise the benefits of their activities in a sustainable way, encompassing economic, socio-cultural and environmental dimensions.



Sistema de Inteligencia Turística

Te damos la bienvenida al Sistema de Inteligencia Turística, una plataforma digital que te permitirá visualizar de forma dinámica los principales datos del turismo a partir de múltiples fuentes de información.



Vienna: Record turnover and increased bednights in first half-year

Vienna's hotels increased their net room revenues by 23.5% from January through May, whilst bednights in the first half of 2019 were up 9.9%. To commemorate the 250th anniversary of the birth of Ludwig van Beethoven, the coming year will be under the motto "Vienna 2020. Capital of Music".

In the first half of 2019 Vienna recorded 3.6 million arrivals (+7.6%) and 7.9 million bednights (+9.9%), with net turnover of accommodation establishments up by twice as much. In the period January thru May evaluated to date, turnover of around 360 million euros represented an increase of 23.5% – while bednights from January thru May were up 10.9%. "The current trends are attributable on the one hand to increased flight capacities to Vienna, and on the other to Vienna's strong performance as a meeting and congress destination. Many of the marketing activities for 2020 – which marks the 250th anniversary of the birth of Ludwig van Beethoven – will be under the motto 'Vienna 2020. Capital of Music'," explains Director of

Tourism Norbert Kettner. Vienna currently has direct flights from 182 different destinations in 64 countries. The Viennese hospitality sector has an accommodation capacity of about 67,000 hotel beds, with a room occupancy of 74%.

Bednight statistics in detail

All of Vienna's ten strongest markets reported growth in bednights: Single-digit for Germany (1,522,000 bednights, +5%), Austria (1,466,000, +1%), United Kingdom (329,000, +6%), Russia (231,000, +1%), Switzerland (226,000, +8%) and China (215,000, +8%), and two-digit for the USA (443,000, +10%), Italy (379,000, +30%), Spain (265,000, +61%) and France (238,000, +17%). Some 80% of all bednights were accounted for by international visitors.

VIENNA
NOW ♦ FOREVER



Benefits for Social & Cultural Experience and overall impact of the City Card on City Tourism Planning

BakuCard is the official pass that unlocks Azerbaijan’s vibrant capital making the spectacular city even more appealing for visitors. BakuCard includes free public transport, entry tickets for selected city museums and attractions, plus discounts and special offers at shops, cafes, restaurants, entertainment centers and much more.

There are 3 types of cards:

24 hours BakuCard – 24 AZN (appr. 12 Euro)

72 hours BakuCard – 45 AZN (appr. 23 Euro)

7 days BakuCard – 70 AZN (appr. 35 Euro)

One of the main aims of the city card are awareness building and promotion of Baku as a modern, well-organized destination. From the perspective of sustainable consumption and production, BakuCard differs from other existing city tourism products by improving both the visitor experience and the perception of value for foreign tourists encouraging

tourists to visit a wider range of attractions and cultural institutions on long term basis.

Visitors to Baku are likely to use Bakucard’s selection of sites and businesses as a way of investigating the city’s top options. Potential customers will come across the logo and brand name in official website www.bakucard.az and the brochures included with the Bakucard package as well as in the Bakucard website and mobile apps plus their updates at times on Bakucard billboards;

By definition, customers purchasing a BakuCard will be incentivized to visit partner businesses and even those who do not purchase the card are likely to assume that partner businesses which are important options within their field.



Ljubljana University Tourism Masters world rankings

In school year 2019/20, new generations of students will enter Tourism master programmes at the School of Economics and Business at the Ljubljana University (SEB LU). Programmes are strongly informed by digital transformation and offer technology enhanced learning and teaching through blended Face-to face and e-learning.

SEB LU Programme "Tourism"

SEB LU two-year tourism master will open the door in October 2019. It will accept 30 Slovenian and 10 foreign students. Students will learn about tourism sustainable and responsible business, management, marketing, and tourism development and its impacts. SEB LU Programme "EMTM"

SEB LU joint programme European Master in Tourism Management (EMTM) is run in Consortium with University of Southern Denmark and Girona University, Spain. In September 2019, it will accept 33 students

from around 25 different nationalities from all over the world. It aims to educate responsible tourism leaders with strong global citizenship (sustainable & responsible) tourism values.

SEB LU World Rankings in Sustainable Tourism Education

SEB LU's Tourism Masters programmes are led by Prof. Dr Tanja Mihali . SEB LU Master Programme "Tourism" is ranked as one of the top 100 programmes in the world by the ARWU (so called Shanghai ranking, 2019). Moreover, it was also ranked tenth 10 best programme in the world by Eduniversal rankings 2019. The SEBLU Programme "EMTM" ranks among top 9 world programmes in Tourism and Hospitality Management, according to Eduniversal ranking.

University of Ljubljana

SEB SCHOOL OF ECONOMICS AND BUSINESS



LE MONDE Institute Athens - Motivating the Food and Beverage Sector to Support Sustainability

Is it enough to offer a delicious, healthy meal to your guests?

LE MONDE Institute trains the Greek Chefs, Pastry Chefs, Hotel Managers and Tourism Managers since 1996 and since then it has highlighted the importance of ecofriendly operation, sustainable development, seasonality and the support of the local producers' network.

In a globalized era where trends and design conquered gastronomy and travelers consume through social media much more dishes than they can actually taste, it's necessary to redefine the gastronomic traveler's experience.

Nowadays nutritional habits are influenced by social media and life style specialists in a way that impacts chefs' choices at the moment of menu designing that determines the ingredients lists. Furthermore, the titles of the most popular dishes are really influential when it comes to customer's decision and that explains

partially why you can easily find an authentic or twisted club sandwich, red tuna sashimi or carpaccio, and any kind of meat joint travelling all around the world to be landed on your plate for lunch or dinner.

But is this truly an authentic gastronomic experience? LE MONDE's approach of authentic gastronomic experience includes and serves necessarily the terms of seasonality, locality, sustainability and local producers' network support.

In this framework we're very proud to host at LE MONDE Institute in Athens, Greece the South Europe Students Category of the 2020 European Olivier Roellinger contest, for the preservation of the marine resources, organised by Ethic Ocean. Encouraging the food professionals around the world to follow the good practices that preserve the oceans and their valuable resources.





UNWTO

World Tourism Organization

23 General Assembly

St Petersburg, Russian Federation. 9 – 13 September 2019



Federal Agency
for Tourism



 **ROSCONGRESS**



ПРЕЗИДЕНТСКАЯ БИБЛИОТЕКА ИМЕНИ Б.Н. ЕЛЬЦИНА



UNWTO

World Tourism Organization

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