

**STAY HOME TODAY  
#TRAVELTOMORROW**



**AM** NEWSLETTER

Volume 18. April 2020



Dear Affiliate Member,

As we are all aware, the tourism sector is currently one of the hardest-hit by the outbreak of COVID-19, and the UNWTO expects that international tourist arrivals will be down by 20% to 30% in 2020 when compared with 2019 figures. This unprecedented situation requires all of us to be prepared and adapt our response.

It is important more than ever to stand by each other and work closely to tackle the damages imposed to tourism practices and activities during the recession period and explore how to revitalize the tourism sector during the recovery stage.

While monitoring the evolution of the situation and trying to tackle the damages, we need to start working on defining proposals and measures for the recovery plans. From this perspective, in UNWTO and particularly in this Department, we consider that the proposals and ideas of our Affiliate Members are very valuable, that it is important to take them into account and bring to the attention of our Member States, through the evaluations and proposals that UNWTO will be defining.

With this in mind, we encourage you, as the representatives of the tourism private sector, academia and the civil society to share with us your eventual proposal for prevention and response plans, as well as recovery strategies you have envisaged for your organization.

We are already working with all our Members to contribute to this collective response effort and we count on your support, commitment and contributions to deal with this difficult scenario.

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

Sincerely,

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### **Members of the Working Group on SDGs support held a meeting to discuss on the private sector response to the COVID-19 outbreak**

On Friday 13 March, The Members of the Working Group on SDGs Support convened an ad hoc meeting on COVID-19.

All the achievement of the 2030 Agenda can be sabotaged as the adversity expands. The tourism sector is currently one of the most affected by the outbreak of COVID-19, with impacts on both travel supply and demand. This is an emergency and unprecedented situation, for which it is required to be prepared to adapt the response as the situation develops.

The experiences were shared by the representatives from the transportation and accommodation sectors as well as from the academia, civil societies and destinations management organizations.

This adversity is threatening lives and livelihoods, people and businesses. Tourism workforce is at the frontline. It was well-recognized during the meeting that it is important more than ever to stand by each other and work together to tackle the damages imposed to tourism

practices and activities during the recession period and explore how the tourism sector will be revitalized during the recovery time.

The participants agreed on collecting and sharing information about the current situation. They also discussed how to identify short term objectives as part of the mitigation strategies, establish adaptation strategies and recovery plans and revitalization strategies.

In the spirit of responsibility, solidarity and international cooperation, the members of the Working Group expressed their intention to encouraging businesses everywhere to take immediate action to support affected communities and businesses in their time of need.

As the UNWTO Affiliate Members, they all stated their readiness to join forces with the UNWTO for the recovery plan and be part of the collective solution.



## The UNWTO Affiliate Members Department is working with the private sector to promote best practices during COVID-19

As part of the UNWTO efforts to cope with the COVID-19 outbreak and mitigate its negative impacts on the tourism sector, the Affiliate Members Department is working with the private sector to identify initiatives and best practices and bring them to the attention of the Member States.

Our Affiliate Members are carrying out various outbreak mitigation measures and promoting valuable mitigation and recovery initiatives. Some are focusing on sharing available information with the authorities as well as helping disseminate information to the wider public, others are taking concrete actions to support the work of the authorities.

We have collected the most valuable examples. Among the mitigation measures implemented, AMs from the accommodation sector, such as the Madrid Hotel Business Association, are offering hotels infrastructure to help those hospitals which run out of beds, or other AMs (University of Valencia) are offering medical resources (masks, disinfectant etc.). A similar initiative was implemented by IFEMA, which set up a provisional hospital in the Congress Centre, aimed at hosting 3.000 patients (the number could reach more than 5.000 in

case the situation will require so). Also, some AMs such as AVANZO or International Congress and Convention Association (ICCA) are developing and offering online courses, webinars and others e-learning contents. Visit Scotland established an emergency committee, the Scottish Tourism Emergency Response Committee (STERG). ATREVIA developed a MobileApp (ISSI) for companies that need to communicate with their employees without a computer, Grupo Xcaret took measures to preserve the workforce and El Corte Inglés aims to protect and help older and more vulnerable people through special cash line and priority at time of purchase.

There are also some very valuable examples of recovery measures. LaCaixa Bank is offering cheap funding lines at reduced rates for SMEs; the European Travel Commission requests to simplify visa procedures reduce traveller taxation and increase national and local marketing and promotion budget for the future; AVIAREPS is offering virtual events to organizations; and ADARA created the ADARA COVID-19 Resource Centre, providing snap shots of key real time travel data.

We are collecting all the most valuable inputs and we will disseminate the most updated report through our interactive platform AMConnected on a regular basis.



## How can food tourism contribute to the SDG

Sustainability is key in the development of any type of tourism, that is why destinations are increasingly on the lookout for resources that can help them move towards a responsible management of their assets. Food tourism, (seen as the series of activities that enable visitors to understand, experience, purchase and taste the local gastronomy) plays an important role in this context.

This was one of the conclusions reached during the seminar organized by CETT and held at Casa Vicens as part of the Master's in Innovative Tourism Management where several experts discussed the role food tourism can play to meet the 17 goals for sustainable development (SDG).

According to experts, food tourism contributes to the three pillars for sustainable development: environmental, economic and social-cultural.

From an environmental point of view, food tourism emphasizes the value of locally sourced produce, therefore helping the preservation of crops and landscape

and contributing towards biodiversity. Additionally, food tourism goes hand in hand with the primary sector, involving food producers and manufacturers, who also play a key role.

In economic terms, experts also highlighted that food tourism helps decrease seasonality and hence, favors the creation of stable jobs. Food tourism is also an integral part of the economic development of certain rural areas since it helps preserve certain crafts and traditions closely linked to gastronomy.

This reality confirms that for the tourism industry to be sustainable, it must grow finding a balance between its environmental, economic and social-cultural dimensions and hence, at the same time, contributing to meet the SDG goals.



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**#ATLF2020 TO HIGHLIGHT INTRA-AFRICA TRAVEL IN RWANDA**

Over the past few years, Africa Tourism Leadership Forum has become one of the continent’s leading **main driver behind the call-to-action for an increase on intra-Africa travel, modernising** visa policies, and improved air access for the benefit of ‘Destination Africa’. This year’s Forum offers platforms such as Africa Travel and Tourism CEOs/Executives Dialogue, MICE Masterclass, and Africa Youth in Tourism Innovation Summit and Competition as well as speed marketing sessions and mini-exhibitions.

ATLF is a tourism Thought Leadership, multi-stakeholder, multi-disciplinary, and collaborative platform. Elcia Grandcourt, UNWTO Director for Africa, says: “Since the inception, ATLF and Awards have been actively supporting tourism development especially in marketing, capacity building, MICE as well as Destination Africa’s brand management.” Grandcourt adds: “Furthermore Africa Tourism Partners has shown dedication to engage the public and private sector to discuss and position Tourism as a key driver for development in Africa at national and international level. We, therefore, urge all industry stakeholders across Africa to join the Kigali Forum, and to submit their entries for the 2020 ATLF Awards.”

Themed “Shaping the future of intra-Africa travel together through a shared vision”, 2020 Africa Tourism Leadership Forum & Awards will be held at the Kigali Convention Centre, Rwanda from 13 to 15 July 2020. Visit: [www.tourismleadershipforum.africa](http://www.tourismleadershipforum.africa) to register, enter Africa Tourism Leaders awards and Youth Innovators now. Registration and entries are open.

For more information on sponsorship and partnership, please contact [rejoice@africatourismpartners.com](mailto:rejoice@africatourismpartners.com) or +27 (0)81 303 7030/+27 11 318 1741



**Shaping the Future of intra-Africa Travel Together Through a Shared Vision**

**13 - 15 July, 2020**

Venue: Kigali Convention Centre, Rwanda

REGISTRATIONS OPEN

AWARD NOMINATIONS OPEN ! YOUTH COMPETITION OPEN

## TURITEC 2020: 13th ICT and Tourism International Conference

The role of technology in society is increasingly becoming essential worldwide. People, companies and institutions use technological innovations on a day-to-day basis to take advantage of the benefits they bring.

There are endless reasons why information and communication technology (ICT) are important in tourism. Currently, ICTs are changing the dynamics of supply, market capture, logistics, etc. Here, comes into play other related topics such as Big Data, e-commerce system, online reputation, social networks, artificial intelligence, along with others.

These themes will be addressed at the XIII ICT and Tourism International Conference, which will be held in Malaga on the 22 and 23 October 2020.

This edition will be especially relevant because Malaga has been awarded as the European Capital of Smart Tourism in 2020.

This conference has been a framework of understanding and collaboration between university researchers in ICT,

business professionals and institutions in the Spanish tourism industry since 1999. TURITEC provides a unique forum for actors from academia, businesses, governments and other organizations in order to exchange, share and actively challenge cutting-edge research and business case studies on the application of information and communication technologies to travel and for tourism.

The conference will consist of a wide number of sessions in which scientific and technical information and management experience in tourism and ICTs will be presented. Additionally, TURITEC will have a number of keynote speeches from relevant personalities from both domains.

For details, please visit [turitec.com](http://turitec.com)

For enquiries, please contact: [turitec2020@uma.es](mailto:turitec2020@uma.es)



Facultad de Turismo  
UNIVERSIDAD DE MÁLAGA



## Why the Corona Virus Crisis is a Unique and Once in a Lifetime Opportunity for Destinations and the Hospitality and Tourism Industry

#StayHome, for now, is happening all over the world. For the hospitality and tourism industry, it is a huge and hard-hit challenge. The Corona crisis, the travel ban, the closing of borders and all the other measures globally put in place, will change everything in this industry forever. Nothing will be the same as it was before.

But this is actually a good thing for Destinations and the Hospitality and Tourism Industry.

This crisis is a once in a lifetime opportunity for the industry if Hoteliers, Activity Providers, In-Destination Tour Operators, and entire Destinations see the current situation as a unique opportunity to come out of the crisis and restart their business much better off than they have entered into this crisis. Everybody will be starting at the very same level.

We believe that the time for #TourismGetsEnabled is now.

We herewith invite all destinations to enquire about our unique Public-Private-Partnership model and our freemium business model, democratizing technology. Affordable and feasible for all emerging, small, medium independent hospitality and tourism businesses to become enabled. The destination is enabled to launch a digital transformation initiative to take back control, to keep more tourism spend in the destination for sustainable tourism development.

E-Mail me at [GetEnabled@rainmaker.travel](mailto:GetEnabled@rainmaker.travel) with your thoughts and feedback or to get the full article with all details.





## Centre for Sustainability at the North Ossetian State University

**Centre for Sustainability at the North Ossetian State University** (NOSU, Republic of North Ossetia – Alania, Russia) was established in March 2020 and marks the commitment of NOSU to contributing to the 2030 Agenda for Sustainable Development. The goal of the Centre is to assist in achieving 17 UN Sustainable Development Goals in NOSU and the Republic through carrying out infrastructural, educational and applied projects.

NOSU Centre for Sustainability is collaborating with the following organisations:

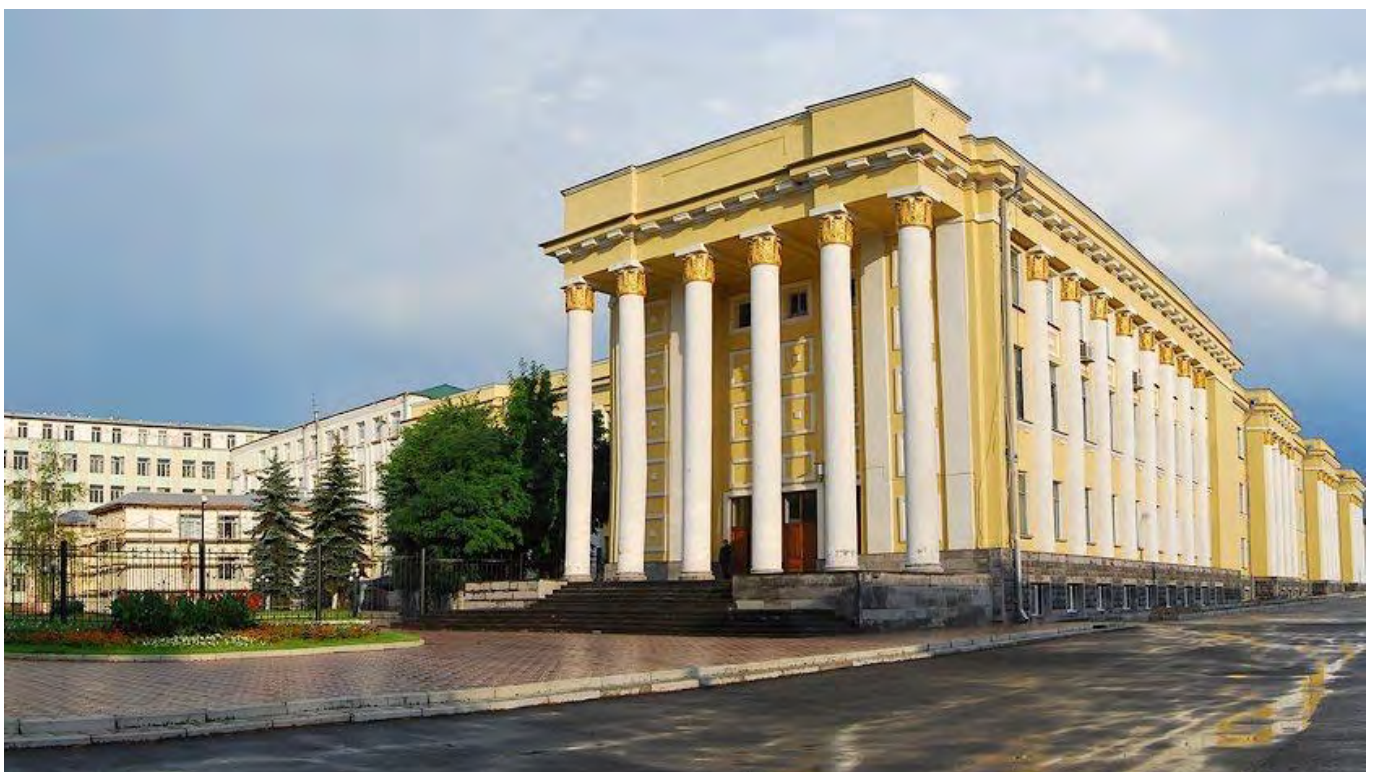
- **UNWTO** - as an Affiliate Member since June 2019, to promote ecologically, socially and economically sustainable tourism in the Republic through such programmes as UNWTO Academy, Silk Road Initiative, and UNWTO International Centre.
- **Sustainable Development Solutions Network at the UN (SDSN)** – to collaborate with the world’s leading universities for joint research and project realisation,

as well as development of educational materials; and to participate in political decision making and formation of the national sustainable development agenda.

- **Association of “Green” Universities of Russia** – as a member since June 2019, to collaborate in the realisation of infrastructural and educational projects for reducing NOSU’s environmental impact, raising awareness and promoting ecologically friendly lifestyle, together with a student-lead NOSU eco-movement SANSARA (featured in UNWTO Newsletter 11, September, 2019).

The main task of the Centre for 2020 is **to develop an educational course on SDGs compulsory for every NOSU faculty**. Final work of the course is an applied project aimed at helping local community in the area respective of every Faculty.

Contacts: Lara Dzabolova, Director, [sdgs@nosu.ru](mailto:sdgs@nosu.ru)



## World Tourism Forum Lucerne - Start Up Innovation Camp 2020

The **Start Up Innovation Camps** are yearly flagship initiatives of the World Tourism Forum Lucerne in Switzerland which aim to boost the innovation ecosystem in the travel, tourism and hospitality industry by connecting innovators across the industry to industry players, investors as well as helping scale and commercialise innovative solutions.

The **2020 Start Up Innovation Camp** is organised together with the Ras Al Khaimah Tourism Development Authority, our 2019/2020 Guest Country Partner in Ras Al Khaimah (UAE), and welcomes all stakeholders in the start-up community to join us.

**AN INTERNATIONAL STAGE FOR YOUR START UP** You have the opportunity to present your business to high profile investors, industry experts and academics to get global attention. Qualify yourself for "5 Minutes of Fame" on the main stage.

**COME TO RAS AL KHAIMAH (UAE) FOR FREE** The start-up application is for free. On top, we will cover your travel and accommodation costs if you qualify as a finalist.

**CONNECT WITH INVESTORS, EXPERTS AND INDUSTRY LEADERS** Not only you will meet other start-ups, you will also have the opportunity to interact with business leaders and investors and build a strong network.

**WIN 10'000 USD** Win our Start-Up Innovation Award of 10'000 USD and take advantage of many other benefits.

**HOW TO APPLY** Find out more about the event and submit your application online at: [innovation2020](https://www.wtf.ch/innovation2020)

**PUBLIC PARTICIPATION** The camp is open to the public. Anyone interested in hearing about innovation in travel, tourism and hospitality industry is welcome to attend. Register your participation (free of charge) at: [startupcamp2020](https://www.wtf.ch/startupcamp2020)



World Tourism Forum Lucerne

**START-UP INNOVATION  
CAMP 2020**

24 JUNE 2020  
RAS AL KHAIMAH



## **Professional Certificate in Sustainable Tourism Destination Management**

The coronavirus pandemic that is crippling the tourism industry demonstrates the urgent need for a sustainable leadership approach—one that focuses on resiliency, resourcefulness and efficiency. Now more than ever, destination managers, business owners and other sector leaders are being called on to demonstrate critical thinking skills and approaches that will enable them to lead through the current crisis and prepare for recovery.

### **About the Sustainable Tourism Destination Management Certificate**

The professional certificate in Sustainable Tourism Destination Management provides participants with strategic as well as the practical tools needed to operate in today's tourism landscape.

Offered by the International Institute of Tourism Studies at The George Washington University, the program covers topics including: enhancing the sustainability of

destinations, developing tourism products, establishing visitor markets, minimizing the potentially negative impacts of tourism, and addressing crises.

The interactive program is taught entirely online by experienced practitioners in the tourism industry and is offered a few times a year. See additional program details or register for June 2020 courses.

### **About the International Institute of Tourism Studies**

The International Institute of Tourism Studies at The George Washington University is a world-class research and education center that has been a thought leader in sustainable tourism development and education for over 30 years.

## **International Institute of Tourism Studies**

**THE GEORGE WASHINGTON UNIVERSITY**

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## New Dates Announced for the 19th Asia Pacific Forum for Graduate Students Research in Tourism

Duy Tan University and the School of Hotel and Tourism Management at The Hong Kong Polytechnic University, co-organisers of the 19th Asia Pacific Forum for Graduate Students Research in Tourism (APF), have announced new dates for the forum. Rescheduled to **28-30 November 2020**, the APF will be held in Danang, Vietnam.

The aim of the APF is to provide a "research forum" for postgraduate students and faculty members engaged in research and postgraduate education in hospitality and tourism. The focus of the forum is to facilitate the exchange of information through research and networking amongst forum participants to foster collaborative research and academic exchanges. The Forum will feature keynote speakers from academic and industry leaders in tourism and hospitality as well as refereed papers and poster presentation from forum participants.

**Submission deadline for Abstracts / Papers: 20 August 2020**

Please submit abstracts or papers to Dr Deniz Kucukusta, Associate Professor, School of Hotel and Tourism Management, The Hong Kong Polytechnic University: [deniz.kucukusta@polyu.edu.hk](mailto:deniz.kucukusta@polyu.edu.hk)

For enquiries, please contact Dr Estelle Hyo Dan Cho, Assistant Dean and Assistant Professor, Institute of Hospitality and Tourism Studies, Duy Tan University: [hyodancho@dtu.edu.vn](mailto:hyodancho@dtu.edu.vn)



THE HONG KONG  
POLYTECHNIC UNIVERSITY  
香港理工大學

SCHOOL OF HOTEL AND TOURISM MANAGEMENT

**NEW DATES • 28-30 November 2020**

**The 19th  
Asia Pacific  
Forum for  
Graduate Students  
Research in Tourism**

Duy Tan University  
Danang, VIETNAM



**We must work for the common good, crises are opportunities**

In such a hard time for our sector and thousands of families affected, our CEO wants to send a message of encouragement to travel agencies.

These are “difficult times” but “everything is temporary and nothing is eternal”. “We magnify the realities when we live them and when time passes we see that they were not so important or dramatic, therefore, let’s not magnify what is happening, but we should reflect on how to continue, how to survive”.

“It’s time to suffer, but there is a future, humanity cannot stop travelling, travelling is exchanging, it is knowing, it is living, it is dreaming, it is feeling, after a crisis you need to dream and you will see the need to travel again”.

For Europamundo, their greatest strategy is to save their entire team, which are the workers, guides and travel agents, because without “their help and sales, we have nothing.”

For this reason, the CEO of Europamundo, thinks that the best way is “That each traveler that we can operate, we give him/her a solution, but not a single traveler who wants to travel remains without traveling”.

Finally, he encourages the agencies and reminds them that they are “his team”. “We are Noah’s Ark and we will all go out together if we know how to sacrifice ourselves, work together and look for the rebirth to come. We are travelers and we will meet again anywhere in the world”.



## PERU: Study “Work informality and gender gaps of the Tourism Sector”

As part of the linked initiatives to boost tourism research, the Tourism Training Centre –CENFOTUR, held the Second Research Seminar “Work informality and gender gaps in the tourism sector in Peru” where the results of the investigations were presented: “Effect of the General Law on Tourism on Labour Informality in Peru” and “Determining gender pay gaps in the tourism sector” which address problems present in the sector and that were developed by researcher César del Pozo and published by the Economic and Social Research Consortium – CIES.

The meeting discussed the main findings, highlighting the positive effect of the implementation of public policy in the informality of dependent workers in the tourism sector, identifying a -7.6% reduction in the likelihood of informality at work. Also, even though women’s participation in tourism is a majority, the existence of labour income inequalities between men and women for both salaried and self-employed workers was identified, gap that would be close to 40%, a situation related to access to education.

The seminar was attended by representatives from the private sector, government and the tourism-related academy, aiming to disseminate these researches so that, based on the findings and analyses carried out, new strategies and articulated work between different actors can be proposed to contribute to gap reduction through actions such as good hiring practices, job training and talent management.

More information at: [cenfotur.edu.pe](http://cenfotur.edu.pe)





## Thessaloniki, the second largest city in Greece awaits you in the inflight magazine of Transavia

The northern Greek city of Thessaloniki is featured as a must-see destination in the inflight magazine of Dutch airline Transavia, "Enjoy".

Under the motto "The second largest city in Greece awaits you", the Thessaloniki Tourism Organization is promoting the city's gastronomy, the vibrant lifestyle and UNESCO heritage sites, through a one-page advertisement in the March-April issue of "Enjoy".

The organization has renewed the campaign that initially took off in November 2019 aimed at promoting the Greek city to the passengers of Transavia's scheduled and charter flights. The renewal of the city's promotion campaign focuses on shining the spotlight on the city's top attractions, landmarks and monuments, festivals and cultural events to Transavia's passengers over time.

The emergence of Thessaloniki as an attractive and safe destination, together with the rest of Central Macedonia's destinations, can offer authentic travel experiences 365 days a year, enhancing the traditional "sea & sun"

tourism model into a number of higher-value, more focused tourism products.

And this is the goal of renewing the promotional campaign; emphasizing on the distinct thematic experiences, in order to provide attractive propositions for year-round themed holidays and to expand Thessaloniki's innumerable opportunities to offer unique and varied experiences to visitors all over the world.

\*\*Transavia currently connects Amsterdam with Thessaloniki through direct flights, while it was recently announced that the carrier will connect the city with Brussels two to three times weekly as of April 2.



THESSALONIKI TOURISM ORGANIZATION  
[www.thessaloniki.travel](http://www.thessaloniki.travel)



**UNWTO Convenes Global Tourism Crisis Committee and develops the first set of recommendations**

The World Tourism Organization (UNWTO) hosted two high-level virtual meetings on March 19 and 26, bringing together key UN agencies, the chairs of its Executive Council and Regional Commissions, and private sector leaders. Tourism is the economic sector that has been hardest hit by COVID-19 and all participants accepted an invitation from the UNWTO Secretary-General to become part of a Global Tourism Crisis Committee, formed as UNWTO prepares to launch a global guide for recovery. The UNWTO-led Committee will hold regular virtual meetings, reflecting the need for coordinated and efficient action by the private and public sectors, governments, international financing institutions, and the United Nations.

These meetings, hosted in Madrid but conducted virtually for reasons of public health, further emphasized the call for international cooperation to underscore a united response based on the latest public health recommendations and reflecting the deep economic ripple effect and social cost of the pandemic.

“This unprecedented public health emergency has already become an economic crisis which will come at a social cost”, said UNWTO’s Zurab Pololikashvili. The Secretary-General added that tourism “is the hardest hit sector and all our best estimates have been overtaken by the changing reality”.

The first outcome of the hard work of the Committee is a set of recommendations that aim at supporting governments, the private sector and the international community to find viable and consistent solutions to cope with the social and economic emergency, which is COVID-19. These recommendations are based on the inputs from countries in all regions of the world, international organizations and private sector entities and do not pretend to be definitive.

You can find the recommendations here:

[www.unwto.org/news](http://www.unwto.org/news)





## CALLING ON INNOVATORS TO TAKE PART IN THE UNWTO'S HEALING SOLUTIONS TOURISM CHALLENGE

UNWTO is launching the Healing Solutions Tourism Challenge to find global responses to help in the recovery of the tourism sector.

In the face of an unprecedented challenge, the World Tourism Organization (UNWTO), with the support of the World Health Organization (WHO), calls on innovators and entrepreneurs to put forward new solutions to help the tourism sector recover from COVID-19.

With millions of jobs at risk as the pandemic hits tourism harder than any other sector, the United Nations specialized tourism agency has included innovation in its wider response to the pandemic. That response has seen UNWTO work closely alongside WHO to mitigate the impact and place tourism at the centre of future recovery efforts and liaise closely with governments and the private sector to boost collaboration and international solidarity.

The "Healing Solutions" challenge is launched in collaboration with WHO, further advancing the united response of the wider United Nations system to COVID-19. Start-ups, entrepreneurs and innovators from all over the world are invited to share their ready-to-implement ideas to mitigate the impact of COVID-19 with innovative initiatives to help tourism stakeholders with safety measures, advancing the sharing and circular economies and digital applications or helping with recovery techniques for Destinations.

The top 10 ideas will be presented to the UNWTO Secretary-General and distributed to all relevant stakeholders through our digital booklet and will have access to our UNWTO Innovation Network.

More information on the competition and on how to apply can be found [here](#).

If you need assistance, please contact [idt@unwto.org](mailto:idt@unwto.org)!







**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](mailto:am@unwto.org)