



# AM NEWSLETTER

Volume 8. May 2019



Dear Affiliate Member,

This month is filled with UNWTO statutory events and other events that count on the presence of UNWTO.

I will be traveling to Mexico for the Platino Awards, taking place on 12 May 2019, organized by EGEDA, in which the UNWTO Secretary-General will be presenting a prestigious award related to the values of the Sustainable Development Goals.

I would also like to remind our Affiliate Members in the Americas and in Europe that in May both the 64th Meeting of the UNWTO Regional Commission for the Americas and the 64th Meeting of the UNWTO Regional Commission for Europe will be held and you are more than welcome to attend. More detailed information can be found in this Newsletter.

Finally, please note that this month you can present your candidature to be a part of the Board of the Affiliate Members and I strongly encourage you to do so. Being a Member of the Board of the Affiliate Members is an excellent way to demonstrate your commitment to the Affiliate Members and to play an active role in ensuring the positive development of the Department.

I look forward to meeting several of you this month at the various events and discuss future collaborations.

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

Sincerely,

Ion Vilcu





## Platino Awards 2019

On 12 May 2019, the 6th edition of the Platino Awards for excellence in Ibero-American cinematic achievements will be celebrated in Cancún, Mexico. The Platino Awards are organized by EGEDA, a Spanish company who are becoming UNWTO Affiliate Members. The UNWTO Secretary-General has been given the honor to present the Platino Award of Cinema and Education in Values.

Film is important in promoting and advancing the values of the United Nations and can do this through its relation to tourism as well. Film can encourage ideas and social commentaries within local communities. It has the power to express the ideals of a culture and also serves as a mirror for culture. For tourism, film can be an important vehicle as it allows the viewer to travel without physically traveling.



## 64th Meeting of the UNWTO Regional Commission for Europe and Workshop

The 64th Meeting of the UNWTO Commission for Europe (CEU), will be held between 27-30 May 2019, in Zagreb, Croatia. The meeting will be opened by Mr. Zurab Pololikashvili, Secretary-General of the World Tourism Organization (UNWTO), and H.E. Mr. Gari Cappelli, Minister of Tourism of Croatia. It will count with the presence of the European high-level government representatives responsible for tourism, private sector tourism stakeholders and representatives of the academia.

Within the framework of the Regional Commission, there will be an interactive workshop on 29 May 2019. The workshop aims to generate focused discussions on the key European priorities of managing tourism growth and innovation. It will also feature a series of short presentations of new UNWTO-Affiliate Member services to be made available to Member States.

We encourage all our European Affiliate Members to participate. More information can be found here: <http://europe.unwto.org/event/64th-meeting-unwto-regional-commission-europe>

## Election of the Board of the Affiliate Members

As you know, the Affiliate Members will elect a new Board of the Affiliate Members this year. All Affiliate Members who are eligible to vote are encouraged to do so.

On 10 May 2019, the final electoral census will be published and the forms for the presentation of candidatures will be presented.

On 13 May 2019, the period for the presentation of candidatures will be opened and we encourage those of you who are eligible to do so present your candidatures. For guidelines, electoral calendar and more information please visit: <http://affiliatemembers.unwto.org/content/board-electoral-office>

## Sustainable community benefits: Leveraging the Tour de Yorkshire Leeds Beckett University

The project undertaken for Doncaster Council, UK and funded by Sport England, is developing the social benefits of the Tour de Yorkshire. This annual cycling road race takes place across the Yorkshire region and was created as a sustainable legacy from the Tour de France Grand Départ held in Yorkshire in 2014. Now in its 5th year the event attracts cycling enthusiasts from around the world showcasing the tourism potential of the region internationally. As well as the tourist hotspots the event covers economically deprived regions in order to bring community as well as economic benefits.

Last year, a team from Leeds Beckett University's School of Events, Tourism and Hospitality Management evaluated the benefits of the event to the local community with a particular focus on the barriers to engagement. The project is led by Lucy McCombes and

Dr Neil Ormerod, experts in social impact assessment, and has already resulted in a number of recommended interventions being put in place to enhance engagement with subsequent events.

Andy Maddox, Business Development Manager, Doncaster Metropolitan Borough Council emphasises that the project "has provided valuable insights into how these major events can impact on our population and communities. Through the work we have been able to better plan for next year's event and develop more robust community and business engagement plans"

The Leeds Beckett team will be undertaking further evaluation of these targeted interventions aimed at leveraging the event to encourage physical activity, build civic pride and create a sense of belonging.



## Eurecat establish the Department on Tourism Innovation to boost the innovation of destinations and tourism-related enterprises

The Foundation of the Science and Technology Park for Tourism and Leisure of Catalonia (formerly known as PCT), located in Vila-seca (Tarragona), has been integrated into Eurecat, the Technology Centre of Catalonia, since February 2019.

Eurecat has therefore established the Department on Tourism Innovation with the objective of boosting the innovation and competitiveness of destinations and tourism-related enterprises. By making this important step, Eurecat reinforces its position in tourism, which is a key strategic sector for the Catalan economy, while reaffirming the alliances with other crucial agents of the innovation sphere.

Besides strengthening and expanding Eurecat's portfolio of services and products aimed at enterprises and tourism stakeholders, this merge constitutes as well the consolidation of an innovation space aimed at promoting the application of technologies, market intelligence and information systems in the field of tourism, leisure and other related activities, such as culture or events.

The Tourism Data System (TDS) -one of the flagship projects of this Department of Eurecat- is actively working across different parts of Catalonia. This user-friendly online platform provides tourism stakeholders with two technological solutions that allows the interactive access and management of information on accommodation availability, demand, markets segmentation, averages of stay in the destination as well as pricing.

Catalonia is one of the main tourist destinations in the world. Tourism represents over 11% of Catalonia's GDP and is responsible for 14% of employment generation in the region. Overall, Catalonia attracts more than 36 million tourists annually and generates revenue close to 20,000 million Euro.





## Thessaloniki Tourism Organization won two golden awards and one silver in its first participation at the Tourism Awards 2019

Thessaloniki Tourism Organization (TTO) has won two Golden Awards, in the categories of Digital Tourism (Online Presence) and Destinations-Tourist Attractions (City-Break destination) in its 1st participation at the 6th Tourism Awards, which are being organized every year under the auspices of the Greek Ministry of Tourism, the Greek National Tourism Organization, "Marketing Greece" and the Hellenic Chamber of Hotels.

The award for the Online Presence concerns the excellence and innovative applications of [www.thessaloniki.travel](http://www.thessaloniki.travel) portal and the award for the City-Break destination was given to the Organization for its actions to make Thessaloniki a City Break Destination. Thessaloniki Tourism Organization shared a third prize (silver) for the "Salonica Front WWI" historical campaign in collaboration with the Kilkis Regional Unit and the Pass Partout travel agency.

"We are very happy for the awards. Thessaloniki is not just a city to pass through, it is an actual tourist destination," said the President of TTO, Ms Voula Patoulidou while receiving the awards, and continued giving credits to the two TTO employees who have created and are constantly updating the websites and the social media of the Organization, and they belong to the generation of young people who chose to stay in Greece instead of working abroad. In the last three years, TTO with the creation of the destination portal and its social media has been having a specific goal: to increase the internet presence of tourist Thessaloniki and its promotion to the global digital tourism map.



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



## Bogaziçi University MA Program in Sustainable Tourism Management -related enterprises

Bogaziçi University Department of Tourism Administration, which is a TedQual accredited institution, is offering a Sustainable Tourism Management graduate program (Master of Science). The program aims to equip individuals with the necessary skills, knowledge and competencies to contribute to the development of a more sustainable and socially responsible tourism industry.

The objective of the program is supporting and generating multi-disciplinary learning and research environment, in addition to applied projects in the field of tourism. It aims to act as a network for all individuals and organizations contributing to the field of tourism and foster a deeper understanding and use of sustainability principles among them.

The Sustainable Tourism Management Graduate Program, with its multi-disciplinary character, adopts an innovative approach in meeting the challenge of making contributions to international knowledge creation while valuing equality and diversity principles.

Admissions to the graduate program are accepted for both Fall and Spring Semesters. Courses are taught in English and there are no quotas for a preparation class. Graduates and professionals from public and private tourism sectors with expertise or a direct role in strategy, management policy, planning of sustainable tourism management are eligible. For a diploma, students complete 24 credits (120 ECTS credits), consisting of 5 compulsory and 3 elective courses, 1 graduate seminar and an M.A thesis during a period of two years.

For any other details please contact the Program Director Prof. Dr. Maria Dolores Alvarez at the Department of Tourism Administration  
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<http://www2.unwto.org/content/unwto-tedqual>





## ICTE will celebrate its V International Congress of Tourist Quality in Tenerife

The Institute for the Spanish Tourist Quality will celebrate its V International Congress of Tourist Quality the next 14 and 15 November 2019 in the city of Puerto de la Cruz (Tenerife). This is one of the essential events of the tourism sector worldwide and will bring together, as in other editions, the best experts to analyze trends in tourism quality, as well as the different actions of public institutions in different countries and regions. the strategic plans of the organizations of the sector.

For the Institute for Spanish Tourism Quality, it is a unique opportunity to show the differentiating element of Spanish tourism and to make known the know-how that ICTE has acquired in its almost 20 years of existence. It was precisely in Puerto de la Cruz where the Q Brand was born that ICTE manages, fruit of the initiative of a group of hoteliers who saw clearly the need to create a unified badge and that represented the commitment to the quality of the sector. Today, the Q Brand is a benchmark

internationally. According to Miguel Mirones, president of ICTE, "Puerto de la Cruz has presented an excellent project, backed by institutional support and with the advantage of belong to one of the most important tourist centers in the world and with a very long trajectory in the field of tourism quality".



CALIDAD TURISTICA



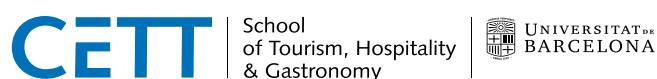


## CETT-UB and Barcelona City Council measure sustainability in urban tourist destinations

Assessing sustainability in tourist cities has become one of the main challenges in urban tourism planning. Barcelona, as a leading destination, is no exception. For this reason, CETT-University of Barcelona, School of Tourism, Hospitality, and Gastronomy, and Barcelona City Council are partnering under the Chair of Tourism, Culture and Territory, aiming to develop an urban tourism sustainability set of indicators and index. This project addresses the sustainability concern from an innovative perspective, as it combines the approach to tourism sustainability with a specific geographic environment, which is the urban destination.

The project collects economic, socio-cultural, environmental, and governance data of Barcelona. These variables allow the evaluation of tourism sustainability from a comprehensive perspective. Additionally, an index has been designed to provide a global and aggregated value of the overall sustainability level at urban district scales.

Scholars, managers, consultants, residents and other professionals have participated in several workshops and Delphi surveys for defining the main conditionings of tourism sustainability in urban destinations, as well as for selecting the best indicators for its measure. Such collaborative and holistic work has allowed setting up a well-funded and in-depth set of indicators with more than 80 simple indicators. Through its application to the case of Barcelona, this tool will enable evidence-informed policymaking, as well as a critical assessment of the sustainable tourism performance of the city. Thus ultimately improving both urban tourism competitiveness and residents' quality of life.





## Growing Indigenous Food Tourism in Northern Ontario

Indigenous tourism has been growing rapidly in Canada over the past few years, increasing by 24% from 2014 to 2017. Recognizing that Indigenous foodways are an intrinsic part of Canadian food identities—and tourism experiences that celebrate Indigenous food histories and heritage are one way for visitors to learn about, appreciate, and experience Indigenous foods and cultures—the Culinary Tourism Alliance (CTA) has partnered with Indigenous Tourism Ontario (ITO) to ensure that food tourism develops into a meaningful contributor to this growth.

This important work, which is supported by Destination Northern Ontario and the Indigenous Tourism Association of Canada, has as its primary objective the support and development of sustainable and authentic Indigenous food tourism experiences in Northern Ontario. An initial output of the project is ITO's Position Paper on Growing Indigenous Food Tourism in Northern Ontario (<https://indigenoustourismontario.ca/wp-content/uploads/2019/04/ITO-Food-Tourism-Position-Paper-.pdf>), which establishes the organization's position on food tourism development in Northern Ontario.

By November 2019, by working collaboratively with Indigenous business, communities, and partners the CTA will have facilitated the development of a strategy for growing Indigenous food tourism in Northern Ontario and a tool for building capacity in food tourism businesses. Ultimately, through this work Indigenous food tourism experiences across Northern Ontario will be better positioned to create stronger links between domestic and international visitors and Indigenous peoples and communities.



## 2019 World Leisure International Innovation Prize

The 8th edition of the World Leisure International Innovation Prize seeks to recognize those organizations willing to foster local, national or international leisure opportunities for the benefit and development of individuals and communities through implementing creative solutions. While leisure is considered in its broadest sense, including culture, tourism, sports and recreation; innovation may refer to the generation of a new idea or finding creative solutions to existing problems and issues through leisure. A representative of the winning organization (awarded with USD \$3,000), will be invited (travel costs covered as part of the Prize benefits) to present and showcase their project to the World Leisure Expo & Forum delegates as part of the program.

Check the call and get inspired by our previous winners here: <https://bit.ly/20IRy7b>

For any questions contact WLO Secretariat: [secretariat@worldleisure.org](mailto:secretariat@worldleisure.org)





## Galicia is reinforced as an enogastronomic destination

Galicia continues advancing to position itself as one of the leading enogastronomic destinations of reference on the national and international scene. For this reason, the Regional Government of Galicia is already working on its enogastronomic tourism strategy which has come to be known as “Galicia Sabe” (Galicia Tastes). A first great phase of this initiative has already been completed which enhances its culinary potential and promotes the competitiveness of the primary sector.

After making a diagnosis and a study of weaknesses and strengths, a valuable map of enogastronomic resources has been obtained, accounting for a total of 2,265 in the entire Galician territory. It is a very useful instrument that allows to identify the real potentialities of the Galician raw material and its territorial distribution. It also identifies the restaurants—11 of them with a Michelin Star—wineries, ports and fish markets, food markets, interpretation centres, more than 300 food and wine festivals, wine producers or routes, and it also makes it possible to determine the tourist opportunities associated with enogastronomy.

Galicia Sabe is based on five lines of action and contains ten challenges to be developed in the coming years. It includes actions such as making the educational sector aware of the importance of enogastronomy in Galicia, promoting knowledge and R&D&i by reinforcing training activities with references such as the Centro Superior de Hostelería de Galicia - CSHG (Hospitality Management School of Galicia), which is a leader in this field. Routes will also be created based on agri-food products covered by protected designations of origin or geographical indications, markets and fish markets will be revitalised from a tourist point of view and there will be incentives for entrepreneurs in this sector. In short, “Galicia Sabe” will reinforce the role that gastronomy has in Galician tourism, being today the second reason why tourists choose to visit Galicia.





## Tomorrow Today: reinventing the role of DMOs

Next European Cities Marketing International Conference will take place in Ljubljana, Slovenia, on June 5-8, 2019. European DMOs will meet and focus on what's coming next in their way!

"Tomorrow Today" is the pledge of European Cities Marketing to all of Europe's DMOs who navigate the ever-changing market conditions and demands of the visitor economy.

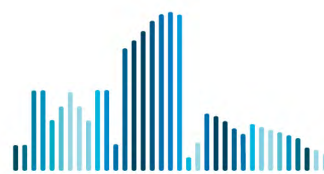
ECM invites the attendees (DMOs, industry partners...) to listen and learn what's coming their way, celebrating the new paradigm for DMOs in urban travel and tourism where complexity and rapid changes in technology, consumer behaviour and politics constitute the new normal, exploring and debating the latest market trends and the significant driving forces that will shape the future of destination management.

Above all, ECM welcomes a tomorrow where a growing number of bednights might no longer be the guiding imperative for success. In Ljubljana, DMOs will learn from lead destinations, international experts and urban entrepreneurs who are successfully pursuing purpose and positive impact in urban travel and tourism.

"Tomorrow belongs to those who can hear it coming" – David Bowie

Let's take David Bowie on his word, listening to today's entrepreneurs and emerging new destinations as they charge tomorrow's urban travel without looking much at the patterns and players of yesterday.

Register now on [www.europeancitiesmarketing.com](http://www.europeancitiesmarketing.com)



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EUROPEAN CITIES MARKETING  
MEET EUROPEAN CITIES

## 64th meeting of the Regional Commission for the Americas and International Seminar on Destination Management - New Challenges, New Solutions

In collaboration with the Guatemalan Tourism Institute (INGUAT), UNWTO is organizing the statutory meeting 64th UNWTO Regional Commission for the Americas and the International Seminar on Destination Management - new challenges, new solutions, to be held from 15 to 17 May in La Antigua and Guatemala City, Guatemala. On this occasion, the International Seminar, scheduled to be held on 15 May, will precede the Commission Meeting, programmed for 16 May.

We encourage all of our Affiliate Members from the region to attend the meetings.

The International Seminar will discuss current challenges and opportunities facing destination management at national and local levels including the changing role of Destination Management Organizations (DMOs) and the development of smart destinations.

More information on the Regional Commission can be found here:

<http://americas.unwto.org/event/64th-meeting-regional-commission-americas>

More information on the International Seminar can be found here:

<http://americas.unwto.org/event/international-seminar-destination-management-new-challenges-new-solutions>







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

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