



# AM NEWSLETTER

Volume 24. October 2020

Dear Affiliate Member,

October arrives with important news for the Affiliate Members Department (AMD) and the Affiliate Membership and I am pleased to share with you some of the highlights.

Firstly, I will talk about an important date next month. On 5-6 November 2020, we will celebrate the **42nd UNWTO Affiliate Members Plenary Session** in Madrid (Spain), in a hybrid format that combines both in-person and virtual attendance. In the current context of the COVID-19 pandemic, I believe that the strategic partnership between UNWTO and the private sector, through the Affiliate Membership, is the key element to restart tourism and accelerate the 2030 Agenda for Sustainable Development. Therefore, this year's Plenary Session will be of utmost importance as we will focus on **recovering tourism, rebuilding trust and reinforcing partnerships, along with repositioning the Affiliate Membership**. Moreover, we will discuss about the Programme of Work 2021, which will define the priority lines of the department for next year. In addition, we invite you to attend a Distinction Awards Ceremony where we will recognize the excellence of the work done by the Affiliate Members in different relevant areas of the tourism sector. I encourage you ALL to actively participate in the consistent exchange of information that will take place during this Plenary Session. You can find more information in this newsletter, the dedicated webpage and on AMConnected.

Secondly, I am excited to welcome 29 new members to our Affiliate Membership! Their candidatures were approved by the UNWTO Executive Council, held in Tbilisi, in September 2020. I am happy to expand our AM Membership in regions with less representation, such as Asia and the Middle East, and I take the chance to express my strong commitment to expand the AM Membership with high-quality members worldwide that can add value to our network.

Thirdly, I would like to share my satisfaction for the relevant role and greater visibility achieved by the Affiliate Membership during the 112th UNWTO Executive Council. The priority lines of action of the Affiliate Membership were underlined in the Report of the Secretary General, which I had the pleasure to present. Next to this, the Chair of the Board of Affiliate Members, Ms Ana Larrañaga, presented the most relevant activities carried out by the Affiliate Members and their substantial contributions during the COVID-19 outbreak. As a result of the Affiliate Membership's particular relevance and visibility at this very important meeting, the Executive Council expressed their full support to the work of the Affiliate Members.

Lastly, I am proud to announce that we have initiated the process of a Reform aimed to build an updated and modernized regulatory and legal framework for our Affiliate Membership, which will allow our Membership to operate in a more consistent and effective way.

We have achieved important milestones recently, but there is more to be done. As we face this challenging time for the tourism sector, now more than ever, the Affiliate Membership needs to reinforce our dialogue and cooperation.

I encourage you to continue to share with us your proposals, measures and initiatives, and, in particular, your proposals for the Programme of Work 2021.

As always, I am at your disposal to hear your comments and insights and I look forward to welcoming you in person at our 42nd Plenary Session!

Sincerely,

Ion Vilcu



## UNWTO EXECUTIVE COUNCIL HIGHLIGHTS

The Executive Council of the UNWTO has met in person and virtually for its 112th session in Tbilisi, Georgia, gathering 170 delegates from 24 countries. This was the first major in-person event involving tourism and the United Nations held since the COVID-19 was declared a pandemic. Below some of the most important decision which were taken.

### Saudi Arabia to host UNWTO Regional Office in the Middle East

The Members of the Council warmly welcomed the Kingdom of Saudi Arabia's offer to host a UNWTO Regional Office for the Middle East. This new office will provide UNWTO with an important base from which to guide tourism's development across the whole region.

This collaborative approach will help driving growth and building resilience across the tourism sector at the national and regional levels. The Regional Office for Middle East will be opened between the end of 2020 and 2021.

### The Tbilisi Declaration for Sustainable Tourism

The Members of the Executive Council agreed to the Tbilisi Declaration: **"Actions for Sustainable Recovery"**. The Declaration recognizes tourism as one of the worst-affected of all sectors by the pandemic and identifies the global standstill as a chance to realign the sector towards a more sustainable and inclusive future.

Furthermore, in the declaration it was reaffirmed the commitment towards a sustainable recovery of tourism and a stronger coordination between the private sector, the civil society and all relevant levels of the public sector.

Read the Declaration [here](#).



**Come and join the 42nd UNWTO Affiliate Members Plenary Session #3RPlenary! Recovering tourism. Rebuilding trust. Reinforcing partnerships.**

On 5-6 November 2020 we will celebrate the 42nd UNWTO Affiliate Members Plenary Session in Madrid (Spain), in a hybrid format that will combine in-person and virtual attendance. In the current context of the COVID-19 pandemic, Reinforcing our partnership and Rebuilding trust are both paramount to successfully lead the Recovery of the tourism sector. That is why we celebrate this year's Plenary Session with the theme the **"#3RPlenary: Recovering tourism. Rebuilding trust. Reinforcing partnerships"**.

Come and join the conversation, contribute to the Programme of Work 2021 and help find innovative solutions to rebuild the confidence of travellers and to relaunch this great sector that is tourism. Register [here](#).

**Programme of Work 2021**

Bring your contribution to the Programme of Work 2021 and help define the priority lines of action of the Affiliate Members for next year.

**Thematic Sessions**

Participate in the thematic Sessions where you will learn about the actions and recommendations of the UNWTO for the restart of the sector and exchange information and experiences on the priority issues of the moment, along with the best practices of some of our Affiliate Members focused on responding to the COVID-19 pandemic.

**Distinction Awards**

Attend the Affiliate Members Distinction Awards Ceremony, where we will recognize the excellence of the work done by the Affiliate Members in different areas of top relevance for the Tourism sector. In particular their most valuable and innovative initiatives carried out to mitigate the negative effects of the COVID-19 crisis and to recover tourism.

**\*\* Stay (AM)connected for updated details on the agenda and the programme!**


























## 112th EXECUTIVE COUNCIL HIGHLIGHTS

At the 112th Executive Council of the World Tourism Organization (UNWTO), held on 15-17 September in Tbilisi, Georgia, the Affiliate Membership achieved four important milestones:

### #1 We welcome 29 new Affiliate Members!

We are excited to announce the names of 29 new Affiliate Members, whose candidatures were approved by the Executive Council. Alongside members from Europe and the Americas, we are expanding our AM network with new quality entities in the tourism sector from the Africa, Asia and the Middle East regions.

They are:

-  **Alianza de Educación Superior en España, S.L.U. (Spain)**  
<https://www.wakaluahub.com/>
-  **Asaase GPS Limited (Ghana)**  
<https://www.asaasegps.com>
-  **Associazione Italiana Confindustria Alberghi (Italy)**  
<https://www.alberghiconfindustria.it>
-  **Athens Development and Destinations Management Agency (Greece)**  
<https://www.developathens.gr/en>
-  **Cruise Lines International Association (USA)**  
<https://cruising.org/en>
-  **Diplomatic Quarter General Authority (Saudi Arabia)**  
<http://dqga.gov.sa/>
-  **Feel IQM Consultancy (Croatia)**  
<https://iqmdestination.com/en/>
-  **Federación Nacional de Comerciantes – FENALCO (Colombia)**  
<https://www.fenalco.com.co/>
-  **Fundación Mallorca Turismo (Spain)**  
<https://fundacionmallorcaturisme.net/en/>
-  **Globalia Corporación Empresarial S.L. (Spain)**  
<https://www.wakaluahub.com/>
-  **Guineatur S.L. (Ecuadorial Guinea)**
-  **Inspire Hospitality Holdings LCC (USA)**  
<https://www.inspirehospitality.com>
-  **Institute of Hospitality and Tourism Studies, Duy Tan University (Vietnam)**  
<https://duytan.edu.vn/>
-  **Instituto Latinoamericano de Aviación Civil ILAC (Argentina)**  
<https://ilac.com.ar/>
-  **International Convention Center JEJU (South Korea)**  
<http://www.iccjeju.co.kr/>
-  **International University of Tourism and Hospitality (Republic of Kazakhstan)**
-  **Media Consulta International Holding SA (Germany)**  
<https://www.mcgroup.com/>
-  **Neemrana Hotels PVT. LTD. (India)**  
<https://www.neemranahotels.com/>
-  **Observatorio de Turismo de Canarias (Spain)**  
<http://www.gobiernodecanarias.org/turismo>
-  **Observatorio Turístico Sostenible Estado de Tamaulipas (México)**  
<https://www.tamaulipas.gob.mx/turismo/>
-  **Quality Shopping and Travellers, S.L.U. (Spain)**  
<https://www.theshopping-tourism.es/>
-  **Smartclip Argentina, S.A. (Argentina)**
-  **Solimar International (USA)**  
<https://www.solimarinternational.com/>



**Spring Healthcare Services AG (Switzerland)**

<https://www.springhealthcare.org/>



**Technische Hochschule Deggendorf - THD - (Germany)**

<https://www.th-deg.de/>



**Tourism Development Institute of Uzbekistan -TDI- (Uzbekistan)**

<https://uzbektourism.uz/en>



**Turkish Tourism Promotion and Development Agency - TGA - (Turkey)**

<https://tga.gov.tr/home>



**Universidad Panamericana - ESDAI (Mexico)**

<https://www.up.edu.mx/en/usuarios/mex>



**Well Hospitality (France)**

<https://www.wellhospitality.com/>

### AMD in the report of UNWTO Secretary-General

The Report of the Secretary-General contained consistent references to the objectives and priorities of the Affiliate Membership during the current challenging period, and to the initiatives carried out by the AMD since 2019. This important Chapter of the Report was presented by the Director of the AMD, Mr Ion Vilcu, and highlighted three strategic priority lines of action:

- 1) to consolidate the Affiliate Membership as an essential asset of the Organization;
- 2) to expand and reinforce the Affiliate Membership; and
- 3) to modernize the management of the Affiliate Members network.

See the full presentation [here!](#)



### **Integral Reform of the Rules of Procedures of the Affiliate Members**

At the AMD, we are committed to modernizing the management of the AM network. We are happy to inform that we have initiated the process of a Reform aimed to build an updated and modernized regulatory and legal framework for our Affiliate Membership. This much needed update will allow our Membership to operate consistently and effectively.

In line with this, the Executive Council approved the establishment of a Reform Working Group with the mission of preparing a proposal for an integral reform of the existing Rules of Procedures of the Affiliate Members and to set the basis of the creation and operation of a Committee for Affiliate Members.

We will keep you updated on the latest developments!

### **The Chair of the Board of Affiliate Members, Ms Ana Larrañaga, gives voice to the Affiliate Members' activities!**

The Board of Affiliate Members, represented by its distinguished Chair, Ms Ana Larrañaga, presented the most relevant activities carried out by the Board of Directors and the Affiliate Members during last year.

The Chair stressed the importance of the participation of the Affiliate Members in the meetings of the Global Tourism Crisis Committee and the substantial contributions shared by the Affiliate Members during the COVID-19 outbreak. This coordination mechanism, created at the initiative of UNWTO's Secretary-General, has been an excellent framework to showcase and highlight the relevance of the contributions of the Affiliate Members and their status as a very valuable pillar for the Organization.

Read the communication [here](#).



## AFFILIATE MEMBERS' CONTRIBUTIONS TO THE UNWTO RECOMMENDATIONS ON TOURISM AND RURAL DEVELOPMENT

On the occasion of the World Tourism Day, celebrated on September 27, the UNWTO released the “UNWTO recommendations on Tourism and Rural Development: a guide to making tourism an effective tool for rural development”. The role of the private sector is fundamental to ensuring the sustainability of rural tourism destinations, through a comprehensive and inclusive planning strategy, based on a participatory multi-stakeholder approach.

As part of our efforts to always support our Affiliate Members and bring their initiatives and proposals to the attention of the UNWTO, we are proud that this set of recommendations have included valuable inputs from Affiliate Members with extensive knowledge and expertise in this area.

From the AMD we would like to thank those who contributed to this document for their great effort, dedication and support in providing us with their very valuable input!

Read the recommendations [here](#)





**UNWTO AND AFFILIATE MEMBERS AWARDED BY THE CITY OF MADRID**

Within the framework of the activities to celebrate the World Tourism Day, the City of Madrid has made a special recognition of the tourism sector, with a particular focus on the importance of the public-private partnership as a key factor to boost the recovery from the COVID-19 crisis.

Among the 12 entities awarded, the World Tourism Organization (UNWTO) received a recognition for the "Commitment to the Destination Madrid". The award was granted by the Mayor of Madrid, Mr. José Luis Martínez-Almeida, to our Secretary General Zurab POLOLIKASHVILI.

Also, 3 Affiliate Members were awarded, to which we express our congratulations:

- IFEMA/FITUR received the award for the "Organization of the event in the city", namely the United Nations Climate Change Conference – COP 25
- The Association of Centenary Restaurants and Taverns of Madrid was awarded for its "Trajectory in the sector"

- OHL was the winner of the "Best Project of Tourist Interest", for the development of the project Centro Canalejas/Four Seasons Hotel

During his speech, Mr. POLOLIKASHVILI praised the commitment of the Madrid administration to promote policies and initiatives to strengthen the capacity of the tourism sector to act as an engine for development in the capital, as well as to meet the challenge of the current crisis. He highlighted that Madrid represents a true source of inspiration for the UNWTO Membership and an example of public-private coordination, underlining that this collaboration is key to recover tourism from the negative impact of the COVID-19 pandemic.

The recognition given to UNWTO Affiliate Members shows the harmony between the UNWTO and the Madrid administration in this collaborative approach.

We want to express our sincere congratulations to the three entities and thank them for their commitment towards the tourism sector!



**Chameleon Strategies organized the 1st Destination Mekong Summit**

The 1st Destination Mekong Summit was organized by Chameleon Strategies as a lead partner of Destination Mekong in partnership with the Mekong Tourism Coordinating Office on 25 August. The virtual conference was chaired by the CEO of Chameleon Strategies and Executive Director of the Mekong Tourism Coordinating Office, Jens Thraenhart, who currently serves as the 2nd Vice Chairman of the UNWTO Affiliate Members Board. 1,500 attendees joined the virtual conference on Zoom with an additional 500 following the live stream on YouTube and the event website. The value of the UNWTO Affiliate Member program was presented during opening remarks by UNWTO Project Officer Ms Roxana Ashtari.

With the topic “Balanced Tourism Recovery for a Better Future”, the summit had the objective to answer burning questions, offer actionable suggestions on how to survive these challenging times, and best prepare for an accelerated recovery. Speakers from the public and private sectors included Tourism Ministers and CEOs from travel companies, academia, the media, and NGOs.

With a condensed content concept, DMS was structured in twelve short chapters starting with insights about “The Disruption” by Dr. Simon Hudson, from the University of South Carolina, author of the upcoming book “COVID-19 & Travel”. The following chapters looked into recovery efforts and opportunities for governments, the demand & supply sides, public relations, and the

impact on sustainability. Two sessions were conducted in partnership with Horwath HTL and presented key takeaways for businesses.

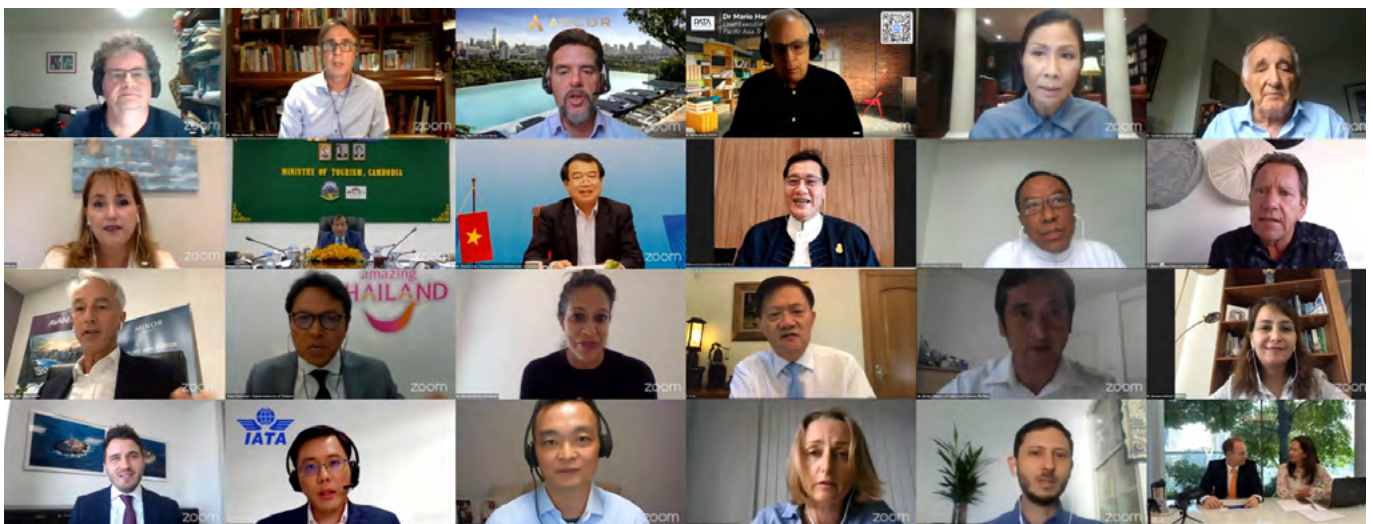
The final chapters addressed how collaboration can help businesses in the recovery, as well as a look at the future with Dr. Ian Yeoman, author of “Tourism Futures” from the Victoria University of Wellington.

A summary chapter was lead by Prof. Geoffrey Lipman from The SunX Program with tourism leaders from the region.

Details of the event, as well as recordings of the sessions, can be found [here](#).



**CHAMELEON**  
STRATEGIES



## CETT-UB: III CETT Smart Tourism Congress Barcelona

*The momentum of Smart Tourism, key to reactivate the tourism industry.* The COVID-19 pandemic has seriously affected all agents in the society at the global level and there have been many displays of concern and uncertainty in the face of the magnitude of the crisis we will have to brave. The economic repercussions, as well as the changes in consumer habits and social behavior are affecting all sectors of culture, leisure and tourism which are extremely vulnerable in the current unprecedented circumstances.

In spite of the obligation of having to had to transform a significant part of business models, products, services and protocols set up to date, organizations such as the World Tourism Organization recognize the opportunity to use knowledge about tourism to help the economic recovery of both tourism businesses and destinations.

On 11th and 12th November 2020, the [III CETT Smart Tourism Congress Barcelona](#) will take place, to address the

above-mentioned issues. This congress is closely link to the UB-CETT Chair in Tourism, Hospitality and Gastronomy, a hub to spread and exchange professional and academic knowledge about the challenges and opportunities arisen because of the COVID-19 health crisis and focus on smart management of business tourism.

This year edition is divided into three sessions: academic, professional and entrepreneurial. We will dive into diverse experiences and innovative measures which can help overcome the challenges faced by the sector in the next few years.



Barcelona School  
of Tourism, Hospitality  
and Gastronomy

Affiliated center



UNIVERSITAT DE  
BARCELONA

# Smart Tourism Congress Barcelona 2020

November 11th & 12th



## “U.S.-China Tourism Program Thrives Amid International Uncertainty”

Tensions in U.S.-China relations might suggest that a flourishing partnership between a university in the USA and another in Wuhan, China just isn't possible. Nothing could be further from the truth.

In 2016, Colorado State University's [Master of Tourism Management-China \(MTM-China\)](#) program was launched in partnership with Central China Normal University (CCNU) in the city of Wuhan. Since that time, natural resource tourism students and faculty along with administrators from both universities have defied expectations by collaborating to co-create extraordinary opportunities in [teaching](#), [research](#), and [cultural exchange](#).

In its first year, MTM-China had just 12 students, but nearly 60 applications were submitted for the current semester, and the 100th student is set to graduate this year. Instructional innovations like [field trips](#), [remote learning options](#), and [conference visits](#) prepare future leaders to manage ongoing, broader shifts in Chinese tourism. Those shifts, including the launch of China's new

[National Park System](#) this year, have also encouraged collaborators to explore the possibility of creating new educational opportunities tied to park management.

Amid ongoing concerns over pandemics, politics, and trade, onlookers around the world have every reason to consider the U.S.-China relationship strained at best. Yet when COVID-19 began to hit the U.S. hard in April, over twenty MTM-China students joined CCNU faculty in raising ~6,000 USD to ship thousands of masks and gloves to their peers and colleagues at Colorado State University. With so little news on positive interactions involving organizations in the two countries, the MTM-China program represents a beacon of promise, suggesting that U.S.-China collaboration is not only possible, but also – if one looks closely enough – thriving.



**TOURISM KWAZULU NATAL**

Across the province, a host of conference and events facilities are set against the backdrop of majestic mountains, sun-kissed beaches or bush retreats.

The Convention Bureau, supported by the Department of Economic Development, Tourism & Environmental Affairs and eThekweni Municipality, has successfully hosted over 120 significant business events since 2013.

**WORLD-CLASS SUCCESS**

The state-of-the-art Inkosi Albert Luthuli International Convention Centre is the flagship host of these events, boasting the largest area of column-free, flat-floor, multipurpose space in Africa. The ICC was ranked in the Top 15 Convention Centres in the World at the Apex Awards.

**WE DO BUSINESS, WE DO EVENTS**

Conference or event facilities are also provided by Olive Convention Centre, Tsogo Sun, through Southern Sun Elangeni & Maharani, Zimbali Fairmont, Coastlands Hotel as well as the Hilton Durban, Greyville Conference Centre, Moses Mabhida Stadium, Royal Show Grounds, Champagne Sports Resort, Alpine Heath, Mfolozi Conference Centre and many others.

**WE DO TOURISM**

When work is done, a few hours' drive from Durban, the majestic and serene uKhahlamba-Drakensberg Park World Heritage Site beckons. See the hinterland's big five or visit iSimangaliso Wetland Park, another World Heritage Site, to experience the coast's rich marine life.

For those in search of insight into the history of the Zulu Kingdom, the province features a number of battle sites, including the site of Cetshwayo's epic triumph of Isandlwana, or visit Mandela's capture site in the KZN Midlands.

KwaZulu-Natal also offers seaside golf courses featuring lush, tropical vegetation and championship courses rich in tradition and history – making for a true golfer's paradise.

Durban, the busiest port in Southern Africa, has started constructing a R200 million cruise terminal, which will host world-class facilities to augment its already-booming cruise ship tourism offering.

With regular flights from Johannesburg and Cape Town, and a growing list of direct international flights, including Durban to London, KZN is becoming more accessible to the world.

For more information regarding business tourism venues and services, please visit: [www.zulu.org.za](http://www.zulu.org.za)



### Plan Bogotá, an alternative for tourism reactivation

The District Tourism Institute (IDT) is working on implementing the Plan Bogotá program. This initiative focuses on the reactivation of the city's tourism sector, which serves as a promotional platform for the companies that compound Bogotá's stakeholders' values chain.

The IDT makes the corresponding calls, which determine the presentation requirements, where the criteria for submission, deadlines, duration of the registration, and other operating conditions are determined.

It seeks to implement a technological platform where travel agencies, tourist guides, transport companies, events, hotels, restaurants, amusement parks, and others can offer and sell their products at the best prices.

In turn, find on the part of the citizens, a demand willing to buy. Those who make their reservations by this means will be able to make these services effective so far in 2021.

This project promoted by the entity, helps to boost to energize the economy of the sector: "It is time to move from words to actions, and we trust that with this strategy, we will give dynamism to the sector, supporting talent, employment, and entrepreneurship", Comments Karol Fajardo Mariño, director of Bogotá's Tourism Office.



[www.bogotadc.travel/planbogota](http://www.bogotadc.travel/planbogota)

**Instrumental Analysis: A clear vision amid crisis – A webinar organized by Thessaloniki Tourism Organisation in collaboration with UNWTO AM Department**

Thessaloniki Tourism Organization, with the support of the World Tourism Organization, organized the “Instrumental analysis: A clear vision amid crisis” webinar on September 21.

Taking into account the new data worldwide, prominent executives of the World Tourism Organization as well as the Vice Governor of the Region of Central Macedonia and President of Thessaloniki Tourism Organization, Mr. Voula Patoulidou, presented:

- Latest COVID-19 International Tourism Related Data, Michel Julian, Department Officer, Tourism Market Intelligence and Competitiveness, UNWTO
- UNWTO Tourism Recovery Technical Assistance Package, Patrick Fritz, Technical Coordinator, Technical Cooperation and Silk Road, UNWTO
- Silk Road Destinations dealing with COVID-19, Nikolaos Kolfnopoulos, Silk Road Project Specialist, UNWTO

- Best Practices in dealing with the COVID-19 challenges by UNWTO Affiliate Members, Michele Pitta, Administrative Associate, UNWTO

- Thessaloniki, a great city break destination

Thessaloniki Tourism Organization, from the very first moment of the COVID-19 pandemic, collaborated with the UNWTO to formulate the crisis management plan, strengthening the brand of Thessaloniki, the second largest city in Greece.

In this context, TTO took the initiative of organizing the webinar, offering the reliable know-how of the World Tourism Organization to every interested body worldwide.

The video of the webinar is available at Thessaloniki Tourism Organization [Facebook page](#)



THESSALONIKI TOURISM ORGANISATION



## IPDT® - Tourism Consulting developed the communication plan for Gerês-Xurês Transboundary Biosphere Reserve

IPDT® - Tourism Consulting is responsible for developing the communication strategy for Gerês-Xurês Transboundary Biosphere Reserve (RBTGX), one of the 21 cross-border Reserves in the world.

The main objective is to promote this destination in key tourist markets, by selecting the most appropriate channels and techniques to increase its attractiveness. In practice, IPDT®, together with the entities responsible for the management of the territory (Institute for Nature Conservation and Forests (ICNF), Northern Regional Coordination and Development Committee (CCDR-N), Porto and Northern Portugal Tourism (TPNP), Regional Association of Alto Lima Development (ARDAL), Association for the Development of the Regions of the National Park of Peneda-Gerês (ADERE), Deputación Ourense Provincial, Xunta da Galicia, five Portuguese municipalities\* and six Spanish municipalities\*\*), defined a 5 year strategy for the promotion of the destination, focusing on the differentiating elements of the destination,

matching these with the main trends of demand.

The project aims to unite a cross-border territory under the same tourism development strategy.

Other activities were also developed, namely the design and creation of promotional and merchandising materials (billboards, panels, road signs) to be used in strategic crossing points and information offices.

RBTGX integrates two protected natural parks, which have enormous relevance and uniqueness: Peneda-Gerês National Park and Baixa Limia-Serra do Xurês Natural Park.

\*Portuguese Municipalities: Melgaço, Arcos de Valdevez, Ponte da Barca, Terras de Bouro, Montalegre

\*\* Spanish municipalities: Entrimo, Lobios, Muiños, Calvos de Randín, Bande, Lobreira





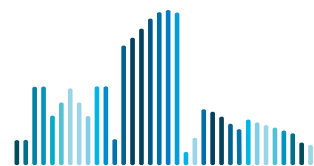
## The ECM 2020 DMO Funding Survey is out!

European Cities Marketing just published the ECM 2020 DMO Funding Survey that shows the severe impact of the COVID-19 crisis on Europe's urban Destination Management and Marketing organisations (DMOs).

According to ECM, the association of more than 120 urban DMOs in Europe, the new-normal reality could be an omen of a new era where DMOs take a clearer stand on balanced and holistic tourism development in the cities. The crisis is global and it is needless to say that negative budget impacts like this have not been seen before in the DMO community – not even during the global financial crisis from 2009-2011. The immediate observation is that few DMOs are left unaffected by the crisis – almost 75% of the 67 DMOs in the survey have had their 2020 budgets reduced and almost a third of these have seen severe reductions of more than 50%.

Published in collaboration with Danish strategy firm Group NAO, the objective of the ECM 2020 DMO Funding Survey, is to assess the current funding situation and the crisis impact on the destination management and marketing organisations and to help both the DMOs but also political decision makers understand the scope and severity of the crisis. ECM calls for decision makers at local, national and EU level to recognise the need for recovery funding if DMOs are to play their crucial role in the rebuilding of Europe's urban travel and tourism sector.

Find more information about the survey [here](#)



**EUROPEAN CITIES MARKETING**

MEET EUROPEAN CITIES

**EUROPEAN CITIES MARKETING** **2020**

**DMO FUNDING SURVEY**

EUROPEAN CITIES MARKETING  
MEET EUROPEAN CITIES

GROUP NAO

SEPTEMBER 2020

## Centre for Sustainable Development at North Ossetian State University (NOSU) in Russia celebrates World Tourism Day with a series of events promoting sustainable tourism in rural areas

Centre for Sustainable Development at North Ossetian State University (NOSU) in Russia celebrates World Tourism Day with a series of events focused on promoting sustainable tourism in rural areas organized in collaboration with Ministry of Tourism and Ministry of Culture of the region, and Ministry of Ecology and Natural Resources of the Russian Federation.

NOSU international students were presented with detailed information about tourism in the region and educational resources on sustainable tourism through following events:

- 1) Presentation of the regional Ministry of Tourism about tourism possibilities in the region;
- 2) Presentation of NOSU Youth Tourism Club about development of student tourism and opportunities for students;
- 3) Presentation of NOSU Centre for Sustainable Development on educational opportunities from the UNWTO e-library, UN Sustainable Development Solutions Network (SDSN) library and online courses and the NOSU online course on SDGs, planned to be launched in 2020 in collaboration with Spanish Partner Universidad Isabel 1, and tips for environmentally friendly tourism;
- 4) Tour around the National Museum of the region;
- 5) Hike to the mountains in the Federal Specially Protected Natural Area "National Park Alania".
- 6) Educational game in collaboration with NOSU Department of Tourism and the regional Ministry of Tourism for NOSU students with participation of professors and experts on sustainable development of tourism in Specially Protected Natural Areas as part of the NOSU participation in the VI International Festival of Sustainable Development "VuzEcoFest-2020".

Lara Dzabolova, director of Centre for Sustainable Development (+7-918-838-54-21 WhatsApp)

Atsa Kaytati, NOSU representative in Spain (+34-627-630-670)



**WORLD TOURISM DAY 2020 -  
TOURISM AND RURAL AREAS  
BY NORTH OSSETIAN STATE  
UNIVERSITY (NOSU)**



## UNWTO AND FAO WORK TOGETHER ON DEVELOPING TOURISM FOR RURAL DEVELOPMENT

The World Tourism Organization (UNWTO) and the Food and Agriculture Organization (FAO) have signed a Memorandum of Understanding in which the two agencies commit to work together to advance shared goals relating to the sustainable and responsible growth of rural tourism.

A central aim of the collaboration will be to increase the resilience of rural communities against social and economic shocks through growing tourism and making it more sustainable and inclusive. Key priorities include encouraging entrepreneurship within rural communities, particularly among youth and women, with aim of providing them with access to both local and global markets for their products. Other priorities include fostering education and skills so as to provide communities with opportunities within the tourism sector.

Find the press release [here](#)



## THE GLOBAL COMMUNITY CELEBRATED THE WORLD TOURISM DAY “TOURISM AND RURAL DEVELOPMENT”

Celebrated on 27 September, this year’s international day of observation comes at a critical moment, as countries around the world look to tourism to drive recovery, including in rural communities where the sector is a leading employer and economic pillar. For the first time in the 40-year history of World Tourism Day, the official celebration was not hosted by a single Member State. Instead, nations from the MERCOSUR Member States served as joint hosts, exemplifying the spirit of international solidarity essential for recovery.

Once again, the World Tourism Day was celebrated by UNWTO’s Member States in all global regions as well as by cities and other destinations and by private sector organizations and citizens. This year it came as communities in rural areas also struggle with the impacts of the COVID-19 pandemic and they need the support of tourism more than ever to overcome the existing challenges.

See all the UNWTO initiatives and resources for the World Tourism Day [here](#)

## UNWTO RELEASED THE LATEST VOLUME OF THE WORLD TOURISM BAROMETER

According to the new issue of the World Tourism Barometer from the United Nations specialized agency, international tourist arrivals dropped by 65% during the first half of the year. This represents an unprecedented decrease, as countries around the world closed their borders and introduced travel restriction in response to the pandemic.

According to the UNWTO, the massive drop in international travel demand over the period January-June 2020 translates into a loss of 440 million international arrivals and about US\$ 460 billion in export revenues from international tourism. This is around five times the loss in international tourism receipts recorded in 2009 amid the global economic and financial crisis.

Find the last volume of the Barometer [here](#)



**UNWTO**

World Tourism Organization

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

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