

# AM Newsletter

VOL. 1 OCTOBER 2018

## Message from the Director

MR. ION VILCU

### Dear Affiliate Member,

It is my great pleasure to present to you this new communicative initiative by the Affiliate Members Department – the **AM Newsletter**. Our aim is for this service to enable you to share your initiatives with the entire AM community, as well as for you to receive the most updated and relevant information from the AM Department.

My hope is for the AM Newsletter to be circulated once a month and feature all the projects and initiatives submitted by members and I especially encourage you to submit initiatives that relate to and align with sustainable and responsible tourism.

In this first edition, you will find practical information on the upcoming **40th Plenary Session of the Affiliate Members** – the most important annual event for the UNWTO Affiliate Members.

Furthermore, you will be able to read about several initiatives submitted by our valued Affiliate Members and, finally, you will find all the updated information on upcoming UNWTO activities and events.

The Affiliate Members Department would greatly appreciate any feedback that you may have regarding the AM Newsletter as we would like to ensure that it is as successful as possible. Please contact us at [am@unwto.org](mailto:am@unwto.org) should you have any ideas or thoughts.

I sincerely hope that you will enjoy this first edition and I highly encourage you to contribute with your initiatives to the next edition of the AM Newsletter.

Sincerely,



Ion Vilcu



### 40TH PLENARY SESSION

Visit Iran and attend the most important AM event of the year.



### LAUNCH OF GLOBAL REPORT

Attend the launch of the Global Report on Inclusive Tourism Destinations!



### UNWTO EC109

Join the 109th session of the UNWTO Executive Council.



### 15TH UNWTO AWARDS

Applications are open for the 15th UNWTO Awards for Innovation and Sustainability in Tourism.

# Affiliate Members Department

## 40th Plenary Session of the Affiliate Members



**As you are aware**, the 40th Plenary Session of the UNWTO Affiliate Members is taking place from 12-14 November 2018 in Hamedan, Islamic Republic of Iran. With regards to this, we are pleased to provide you with some general information regarding the logistics of this event.

It is our pleasure to announce that the Alisadr Tourism Co., co-organizer of the Plenary Session, has signed an agreement with Turkish Airlines for discounts on flights to and from Tehran for the purpose of attending the Plenary Session.

**The discount:** Between 5 and 15%

**The code:** 183TKM18

To benefit from this offer, you must present the event promotion code and your registration confirmation to the sales office or the agency. For more information, you can contact your local **Turkish Airlines office**.

Please note that the deadline to register for the Plenary Session is **15 October 2018**.

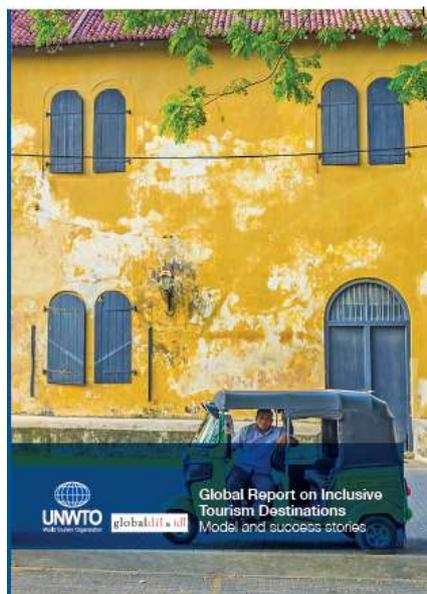
In addition, in order to facilitate visa issuance procedure, the Iranian Cultural Heritage, Handicrafts, and Tourism Organization has announced:

**“Enforced from 23/09/2018, almost all diplomatic missions of Islamic Republic of Iran abroad, as well as all international airports of Iran, issue electronic visa (separate visa sheet without any label or sign printed on the passport). The registration of entry and exit for the holders of electronic visa, will also be stamped on the separate visa sheet the applicants receive in hard copy. Therefore, there will be no registration of travel and no printed visa label on their passports”.**

To this end, kindly send the completed visa form (available on UNWTO registration website) to the visa coordinator, Mrs. Kiandokht Torabi via **kiandokht\_torabi2000@yahoo.com** and, you will receive the electronic visa grant notification shortly.”

# Affiliate Members Department

## Launch of the Global Report on Inclusive Tourism Destinations



**The Global Report on Inclusive Tourism Destinations** highlights the need to foster discussion on and examine new approaches to inclusive tourism in order to drive long-term sustainability in the sector.

The Global Report has been carried out in collaboration with Affiliate member **globaldit** and illustrates a **model for inclusive tourism destinations** that destinations can use to promote a sustainable, responsible and inclusive tourism practice.

Furthermore, the Global Report is inspired by the SDGs and presents a roadmap for tourism destinations to tackle their evolution towards socially inclusive growth models. It is intended to present readers with a practical toolkit to be completed, re-oriented and enriched by destinations to better serve their needs and characteristics.

The Report will be launched in October 2018 and more information will be made available shortly.

# Affiliate Member News

## Bournemouth University organises the TTRAEurope Conference on Tourism in the Era of Connectivity 8-10 April 2019



**UNWTO Affiliate Members** are invited to contribute academic papers in the academic part and suggest themes or workshops in the practice part of the conference. Please contact the Conference Host Professor Dimitrios Buhalis [dbuhalis@bournemouth.ac.uk](mailto:dbuhalis@bournemouth.ac.uk)

The Travel and Tourism Research Association's 2019 European Chapter Conference will be hosted by Bournemouth University Department of Tourism and Hospitality in Bournemouth Monday 8th to Wednesday 10th April 2019. This is a three-day conference that will include a doctoral colloquium day and industry best practice thread. The theme of the conference is Tourism in the era of connectivity and will cover a broad range of themes to ensure that we are inclusive of the widest range of tourism research.

People to people connectivity is an essential aspect of tourism; bringing people from all aspects of life together to meet, share moments and explore cultures, resources and experiences. Connectivity brings us together through shared routes, accessibility, communication, and experiences in different environments and destinations. Increasingly, global society is becoming more connected, facilitating opportunities for exchange and interaction, bringing both opportunities and challenges.

Tourism is changing dramatically in the era of connectivity. Advanced technology enables users to amalgamate information and big data from various sources on their mobile devices, personalise their profile through applications and social networks, as well as interact dynamically with their surroundings and context. Tourism professionals increasingly use technologies and networking to bring different stakeholders together to co-create value for all.

The conference will connect the different concepts of connectivity, personalisation, tourism development and marketing towards co-creation of the tourism experience. It will explore how these experiences can support the co-creation of value for all stakeholders and address a range of components of connectivity. Examples of the conference themes include but not limited to: Themes, Digital Tourism and Smart Tourism, Tourism Marketing, Economics and Planning, Coastal Tourism, Culture and Heritage, Hospitality Innovations, Digital tourism, Sustainability and Wildlife, Gender Accessibility and Inclusion, Tourism Management, Tourism and Philosophy, Special Interest and Niche Tourism, Spiritual, Religious and Pilgrimage Tourism, Events and Leisure, Experience and co-creation, Small Business and Entrepreneurship

# Affiliate Member News

## **Bournemouth University organises the TTRAEurope Conference on Tourism in the Era of Connectivity 8-10 April 2019**

**Invited speakers include:**

Associate Professor Luisa Andreu, University of Valencia, Spain;  
Professor Carlos Costa, University of Aveiro, Portugal;  
Professor Alan Fyall, University of Central Florida, USA;  
Professor Cathy Hsu, The Hong Kong Polytechnic University (PolyU);  
Professor Scott McCabe, Nottingham University;  
Assistant Professor Luiz Mendes-Filho, Universidade Federal do Rio Grande do Norte, Brazil;  
Professor Tanja Mihalič, University of Ljubljana, Slovenia;  
Professor Nigel Morgan, Swansea University, UK;  
Associate Professor Ana María Munar, Copenhagen Business School, Denmark;  
Professor Mike Peter, (University of Innsbruck, Austria);  
Professor Haiyan Song, The Hong Kong Polytechnic University;  
Professor Cleopatra Veloutsou, University of Glasgow UK.



# Affiliate Member News

## The Global Sustainable Tourism Dashboard Griffith Institute for Tourism



**Researchers from Griffith Institute for Tourism and the University of Surrey** have developed the Global Sustainable Tourism Dashboard to assist tourism operators and regulators in all dimensions of sustainability: economic, social and environmental. The initiative is supported by the World Travel and Tourism Council (WTTC), Amadeus International Tourism Partnership, and EarthCheck, amongst others.

Our vision is to promote action and change within the tourism sector; make available data and key insights drawn from long-term monitoring.; show leadership and demonstrate how partnerships between Universities and key sector stakeholders can lead to sustainable outcomes.

Economic indicators of the number of arrivals, receipts, jobs and investment are collected at a global scale by a range of organisations including WTTC and UNWTO. These indicators allow tourism to make the case for policy changes that encourage the further development of the sector. However, with the vast growth of the industry comes the need to measure also the impact tourism has on both people and the planet and assess the effectiveness of the actions being taken to mitigate these impacts.

Hence, the aim of the Dashboard is to develop and report a set of top-level indicators to inform and empower tourism stakeholders' efforts in placing the industry on long term sustainable foundations.

The Dashboard thus addresses an important gap at the global level. While in aviation, limited data on revenue per passenger kilometre and fuel burn are made publicly available by the International Air Transport Association (IATA), no global data covering other environmental and social issues specific to tourism has been publicly and regularly available.

The Dashboard aims to cover all dimensions of sustainability: economic, environmental and social; these indicators are designed to represent key dimensions of Travel and Tourism and:

- Be simple and easily understood
- Draw on existing (big) data
- Be globally relevant
- Provide added value , and
- Be robust and transparent.

# Affiliate Member News

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## The Global Sustainable Tourism Dashboard Griffith Institute for Tourism

Indicator selection was informed by the 17 United Nations Sustainable Development Goals, as well as other initiatives and programmes. Indicators are derived from existing data sources but are connect and present the data in ways that provide important and new insights. The following sustainability themes are part of the Dashboard: Poverty Alleviation, Dispersion of Travel, Carbon Emissions, Sustainable Production, Protected Areas, Employment and Gender, and Security.

The Dashboard is designed to complement the many existing efforts to promote sustainable development, providing a means for planners, whether in hospitality, travel, eco-tourism or pilgrimage to incorporate the UN Sustainable Development Goals in their development work.



# Affiliate Member News

## JSF runs the 3rd edition of its Senior Executive Program the highest-level executive program in the Travel & Tourism Industry



**The three-week module program** will run in Hong Kong (April 8-12), New York (June 3-7) and Mallorca (September 16-20, 2019). In partnership with IESE Business School, ranked 1st in the World for Executive Education by FT

### **UNWTO Affiliate members get special conditions**

Looking at the global economy today, the long-term success of a company is determined by the ability of its senior executives to lead efficiently and effectively through times of uncertainty and change. The Senior Executive Program for leaders across the travel and tourism industry delivers a transformational and immersive learning experience. The program provides a unique opportunity to strengthen business skills whilst expanding knowledge of the current and future challenges most relevant to them and their organisations growth.

The program offers an opportunity to apply learning in different parts of the world. This means a trip to three strategic hubs - Hong Kong, New York and Mallorca - to experience the unique business culture and entrepreneurial economy of North America, Europe and Asia.

The program is structured around three modules. The modular format means that each participant can invest in their leadership without compromising professional responsibilities.

Between modules they have a chance to implement new ideas and concepts. Programs are structured around the case study method. Each module includes expert advice on doing business on that particular continent. This takes the form of roundtables and talks from world leading guest speakers. A unique networking opportunity amongst a cohort of industry leaders and world class faculty.

**“At a time when the tourism industry is facing great challenges and opportunities, this program aims to help senior executives lead their organizations successfully for years to come.”** Philip Moscoso, Academic Director and IESE Professor

# Affiliate Member News

## JSF runs the 3rd edition of its Senior Executive Program the highest-level executive program in the Travel & Tourism Industry

Upon completion of the program, participants gain a strengthened capacity to drive performance, deliver excellence in strategy and execution, as well as a shared commitment to sustaining competitive advantages leaving an overall positive impact on the travel and tourism industry.



**JSF Travel & Tourism**  
Business School

EMPOWERING PEOPLE  
IN THE T&T INDUSTRY

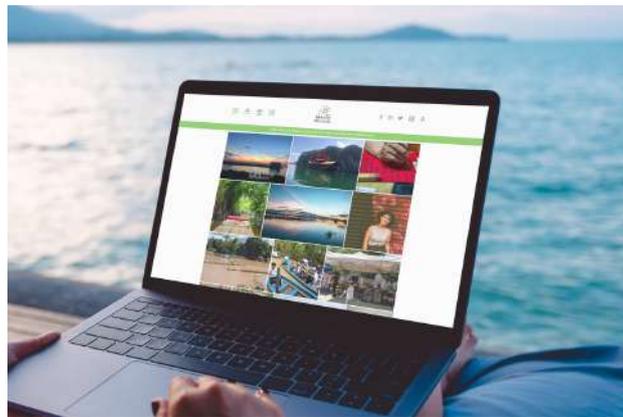
UNWTO Affiliate members get special conditions to enrol in the 3rd edition of the program. Limited spaces available. Secure your place by contacting JSF T&T School Admissions at [admissions@jsftraveltourism.org](mailto:admissions@jsftraveltourism.org).

### **About JSF Travel & Tourism School**

JSF Travel & Tourism School focuses on executive education. The school aims to educate, empower and inspire leaders in travel and tourism and face the current and future challenges of our industry by staying ahead of the game. The school's values highlight its commitment to its people and goals to have a positive impact on the market and society. JSF Trustees are leading travel and tourism companies such as Hotelbeds Group and Barceló Group, Iberostar Hotels & Resorts, Riu Hotels & Resorts, Deloitte, BBVA, Amadeus, Apple Leisure Group, or Catenon.

# Affiliate Member News

## Initiatives powered by Chameleon Strategies social commerce management solution featured in new tourism research report supported by Google alongside companies Airbnb and Grab



**Mekong Tourism's Mekong Moments platform** was featured as a driving force for tourism growth in the Asia Pacific region in a Google supported report published by the Pacific Asia Tourism Association (PATA) and Oxford Economics company Tourism Economics. The platform is powered by UNWTO Affiliate Member Chameleon Strategies' innovative social commerce management technology ENWOKE.

ENWOKE is a Software as a Service (SaaS) solution that enables collaborative social commerce and its first implementation is Mekong Moments, a platform managed by the Mekong Tourism Coordinating Office (MTCO) and executed by public-private partnership framework Destination Mekong.

In a report titled 'Data & Digital Platforms: Driving Tourism Growth in the Asia Pacific', Mekong Moments is showcased as an effective travel inspiration tool that encourages sightseers to share visual content and experiences in the Greater Mekong Subregion (GMS) by way of hash-tagged social media posts. Chameleon Strategies' ENWOKE technology aggregates topical social media content and links them to relevant spaces on the Mekong Moments platform.

As such, this allows higher user participation rates to directly result in more content being created and showcased for the GMS.

An important reason why the Mekong Moments platform is featured among companies such as Airbnb, Grab, Klook, the Road Trip, and Yanolja is the fact that ENWOKE platforms also enables destinations to build digital capacity in lesser developed parts of the world - which addresses inclusive growth, poverty alleviation, visitor dispersion, and over-tourism. Chameleon Strategies, by launching this platform, also empowers local businesses to run social media campaigns, consolidate social content, have personalized websites, partake in knowledge exchange, and build a collaborative content can to promote the region overall.

"The most powerful way to communicate the essence of a destination is by the experiences people have," said Jens Thraenhart, Founder and CEO of Chameleon Strategies. "And by creating a mosaic of the experiences people have shared, you create this brand via shared experiences."

# Affiliate Member News

## Initiatives powered by Chameleon Strategies social commerce management solution featured in new tourism research report supported by Google alongside companies Airbnb and Grab

"For consumers, Mekong Moments is a travel-inspirational platform designed to help them to find niche experiences, plan their trips, and connect with friends and like-minded travellers; for businesses, it is a cutting-edge marketing tool that empowers them to participate, innovate, and ultimately excel in the social media marketplace," said Thraenhart.

Additionally, Mekong Moments has been recognised by both the UNWTO and the European Travel Commission as an exemplary solution for destinations to engage and build capacity for local businesses as well as inspire travellers around the world.

Over nine million new jobs could be created within Asia Pacific destinations over the next five years by fully embracing digital platforms and data-driven innovation - as Chameleon Strategies has effectively demonstrated through ENWOKE.



**CHAMELEON**  
STRATEGIES

# Affiliate Member News

## IGLTA Annual Global Convention Promotes Education and Best Practices for LGBT Travel Segment



**The International Gay & Lesbian Travel Association** is proud to invite the UNWTO Affiliate Member community to join us for our 36th Annual Global Convention in New York City, 24-27 April 2019.

This is the world's premier educational and networking event for those interested in the lesbian, gay, bisexual and transgender (LGBT) tourism market and one that touches upon areas within the five pillars of UNWTO focus for 2018-2019:

### **Innovation**

Participants in the conference will learn about the latest marketing tools to reach this lucrative and rapidly expanding segment. The global spending power of the LGBT community is estimated at more than US\$5 trillion\* annually.

### **Entrepreneurship**

Through the IGLTA Foundation, the philanthropic arm of our association, we offer convention scholarships to LGBT small businesses owners in emerging destinations that allow them to travel to the convention for mentorship and connections within the global tourism community. We also offer roundtable discussions for all attending small business owners to facilitate the exchange of ideas with their peers.

### **Education**

The convention main stage content is designed to deepen understanding of LGBT travel among the industry at large. Through the sharing of best practices, business grows. The IGLTA Foundation also provides convention scholarships to hospitality students in the host city who are interested in furthering their knowledge of the LGBT market, and partners with the Pacific Asia Travel Association (PATA) to host a tourism student from that region as well.

### **Safe, Secure, Seamless Travel**

Safety is the top concern for LGBT travelers and IGLTA and the IGLTA Foundation are committed to a world where everyone feels free to explore all of its incredible culture and natural beauty.

### **Social Sustainability**

How does tourism impact the LGBT citizens of the world, particularly in countries that have discriminatory laws? By creating an open dialogue with global tourism offices, we can bridge the gaps between human rights and travel.

Photo: Rachel Stevenson/OUTCOAST Photography

# Affiliate Member News

## IGLTA Annual Global Convention Promotes Education and Best Practices for LGBT Travel Segment

The four-day IGLTA convention program will include an appointment-driven Buyer/Supplier Marketplace, keynote presentations from industry thought leaders, and hands-on breakout sessions that take a deeper look at LGBT marketing strategies. We also will share findings from our latest global research projects created in collaboration with our organizational partners, such as the European Travel Commission (ETC). In addition, the convention features a Media Networking Event, which gives attendees the opportunity to pitch their brands to global outlets, travel writers and influencers.

Full details can be found at [iglta.org/convention](http://iglta.org/convention) or you may email [convention@iglta.org](mailto:convention@iglta.org) with any questions. The team at IGLTA looks forward to seeing you in New York City, where we can help you to develop your LGBT business and make the world more welcoming for all travelers.

\*Data from LGBT Capital, [lgbt-capital.com](http://lgbt-capital.com)



**IGLTA 2019 • NEW YORK CITY**  
36TH ANNUAL GLOBAL CONVENTION

APRIL 24 - 27

# Affiliate Member News

## Culinary Tourism Alliance – Feast On® Program



**The Culinary Tourism Alliance (CTA)** is a not-for-profit organization leading effort in food tourism research, education and experience development to promote the growth of the tourism industry.

The CTA joined the UNWTO in 2016 and has been an active member of the Gastronomic Tourism Network and contributed to the 2nd Global Report on Gastronomic Tourism.

The CTA successfully completed the 2005-2015 Ontario Culinary Tourism Strategy, commissioned by the Ontario Ministry of Tourism, Culture and Sport. A significant outcome from the strategy was the development of the Feast On® Program.

This initiative was designed to increase the procurement of Ontario food and drink with the goal of creating a significant positive impact on the local economy.

Feast On® is a criteria-based certification program that recognizes foodservice establishments and experiences committed to sourcing and showcasing Ontario foods and alcoholic beverages.

The definition of “local” for the program aligns with the Ontario Ministry of Agriculture, Food and Rural Affairs (OMAFRA) and Foodland Ontario: food produced or harvested in Ontario, including forest or freshwater food, and subject to any limitations in the regulations, food and beverages made in Ontario if they include ingredients produced or harvested in Ontario.

The Feast On® program is aligned with the priorities of the UNWTO. The Feast On® certification program is building a collective of like-minded foodservice operators. It is creating a strong community of key stakeholders, bringing together both government and industry, to stand behind Ontario farmers and producers. The Feast On® network is helping to build Ontario’s local food identity and preserve its culinary heritage while at the same time, putting dollars back into the local economies. The program provides education for chefs on the importance of sourcing locally and introduces them to Ontario growers and producers, the Feast On® Preferred Purveyors, and Program Partners, who are integral to the program’s success.

# Affiliate Member News

## Culinary Tourism Alliance – Feast On® Program

The Feast On® program supports OMAFRA's Local Food Access Goals to increase opportunities for all Ontarians to choose local food, increase the variety of local food offerings to celebrate the diversity of Ontario and its foods, increases collaborations and strengthens partnerships among producers, communities, and the public and private sectors to enhance local food availability.

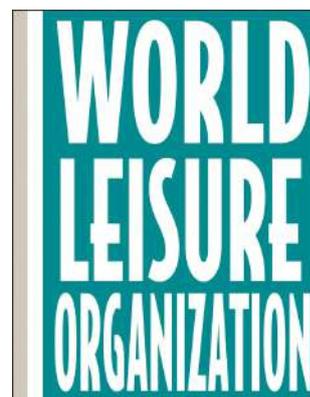
In October, Feast On® was proud to present the first 2018 Feast On® Impact Report, released to coincide with Ontario Agriculture Week. The report shows that over the past year commitment to connect consumers to Ontario food and drink through hospitality and foodservice venues has resulted in growing support for Ontario farmers and a valuable network that collectively spent over \$25 million dollars on Ontario food and drink products, a number that has shown consistent year over year growth. To access the full report and learn more about the program's success and contribution to Ontario Tourism, please download the 2018 Feast On® Impact

Report: <https://ontarioculinary.com/feast-on/2018-impact/>



# Affiliate Member News

## 2024 World Leisure Congress – Open call to bid!



**After the big success of the 15th. World Leisure Congress** “Leisure Beyond Constraints” last August in São Paulo – gathering more than 1,000 participants from 37 countries, the World Leisure Organization (WLO) is pleased to announce the exciting opportunity to host the 2024 World Leisure Congress. The success of the World Leisure Congress has been proven by its long history, gathering leisure field academics and professionals from all over the world for the last thirty years.

From last editions experience this international event draws individuals from throughout the world into a dynamic scenery wherein leisure and its influence on social, cultural and economic development. Furthermore, and giving special attention to the legacy of the congress itself for the community that is hosting it, the WLO encourages communities to partner with professional associations, government agencies and universities to plan, organize and promote the event.

As examples of this profound legacy, World Leisure Congress in São Paulo provided a space for the strengthening of the regional leisure

professional and academic network through the conformation of the World Leisure Latin American Chapter, which will work for the promotion of leisure in all its dimensions – tourism, sports, culture and recreation – as a human development factor. Furthermore, Congress’ side events further connect the international leisure community to the local context of the hosting city. By way of example, the WLCE Douglas Ribeiro da Silva Field School offers an opportunity for international students from World Leisure Centers of Excellence to learn from local leisure practices to face societal challenges.

The World Leisure Congress has been hosted in the following cities, just to mention the most recent ones: Quebec (1988 & 2008), São Paulo (1998 & 2018), Bilbao (2000), Kuala Lumpur (2002), Brisbane (2004), Hangzhou (2006), Chuncheon (2010), Rimini (2012), Mobile Bay (2014) and Durban (2016). The upcoming 2020 and 2022 WLO congresses will be hosted in Pinggu – Beijing (China), and Dunedin (New Zealand), respectively.

# Affiliate Member News

## Conference: Istria Gourmet Festival



**Istria Tourist Board** in collaboration with Croatia Tourist Board as the main partner and Maistra Hotel Company organizes fourth Istria Gourmet Festival, with an exceptionally rich two-day program.

The congress with the main goal of meeting new world trends and designing the prospects for the future development in the field of enogastronomy, will take place on 29th and 30th October, 2018 in the Design Hotel Lone in Rovinj.

We will host top stars, chefs awarded with Michelin stars who will give interesting educational lectures:

Francesco Mazzei (Sartoria)  
Aurora i Massimo Mazzucchelli (Marconi | Mollica)  
Andrea Ribaldone (Arborina)  
Roberto Cerea (Da Vittorio)  
Giancarlo Morelli (Il Pomiroeu)  
Pedro Miguel Schiaffino (Malabar)  
Matteo Mettulio (La Siriola)  
Juan Amador (Restaurant Amador)  
Pino Cuttaia (La Madia)  
Andrea Migliaccio (L'Olivo)  
Emanuele Scarello (Agli Amici dal 1887).

This year's professional and thematic conference aimed at acquiring new knowledge and skills brings two completely new programs: one dedicated to gourmet pizza and the other to craft beer.

Masterclass dedicated to gourmet pizza, the phenomenon recently emerged in Italy with an increasing number of followers, will offer, blending the tradition and innovation, new views on this dish famous throughout the world. We will host top experts:

Simone Padoan (Pizzeria I Tigli)  
Edoardo Ore (O' Sfizio d'à Notizia)  
Diego Vitagliano (10 Diego Vitagliano Pizzeria)  
Pasqualino Rossi (Pizzeria Élite Rossi)  
Vincenzo Pagano (Scattidigusto).

When it comes to the craft beer production, top names from this area will meet attendants with the history of beer, craft revolution and secrets of food and beer pairing:

Lorenzo Dabove Kuaska,  
Stefan Grauvogl,  
Teo Musso,  
Simonmattia Riva  
Zvonimir Pelko.

# Affiliate Member News

## Conference: Istria Gourmet Festival

The second day is dedicated to lectures about wine tourism and the best world examples as well as to hotel industry where the best practices and trends in luxury hotel business will be presented. Lectures by some of the world's largest hotel management and eminent oenology experts will be given:

Charlotte Feugere (French Wine Tourism Association)

Yolanda Perdomo (Gastronomy Tourism Expert, ex director of Affiliate Members Programme @ UNWTO)

Isabel Aguirrezabala Wurster (San Sebastián Turismo)

Iván Llanza Ortiz (Osborne Group)

Gennaro Iorio (Chef Caviste Caves Etablissements S.B.M. Cave Centrale de Hôtel de Paris, Monte Carlo)

Andrej Šimatić (Horwath HTL Croatia)

Ermanno Zanini (Capri Palace)

Fausto Arrighi (Michelin Guide Italia, ex director)

Moreno Cedroni (Madonnina del pescatore)

Mario Iaccarino (Don Alfonso 1890)

Elisabeth Debiasi and Vincenzo Biancone (Relais & Châteaux)

Traditionally, three gala dinners led by Michelin-starred chefs will take place during Istria Gourmet Festival. Everyone interested will have the opportunity of meeting world's top chefs and enjoy their delicacies.

Chef Roberto Cerea awarded with three Michelin stars will host a dinner at the Monte Mulini's Wine Vault Restaurant. Owner of two Michelin stars, Matteo Mettulio, will present his specialties in the Hotel Lone's ResoLution Signature Restaurant, where the third gala dinner led by two chefs will also take place. Giancarlo Morelli and Pedro Miguel Schiaffino will present all the diversity of Amazonian cuisine.



# Affiliate Member News

## Charting A Roadmap For Sustainable Development Of Food Tourism Destinations In Asia Pacific



**DISCOVERYMICE** ([www.discoverymice.com](http://www.discoverymice.com)), a leading international tourism conference producer accredited with thirteen world and regional tourism conferences in Asia has entered a MOU with Europe Asia Global Link Exhibitions (EAGLE), China and co-organised the 1st World Food Tourism Conference (WFTC) in Chengdu, China on 6th September 2018 for 150 travel trade professionals. WFTC ([www.WorldFoodTourismConference.com](http://www.WorldFoodTourismConference.com)) provided an effective platform for strategic discussions and progression towards developing sustainable food tourism destinations. EAGLE is a JV company between two global exhibition leaders; Italian Exhibition Group, Italy and VNU Exhibitions Asia, China.

DISCOVERYMICE's ambitious initiative to chart a roadmap for sustainable development of food tourism destinations in Asia Pacific based on inclusiveness, sustainability and prosperity was motivated by altruistic causes in China's second-tier destinations where poverty alleviation is a national priority.

1. The host destination Chengdu, was inscribed a UNESCO Creative City of Gastronomy, in 2010, the first in Asia.

2. WFTC held in conjunction with Chengdu Travel Trade B2B Market provided an important learning

and information sharing platform, and exposed trade participants to valuable knowledge in designing and marketing food tourism experiences.

3. Under the auspices of EU-China Tourism Year 2018, WFTC created opportunities for bilateral engagements and for invited speakers from Europe and Asia to share their agri-food tourism success stories and experiences.

4. Experts from world renowned food tourism countries, Italy and China, spoke passionately on the intrinsic value of food and culinary culture to develop food tourism destinations, educational aspects on sustainable agri-food tourism as well as transformative opportunities to introduce agri-food tourism in rural farming areas.

5. Resource representatives from the public and private sectors, academia and civil societies committed to draw up a draft roadmap within the next six months to establish food tourism networks, marketing collaboration, guidelines for food tourism destination development and embellishment of UNESCO Creative Cities of Gastronomy's brand to spearhead initiatives. The roadmap will form the basis for wider discussions across the region and presented to the regional UNWTO Affiliate Members (Asia & the Pacific) for their consideration and endorsement.

# Affiliate Member News

## Charting A Roadmap For Sustainable Development Of Food Tourism Destinations In Asia Pacific

Resonating the strategic directions of WFTC, Ms Li Ruixia, Deputy Commissioner of Dong'an County in Hunan Province professed,

"Dong'an County has issued the Geographical Attestation Management Regulations for Dong'an Chicken, and formulated local standards for Dong'an Chicken which strengthened the protection of geographical attestation and leading poultry cultivation enterprises. The development of the entire Dong'an County and the local people's Dong'an Chicken industry chain have produced remarkable achievements, which is of great significance to promote the development of the county's economy and the prosperity of the local people."

Other prominent speakers included Dr Wolfgang Georg Arlt, Founder, China Outbound Tourism Research Institute, Germany; Prof. Amran Hamzah, Tourism Planning & Research Group, Malaysia; Carol Hay, Caribbean Tourism Organisation; Sara Liparesi, Managing Director, FICO Eataly World, Bologna; Federica Cortezzi, Emilia Romagna Region Tourist Board; Chen Yuanwen, Shandong Tourism Hotel Association; Deng Hui, Hunan Zhongshi Brothers Tourism Culture Development; Jordan Porter, Entrepreneur/Chief Experience Officer, Chengdu Food Tours and Liu Yuan, EPICA (Hunan) Smart Tourism Planning & Designing Institute.



# Affiliate Member News

## Preventing Cybercrime in the Tourism Sector, the latest education proposal by CENP is a NOOC (Nano MOOC – Massive Online Open Course).



**An initiative started on 27th September as our contribution to the World Tourism Day**, this knowledge pill is part of the new project developed by CENP, School of Tourism of the University of A Coruña.

CACT, Atlantic Center of Tourism Training is a life-long learning platform created to cater to the training needs of current and future tourism professionals. Over 250 courses grouped in 11 specific areas and offered at three different levels of training (management staff, middle management staff and core staff), become the most complete and updated range of training programs within the tourism sector.

Characterized by its short duration, the programs allow for compatibility of both personal and professional lives, and are designed to be done where and when it is convenient to the student, with no requirement to adapt to a specific date of commencement.

The particularities of CACT in regard to other academic and education initiatives in the field of tourism are: 1.- Experience: CACT, an initiative of Centro Español de Nuevas Profesiones – CENP, which has been a pioneer in tourism training in Spain (since 1957). 2.- Knowledge: CACT has managed to gather and assimilate the result of the research carried out in tourism, which allows for a continuous adaptation of the educational offer and the services available.

3.- Tricontinental Scope: CACT Programs are mainly targeted to tourism professions in Latin America, Africa, Spain and Portugal. 4.- Networking; a wide network with tourism institutions and businesses. 5.- Human Resources Team: formed by experts in the various areas as well as by the best professional academics in tourism, is a key factor of CACT's success. An added key factor is 'affordability', since a relevant founding purpose is to contribute to improve the training of tourism professionals at affordable costs. Furthermore, CACT offers technological support, which guarantees accessibility to certifications.

CACT's offer is aimed at tourism businesses – which may design their personalized Training Plan, adapted to their most immediate needs and also subsidized training-, at working professionals –contributing to professional and salary improvement; at job seekers –with an offer of courses adapted and oriented to complete the necessary training in order to obtain employment-, at students –to extend and complement their training-, helping them to be more competitive and to improve employment opportunities.

CACT is currently available in Spanish at [www.cacturistica.com](http://www.cacturistica.com) and in other languages on demand at [cact@cacturistica.com](mailto:cact@cacturistica.com)

# UNWTO News

## 109th Session of the Executive Council 30 October – 1 November 2018



The **UNWTO Executive Council will hold its 109th session** from 30 October to 1 November 2018 in Manama, Bahrain, by invitation of the Government of the Kingdom of Bahrain.

The Council session will be followed by the **UNWTO Tourism Tech Adventure Forum (TTAF): Big Data Solutions** on 1 November. The forum will bring together key stakeholders of the innovation ecosystem to discuss the impact that innovation and technology have on the tourism sector, providing big opportunities for developing entrepreneurs, venture capital culture and added-value jobs. Smart management, access to financing for entrepreneurs and technology for sustainable solutions are among the topics that will be addressed.

In line with the UNWTO key priority area for results-driven management through innovation and digital transformation, a high-level executive training session for Ministers will take place in the afternoon of Wednesday, 31 October. This workshop will focus on smart management through data-driven decisions and has been especially tailored for Ministers, who will have the opportunity to express their views and look for joint solutions.

**All Affiliate Members are encouraged to register at the UNWTO Website.**

# UNWTO News

## 15th UNWTO Awards for Innovation and Sustainability in Tourism – Applications Open



**The UNWTO Awards recognise** the contribution of public and private institutions and NGOs to development of a more competitive, responsible and sustainable tourism sector that works towards achieving the 2030 Sustainable Development Agenda of the United Nations. Initiatives at local, national, regional and international levels are all considered.

Applications are open for the UNWTO Awards in Public Policy and Governance, in Enterprises, and in Non-Governmental Organizations. Interested parties are encouraged to apply before **31 October 2018 (23:59 CET)**. Finalists will be notified in December 2018, with the award winners to be announced in January 2019.

A further award, the UNWTO Ethics Award will also be announced in January 2019. The Award takes applications from signatories of the Private Sector Commitment to the Global Code of Ethics for Tourism, which is UNWTO's flagship set of guidelines for a tourism sector built on ethical and responsible principles for sustainability. The call for applications for the UNWTO Ethics Award will be announced soon.

UNWTO Affiliate Members are highly encouraged to apply for the **15th UNWTO Awards**.

# UNWTO News

## UNWTO Conference on City Breaks: Creating Innovative Tourism Experiences



**The UNWTO Conference on City Breaks: Creating Innovative Experiences**, which will take place in Valladolid on **15-16 October 2018**, is an international event organized by UNWTO in collaboration with Affiliate Member Madison and the city of Valladolid.

The conference will address the future of urban tourism, with special emphasis on current challenges, technology, governance and public-private partnership models, as well as generating opportunities along the entire tourism value chain of the city and integrating gastronomy and wine tourism in urban experiences.

City tourism is one of the fastest-growing segments in the world. It attracts both business and leisure travellers, generating income that supports socioeconomic and cultural development. In recent years, the growing popularity of city breaks has opened many urban destinations to new markets and segments, increasing the number of visitors, mainly in Europe.

With the growing demand for urban tourism, it becomes crucial to guarantee the quality of tourists' experiences, while at the same time reflecting on key issues such as sustainability, accessibility, connectivity, and infrastructure, as well as dispersing tourism.

The conference will be attended by representatives from cities such as Graz (Austria), Lisbon (Portugal), Turin (Italy) and Seville (Spain), and will serve as a platform for exchanging experiences and perspectives on the positioning of urban destinations, as well as learning how to manage emerging challenges.

The event will take place in Valladolid, a well-known urban destination in Spain that is firmly committed to a tourism strategy that prominently features adventure, wine and cultural tourism, among other segments.

You are invited to **register via the UNWTO website**.