AM Newsletter
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Message from the Director
MR. ION VILCU

Dear Affiliate Member,

I would like to begin by thanking those of you who attending the 48th Meeting of the Board of the Affiliate Members which took place at ITB 2019 in March. The Meeting allowed for a fruitful exchange of ideas on upcoming steps to be taken and reflections on the mandate of the current Board which will cease in September of this year. The guidelines for the electoral procedure for the election of the Members of the Board, as well as the provisional electoral census will be published this month and I encourage all of you to exercise your right as Affiliate Members.

This month UNWTO will be organizing a Tourism Tech Adventure in Cartagena de Indias, Colombia, with Affiliate Member Procolombia, with the support of ANATO and IE Business School. You can find more information on the event in this edition of the AM Newsletter.

As you know, the Affiliate Members Department is working on the development of the online platform for the Affiliate Members and I hope to have more information regarding this soon.

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

Sincerely,

Ion Vilcu
As you are surely aware, the Board of the Affiliate Members is an advisory body to the Secretary-General whose main functions are the integration and contribution of the Affiliate Members to the goals, mission and the general programme of work of UNWTO and the design of the strategy, as well as to approve the draft programme of work and follow up on its implementation, and integration in the general programme of work of UNWTO.

Every two years, the Affiliate Members elect 12 Regional Members and 8 Members of the Board of the Affiliate Members. Meanwhile, three Members of the Board of the Affiliate Members are designated by the Secretary-General. This Board is also chaired by one of its members, who is elected in accordance with Article 8(8) of these Rules of Procedure.

This year the Affiliate Members will elect a new Board of the Affiliate Members and all Affiliate Members who are eligible to vote and present their candidature are encouraged to do so.

In April, the Guidelines for the electoral procedure for the election of the Members of the Board will be published, along with provisional electoral census.

You can find all the relevant information at the following link: http://affiliatemembers.unwto.org/content/board-electoral-office
Fostering knowledge, education and growth in tourism, is at the centre of a partnership announced today between Google and UNWTO. Google will support UNWTO members in addressing the new digital trends and transformation challenges faced by tourism and needed by the sector, to fully harness its development potential and contribution to sustainability.

Google is an Affiliate Member and this partnership showcases the importance of public-private partnerships in order to ensure sustainable development in tourism.

The agreement was announced at the High-Level Dialogue on Digital Skills in Tourism, organized by UNWTO with the support of Google during ITB Berlin 2019.
The UNWTO Tourism Tech Adventures: Scaling Up will be held in Cartagena de Indias, Colombia, on 29 April 2019, organized by the Ministry of Commerce, Industry and Tourism, Procolombia and UNWTO. It will also count on the support of Affiliate Members ANATO and IE Business School.

"Scaling up" refers to growing and can be applied to business models and ideologies. The UNWTO Tourism Tech Adventure: Scaling Up aims to connect entrepreneurs and visionaries to explore investment opportunities in tourism and scale up disruptive business models and encourage the application of the ideology of UNWTO. Innovation and the digital transformation of the tourism sector will lead to more highly qualified jobs, safe and uninterrupted travel and a more authentic tourist offer that is diversified, accessible and sustainable.

For more information visit:
http://americas.unwto.org/event/unwto-tourism-tech-adventurescaling
The IUF campaign for decent work for hotel housekeepers.

Since 2013 the IUF, the global trade union federation unifying food, farm and hospitality workers, has been campaigning internationally for decent pay, secure jobs, and safe workplaces for the housekeepers who sustain the hotel industry.

The hospitality business rests on the labour of hundreds of thousands of housekeepers around the world, most of them women, many of them vulnerable migrants. They are the unseen victims of working conditions which stealthily and silently destroy their health. Many are forced to prematurely exit the labour market with broken bodies, condemned to poverty. Their situation reflects the pervasive effects of deeply-entrenched gender inequality at work and in society.

Concealed within magnificent luxury establishments as well as more modest hotels lie exhausting and debilitating daily tasks including strenuous repetitive movements, lifting and moving heavy loads, high pressure work patterns, contact with toxic products and constant exposure to the risk of sexual harassment.

For many years now, many hotel employers have been steadily downgrading the working conditions of housekeepers and other employees through outsourcing and other new management schemes which allow hotels to outsource responsibility for employment conditions, opening a path to multiple abuses. This has led to a decline in already low wages a further intensification of work and a global pandemic of workplace-related injuries and illnesses.

The IUF launched the global campaign for dignity and decent work for housekeepers to expose these degrading and debilitating working conditions, with the goal of engaging companies to negotiate change. Governments, as well as intergovernmental organizations, all have their part to play in raising standards in one of the global economy’s important growth sectors. They have a shared responsibility to respond to the degradation of housekeeping with effective inclusive policies which can bring real change to the industry. Above all, housekeepers must be able to effectively access the rights they require for their unions to negotiate effectively with employers and governments.

The global housekeeper campaign has become a central element in the activities of the IUF and its affiliates in the tourism sector, and has included training workshops, public meetings, collective
Make my workplace safe - Dignity for hotel housekeepers!

bargaining and meetings with governments and companies around the world. These activities are highlighted through the Housekeepers’ Global Week of Action (http://www.iuf.org/w/?q=node/6564) which is celebrated every year since the launch of the campaign.

The IUF campaign has succeeded in putting the situation of housekeepers at the center of worldwide debate on working conditions in the hotel and tourism sectors.
On February the 25th, UNWTO Affiliate Member Faculty of Commerce and Tourism at Universidad Complutense de Madrid presented the Second Call for Projects of its Business Pre- Incubator with an event gathering students, academics, entrepreneur alumni Joshua Aguilar and supporting organizations.

These were represented by Pedro Embid, CEO of AvalMadrid, and Veronika Blach, from the Innovation and Digital Transformation area at UNWTO. Academic authorities, as the Vice-Rector for Knowledge Transfer and Entrepreneurship, Mercedes Gómez Bautista, and the Head of the Complutense Entrepreneurship Office, Paloma Bel Duran, also took part in the presentation. They recognized the increasing role that entrepreneurship already plays and must increase in University goals in service for better business, better employment opportunities, and further social improvements.

The Call for Projects is aimed to encourage University students interested in becoming entrepreneurs in the areas of tourism and commerce. The Pre- Incubator will offer support for selected projects in two ways. First, providing a free coworking space to start up the business by the students. Second, providing expert advice by mentors of different areas (business strategy, legal advice, finance, and marketing) in order to boost the implementation of an innovative business plan. In addition, for the winning students and their business plan, these services are completely free of charge during 2019.

This initiative aims to foster young entrepreneurship, mitigating the apprehensiveness that comes from the lack of experience, and moving forward the projects beyond University boundaries. The goal is that our young entrepreneur students will gain enough experience in order to get their own funding through business angels, venture capital or crowdsourcing. Moreover, the pre-incubator will try to provide networking and contacts with the entrepreneurial ecosystem, starting a social capital network customized for each project, with a selected set of entrepreneurial contests and events as key cornerstones. This pre-incubation stage is focused in the journey from initial idea to business model development and testing. Afterwards, it is supposed that students could step ahead into business incubators or accelerators through contacts gained during the first stage.
As tourism is one of the key elements both of our faculty and the entrepreneurial projects, the benefits of being UNWTO affiliate member are highlighted at the Call for Proposal, as well as during the selection process.

In the first half of April, an assessment committee will judge the received proposals according to its feasibility, working team, innovativeness, knowledge-intensity, international potential, growth and employment expectations, and social impact. It is expected that taken entrepreneurial talent from the University the pre- incubated project could provide a positive impact on these industries and on society as a whole. This has always been the mission of the University.
Creating a Destination of the Future: Amaala, Saudi Arabia

With so many incredible luxury destinations available to today’s discerning travelers, how do you differentiate your destination to stand out and capture the world’s attention? When Saudi Arabia’s Public Investment Fund (PIF) set out to redefine the future of luxury travel with their Red Sea development project called Amaala, they hired EY among a team of advisors to help conceptualize the development strategy and organizational framework for the destination.

PIF and EY worked closely to identify thematic pillars for the new destination that embed each of the UNWTO’s five key priorities, with emphasis on social, cultural and environmental sustainability, and education and job creation. These pillars, which combined will become the identity of the new destination, including: wellness, arts, sports, culinary arts and fashion. Beyond the expected ultra-luxury accommodations, programming, and customer service, the team set out to conceptualize a luxury destination that will deliver long-lasting benefits to its customers, employees, and local stakeholders.

Amaala’s vision is to curate transformative personal journeys for exceptional communities inspired by arts, wellness and the purity of the Red Sea. Amaala is situated within the Prince Mohammed bin Salman Nature Reserve, a pristine marine ecosystem featuring beautiful coral reefs and bright blue waters. In order to guarantee the future success of Amaala, preserving this natural environment and local ecosystem is a must. All facilities and infrastructure will be purpose-built to achieve the highest environmental standards. Sustainable farming, solar power generation, and other new technology will serve to protect the fragile marine ecosystem. Amaala’s positioning as a pristine diving hub and ecological destination is the foundation to its immediate success and global recognition.

In addition to environmental preservation, the new destination’s pillars embed social sustainability. Amaala plans to attract a cultural community of grassroots artists and establish itself as an integrated arts destination. An Arts Village, Arts Palace, Performance Arts Center, and Museums are all in the works. Over 20 recurring art events will showcase the creative spirit of the Saudi people. In addition, a foundation will support philanthropic initiatives central to Amaala’s core pillars such as appreciation for the arts, cultural heritage, and environmental sustainability.

Providing local jobs and continuing education is critical to Amaala’s long-term success. As such, an Amaala academy will be developed to provide training for the local workforce. The academy will provide specialized hospitality education that will enable employees to anticipate traveler preferences and create meaningful experiences. The academy will have a modern curriculum taught by renowned international faculty via strategic partnerships with world-class institutions. As a launch-pad for hospitality education in the region, the program will specifically help serve other “giga-projects” similar to Amaala across the Kingdom.

Destinations of the future, such as Amaala, all need a meaningful story to tell. Amaala is well-positioned to be a symbol of Saudi Arabia’s commitment to leisure and tourism as the Kingdom continues to diversify its economy in-line with its Vision 2030 plan. EY assists destinations in creating and implementing sustainable growth strategies that anticipate the opportunities and challenges of the future.
**The Benefits of Professional Lectures in Tourism Education**

Being the fastest developing economic sector worldwide, tourism needs competitive and qualified human capital in order to fulfill its growth expectations. More specifically in Greece, the impact of tourism is even more important, since it offers the tools to exit the memorandum period.

Every year at Le Monde Institute of Hotel & Tourism Studies, the aim has been to provide students with the adequate vocational and academic background in order to excel in an intensely competitive sector. This has been achieved through a highly qualified faculty staff in academia and vocational training, who deliver a solid theoretical background, as well as skills development, on which students “construct” their own professional recognition.

**Is this enough to provide a strong competitive advantage towards competition for these new professionals?** The answer lies in the highly demanding businesses recruiting directly our students. In fact, the more a student can answer to their challenging needs and avoid any additional training costs, the more the business will be likely to select them and provide a state-of-the-art customer service.

**How is this achievable though?** The general framework is usually set by the Ministry of Education, though having all the taught subjects updated to the international trends is considered crucial for ensuring a successful career path for the graduates. Theoretical and practical modules should not only develop the young professionals’ skills but also encourage them to form the future perspective of their distinguished profession either in gastronomy or the hospitality sector.

Le Monde Institute provides additional specialization courses as well as a second framework of professional lectures in which students can access a more specific knowledge and cutting-edge experience from world class and internationally renowned professionals of each field.

Thus, our gastronomy students were presented with the opportunity to assist a lecture of Hervé This, co-creator of molecular gastronomy- in Athens. The renowned French chemist not only presented the benefits of molecular gastronomy towards the prevention of food spoilage and energy savings, but also practiced “live” his note à note cuisine- based on chemistry processes, with the active participation of our students and professors. A once-in-a-lifetime experience for the young professionals that...
The Benefits of Professional Lectures in Tourism Education

enhanced their knowledge and broadened their culinary horizons.

On the other hand our hotel management students have the possibility to attend a wide variety of lectures in the fields of gastronomy, restaurant management, oenology and on the subjects of communication and culture, giving them the opportunity to make professional contacts and broaden their experiences and skills. The lecturers provide hands on and updated material in their field, as well as practical engagements from students through tastings and case-studies.

Each one of us at LE MONDE do believe that educational institutes should offer a wide range of courses, but professional lectures are a necessary add on. Their benefits are very straight forward; they provide specialized, updated and practical market knowledge to students who can use them to differentiate themselves among competition and ultimately get chosen over other candidates.
The New Digital Tourism Platform of the City of Quito

The new digital tourism platform of the city of Quito provides an integrated digital tools website, the app, online chat, social networks, personalized content, promotional videos and video clips, self-guided tours around the iconic sites of Quito (inclusive and accessible). Providing well-rounded experience of the city.

Giving freedom and security during a trip. It guides and makes recommendations, making any trip easier. Finally, it allows to share a trip and show friends, loved ones and the whole world what is Quito about.

The city of Quito has developed these tools keeping in mind Quito and modern travellers, who use the internet to make decisions and mobile phones as a travel companion, sharing their experience, creating reputations and giving recommendations. They are the main tools used for making travel decisions.

In the other hand the new digital tourism platform of the city of Quito provides large volumes of data with a business value that allows analysis of the information giving competitive advantages in different fields such as client relationship management, decision making support, and knowledge of tourist preferences.

Core features, incorporated in the GOUIO app, are maps, local amenity guides, day planners, real-time event listings, walking routes, Social media integration exposing the destination to much wider audiences.

The objective pursued with the implementation of a digital platform is transforming Quito into a smart destination, satisfying the tourists and their specific requirements, improving Quito’s position as an international tourist destination.

The digital platform is inclusive to all the actors that are part of the tourism productive chain, without any social distinction. Products, events, routes, attractions are promoted since the objective is to enrich the offer what the destination has for its visitors.

Quito Tourism office intends the know-how and the technologies developed in the digital tourism platform of the city of Quito can be exported to other local destinations. In this way, contribute to the improvement of Ecuador tourism’s international competitiveness.

The city of Quito has elevated it brand and its attractiveness as a tourist destination with high levels of recognition from the international tourist market, as a result of this the creation of new business opportunities has emerged in the city providing economy resources and new jobs.

This new brand and platform could not exist without a story, and Quito has thousands of stories, stories that we find in every corner of our city.

About Quito Tourism Board
Quito Tourism Board is a public company that belongs to City Hall of Quito, responsible for the national and international tourist promotion of the first UNESCO’s World Cultural Heritage site, the city of Quito, capital of Ecuador, with the objective of transforming it into a major destination. This entity is in charge of promoting Quito’s diverse tourism products in alliance with the local tourism industry.
Helping the Caribbean Island of Roatán Prepare for a Healthy Future

White sand beaches and colorful coral reefs have made Roatán an increasingly popular destination. More than a million cruise ships passengers, scuba divers and other visitors are drawn to the tropical island each year. While it’s located just 36 miles off Honduras’ northern coast, the slice of Caribbean paradise feels like it’s a million miles from the challenges that plague the mainland—most of them related to the fact that sixty percent of the population lives in poverty.

Yet Roatán is confronting its own set of issues. The island’s growing popularity has resulted in increased wastewater, pollution and other environmental threats posed by the accelerated growth of tourism, let alone the impact of climate change, which is impacting coral reefs around the world. Nevertheless, Roatan’s offshore reef remains one of the healthiest stretches of the Mesoamerican Reef system, the largest barrier reef in the Western Hemisphere.

To help Roatán manage and plan for a sustainable future, a team from the George Washington University International Institute of Tourism Studies has been working with conservationists, business owners, local government and community members on a destination sustainability plan that will allow islanders to derive economic benefit from tourism, yet manage problems associated with increased visitation.

“I conducted Roatán's first destination assessment about five years ago, explains International Institute of Tourism Studies Executive Director Seleni Matus. “They’ve made impressive accomplishments since then. The establishment of the Bay Islands Destination Management Organization in 2017, which is ensuring coordination and collaboration among stakeholders for shared management of tourism on the island, has been a key development.”

Roatán’s success is due largely to the active involvement of a number of local NGOs including the Bay Islands Conservation Association (http://www.bicaroatan.com/index.html), whose mandate is to conserve local resources, and the Coral Reef Alliance (https://coral.org/), which works with local communities to protect and manage the reef.

In January, Matus returned to Roatán with Masters of Tourism Administration student Taylor Ruoff to conduct a reassessment of the island based on the Global Sustainable Tourism Council (GSTC) Criteria.
for Destinations. These guidelines cover four general areas—cultural, environmental and socioeconomic impacts of tourism, and sustainable destination management.

In addition to the reassessment, Ruoff explains that, “To better understand the current challenges of sustainable tourism development and allow the community to decide on growth priorities for the next five years, we held focus groups and conducted one-on-one interviews with the governor, mayor, hoteliers and key business owners.”

In March, Matus and Ruoff presented their findings to local stakeholders and facilitated the development of a five-year community action plan with projects that include initiatives around wastewater management, improved zoning and food safety regulations, support for local entrepreneurs, and the establishment of an artisan-designated marketplace.

This GSTC Destination Assessment is supported by the GSTC, the World Wildlife Fund, and the Deutsche Gesellschaft für Internationale Zusammenarbeit. It is funded by the German Federal Ministry for Economic Cooperation and Development and Royal Caribbean Cruises Ltd. in order to promote destination stewardship and cruise tourism sustainability.
Affiliate Member News

Thessaloniki Tourism Organization: Salonika Front WWI among the top ten tours in the world

The greatest advantage of Thessaloniki, as a tourist destination in south-east Europe and the Mediterranean, is that it can offer unique travel experiences.

The city of Thessaloniki, with a continuous 2300-year history that bears the name of Alexander the Great’s half-sister, is full of stories, legends, wars, and exquisite narrations.

In the past, it has found itself many times at the center of international events that have determined the fate of Greece, the Balkans and Europe.

The president of Thessaloniki Tourism Organization and the well-known Olympic medalist in Barcelona (the first Greek female Olympic medalist) Mrs Voula Patoulidou usually says “Thessaloniki has many stories to tell” when she wants to invite tourists to visit the city.

Thessaloniki offers many types of tourism, that it is impossible for a traveller to be dissatisfied. It is considered to be “the capital of Greek gastronomy”, a unique Byzantine city of Europe and one of the few cities in the world with so many preserved early Christian and Byzantine museums open to the public that are recognized by Unesco as World Heritage Sites.

Over the last three years, on the occasion of the 100th anniversary of World War I, Thessaloniki and the neighboring area of Kilkis, which are both battle site of the Great War, have launched a major campaign for the tourism of Memory.

Thousands of Americans, Canadians, Serbians, Italians, French, British, Russians and other countries of the alliance, soldiers are buried at Zeitenlik’s Allied military cemetery, which thousands of people from many countries, visit every year in order to pay homage to them. There are also dozens of monuments – benchmarks of battles and heroic actions in Thessaloniki, Kilkis and Pella.

Tour operators of Britain suggest Salonika Front WWI as one of the top ten tours in the world, suitable to mark the centenary of the truce.

Thessaloniki Tourism Organization continues to develop with great success the Tourism of Historical Memory, in mature tourist markets that appreciate the historical heritage of war memorials.
Affiliate Member News

Training for Trainers Life Beyond Tourism

We have just concluded the events of the 21st General Assembly and International Symposium of the Life Beyond Tourism Movement of the Romualdo Del Bianco Foundation entitled "HERITAGE as a BUILDER of PEACE", which proved to be a success with hundreds of participants from 47 countries. Watch the trailer of the Assembly here: https://youtu.be/XIXhmJTB1C4

5th edition
In the framework of our awareness-raising commitment, the International Institute Life Beyond Tourism continues its educational activity: the next appointment is the 5th edition of the intensive course Training for Trainers Life Beyond Tourism (http://www.istitutointernazionalelbt.org/en/corsi-lbt/formazione-per-formatori/) that will take place in Florence on June 17-21, 2019.

Experts of the Fondazione Romualdo Del Bianco
The Experts of the Fondazione Romualdo Del Bianco are welcome to take an active part in this program aimed at spreading Life Beyond Tourism in different cultural contexts through local trainers. These Experts are exempted from the registration fee.

Program
During the 30-hour program you will acquire knowledge on the Life Beyond Tourism model, ethics, principles and best practices and develop your own Life Beyond Tourism educational implementation plan for your institution.

Deadline and registration
Deadline for registration is May 13, 2019. For more information: www.istitutointernazionalelbt.org, ilbt@lifebeyondtourism.org.
In collaboration with the UNESCO Chair at the University of Burgundy, the School of Hotel and Tourism Management (SHTM) of The Hong Kong Polytechnic University (PolyU) will co-organise the International Conference on Wine Market and Cultures of Consumption on 2-5 June 2019 at Hotel ICON in Hong Kong. This international conference aims to provide a platform for wine industry practitioners, critics and journalists, policy makers, academics and students to exchange views and discuss current issues in the wine trade, with a particular focus on the sales and marketing of wine and the culture of wine consumption, especially in Asia, where the largest wine importers reside.

Since 2008, when the wine import tax was eliminated, Hong Kong has become one of the main hubs of the world’s wine markets. The Chinese mainland, currently the essential focal point of an exponential development of fine wine transactions and purchases, has become the essential place for the continent’s premium wine trade and consumption. Consequently, Hong Kong is an appropriate place to devote an in-depth academic reflection on wine markets and consumption within Asia in general and China in particular.

This multidisciplinary conference aims to examine the reality and the importance of the wine trade, its evolution, its changes and the current stakes at global and local levels. The conference will feature four sessions:

Session 1 - The wine trade: spaces, flows, actors and territories
Session 2 - The organisation of markets, regulations and the quality of wines
Session 3 - Consumers and social and cultural wine practices
Session 4 - Patterns and the influencing factors of evolution in wine taste and reputation

Call for Papers
Deadline for submission of final abstracts or full papers: 4 April 2019

• French abstracts or full papers to be submitted to Olivier Jacquet: chaire.vin-culture@u-bourgogne.fr
• English abstracts or full papers to be submitted to Leslie Fung: leslie.fung@polyu.edu.hk

Only full paper submissions are eligible to compete for the Best Paper Award.

Oral and poster presentations are invited on areas including (but not limited to) the following topics:
Affiliate Member News

Hong Kong to Host First-ever International Conference on Wine Market and Cultures of Consumption

implemented to advance on tourist competitiveness.

The Regional Tourism Competitiveness Index of Colombia-ICTRC was born as an instrument that can be useful for decision makers in a country with high potential tourism destinations. Besides, it is expected the ICTRC will become a point of reference about measurement of tourism competitiveness around the world.

- Case Studies in the Wine Industry
- Corporate Social Responsibility
- Culinary Arts and Gastronomy
- Customer Preference and Psychology
- Demand for Fine Wines in Asia
- Enological Sciences and Techniques
- Food and Wine Pairing
- Government Regulations and Effects in Wine Trade
- Human Resource and Educational Development in Wine Industries
- Imports and Exports of Wine
- Nutrition and Health in Wine Consumption
- Patterns and Actors of Wine Evolution
- Social and Cultural Wine Practices
- Vineyards and Viticulture Management
- Wine Branding and Communication
- Wine Consumer Behaviour
- Wine Consumption Culture
- Wine Economics

Confirmed Keynote Speakers
Prof Bill Gartner, University of Minnesota
Dr Olivier Jacquet, University of Burgundy
Ms Jeannie Cho Lee, MW The Hong Kong Polytechnic University (PolyU)
Prof Demei Li, Beijing University of Agriculture
Mr Jasper Morris, Master of Wine
Prof Jean-Robert Pitte, Académie des Sciences Morales et Politiques
Prof Haiyan Song, PolyU
Mr Steven Spurrier, Decanter Magazine and Wine and Spirit Education Trust
Prof Caroline Le Goffic, Paris Descartes University (Paris V)

The conference is now open for registration, please sign up before 15 April 2019 to enjoy the early bird discount: https://www.polyu.edu.hk/htm/conference/ICWM2019/registration.html

For more details, please visit https://www.polyu.edu.hk/htm/conference/ICWM2019

THE HONG KONG POLYTECHNIC UNIVERSITY
SCHOOL OF HOTEL AND TOURISM MANAGEMENT
Tourism employment in Colombia: an analysis of labor indicators for the tourism sector.

The Centro de Pensamiento Turístico de Colombia - CPTUR, composed of the Asociación Hotelera y Turística de Colombia – COTELCO and the Fundación Universitaria Cafam – UNICAFAM, on a partnership with the Instituto Distrital de Turismo de Bogotá – IDT, developed the research El empleo en el sector turismo: análisis de los indicadores laborales para Colombia 2007 – 2017. As a main purpose, this study looks for analyze the indicators of the labor market for the tourism sector in Colombia and Bogotá, and build an approximation to trends and characteristics associated with employment in the most recent decade, when different economic and political facts had place.

This academic article was originated for the methodology used on the Bulletins of Tourism Employment created and published by the CPTUR, in which a quarterly follow to the main national and regional variables is realized. Hence, it was nourished by the compiled information through the Great Integrated Household Survey, from the National Administrative Department of Statistics – DANE, which brings a robust dataset about the behavior of the evaluated topics.

Thus, the article presents a complete compendium of labor indicators for the tourism sector, starting from a macroeconomic context for the reference period, with the objective of measuring the aspects that affected the performance of the industry, followed by the analysis of the employment generation, the informality and quality of labor and, finally, the socio-economic characteristics of employees in the different activities considered, namely, hospitality, travel agencies, food and beverages, air and landing transport and amusement activities.

As a conclusion, the results show overall balance on tourism activities on the chosen period was positive, and suggest that boost to this industry constitutes an opportunity to absorb a significant number of workers. However, it also evinces there are important challenges that must be considered on the formulation of public and private initiatives to improve the labor conditions of the sector, such as the reduction of the high rate of informality and the increase of employees qualification in order to provide a service that leads to income and wages growth in the sector.

You can find the full article at www.cptur.org/Publicaciones/W9jvFhcbgb91eKKD
Building Customer Satisfaction

In Europe, we know that we are a leading company, leaders in technology, leaders in human values, leaders in always seeking the greatest happiness for our travelers.

We have on-line questionnaires on the perception of our customers / passengers about all the services they have done with us, we have customer service for 24 hours / 365 days a year through our emergency telephone number. We offer assistance to the passenger before, during and after the trip through our Customer Service and Quality department, and since the year 2017 is making a very important innovation in its satisfaction surveys: halfway through the journey, two passengers, the same bus, the same circuit and different operator are chosen through e-mail or whatsapp, and they are asked to with a graphical answer to emoticons: very happy, happy, normal, sad, and angry at 5 questions. If there are two or more sad or angry faces of these two passengers, the two other passengers, the same bus, the same circuit and different operator, are randomly re-surveyed to confirm their discomfort.

This type of survey makes it possible to know the degree of satisfaction of the passenger in general travel, the attention of the guides, the quality of the buses used in the circuits and the service they provide, and the quality of the hotels. a fast form with a duration of no more than 30 seconds.

1. Main features:
   - **Fast survey** (less than 30 seconds) in the three languages spoken by our passengers, (Spanish, Portuguese and English).
   - It allows to react immediately and optimize the degree of satisfaction of the passenger.

2. Innovative elements:
   - **Informed opinion of the passenger:** passengers who already know our services and itinerary through “My Trip”.

   - **Immediate reaction on the part of Europamundo:** in case of low rating, (sad or angry face) the department responsible for the service from which the dissatisfaction comes will receive an automatic mail to verify what is happening and solve the problem in the fastest way possible, urgent, before the end of the trip.

   - **Continuous improvement of our services:** Unlike the general satisfaction survey on which we rely to improve the quality of our services each season, this quick survey allows us to have an immediate analysis, solve the problem on the spot and keep the passenger happy during the rest of your vacation with us, apart from increasing your fidelity to our tour operator.

3. Impact of the initiative:
   - **Efficiency:** It will be filled by two passengers of different operators in each departure of the basic trips, which not only will give us know the expectations of the circuit that the passenger obtains when acquiring the reserve but will facilitate the communication with our operators throughout the world and will improve the training given to our wholesale and retail representatives.

   - **Loyalty:** Passengers satisfied with the rapid reaction on our part, therefore, loyal passengers who will hire our services.
Affiliate Member News

Bournemouth University launching a British Academy funded research project “Towards a Better Quality of Life: Value Co-Creation in Leisure with the Active Elderly”

Ageing is an emerging global issue, and it is extremely severe in the UK. To cope with this challenge, a project team led by Dr Daisy Fan and Professor Dimitrios Buhalis from Bournemouth University aims to explore the social interactions and value co-creation between the active elderly and the leisure service providers in Bournemouth, UK. By identifying a series of facilitators and inhibitors in the value co-creation process, the project expects to propose an interactive and facilitating social space for the active elderly in the leisure service. The study is the first attempt to explore the elderly’s social interaction and value co-creation during leisure service and to create an age-friendly social environment.

In response to the World Health Organization’s (2017) strategic objectives, this study aims to create an age-friendly service environment at the community level. The establishment of an age-friendly social space will show how innovation, knowledge exchange and technology transfer can promote and foster a healthy ageing concept in society (World Health Organization, 2017) and achieve a better quality of life for the elderly overall. From the service provider’s perspective, establishing and promoting an age-friendly service environment via value co-creation furthermore fulfils a meaningful corporate social responsibility. This study will put forward suggestions to the relevant government officials on how to lessen the social isolation experienced by the elderly. It will furthermore show how to enable the elderly’s engagement and foster their autonomy in their daily life. The collaboration with the relevant stakeholders will strengthen societal awareness about building an ageing-friendly social environment.

Daisy and Dimitrios would also like to invite further collaborations with the tourism and leisure industry regarding how to continue and expand this meaningful project. Please feel free to contact Daisy by dfan@bournemouth.ac.uk for more information.
ANATO with the UNWTO support, launches the “First Technology Challenge for Travel Agencies”

Considering the importance of technology in the tourism sector, the Colombian Association of Travel and Tourism Agencies (ANATO), with the support of the UNWTO, presented the First Technology Challenge specialized in Travel Agencies, an initiative created with the objective of promoting new startups that offer solutions to the main problems expressed by the Travel Agencies.

Through an open call (December 2018 to February 2019) organized by ANATO only for Colombian startups (technology enterprises in early stage) in order to identify innovative proposals. The result was 77 registered proposals, 55 of which met the basic requirements, accessing to the evaluation phase.

The participating startups presented projects with solutions to some of the challenges defined with the support of the ANATO Travel Agencies, who expressed their main problems. These challenges are: process integration, customer management, management between wholesalers and operators, development of dynamic tourism packages, replacement of manual processes and an open challenge to help optimize Agency processes.

A jury conformed by innovation experts and managers of Travel Agencies carried out an evaluation process in March, selecting 30 semifinalists, who will participate in training with experts from the area of entrepreneurship in April and will be part of a speed networking event with the main managers of the Agencies after the General Assembly of ANATO in May 7th.

Finally, a specialized jury will select 5 winners, who will receive an economic incentive as well as general visibility in the country’s tourism sector, as is the case of the tourism innovation forum organized by MinCIT (Ministry of Commerce, Industry and Tourism of Colombia) and the UNWTO “Tourism Tech Adventures - Scaling UP” that will take place in the month of April in the city of Cartagena, Colombia.

This initiative will generate shared value, opportunities to co-create and test their solutions while contributing to solve problems detected by the Association.
UNWTO Tourism Tech Adventures: Innovating for the SDGs

UNWTO Tourism Tech Adventure: Innovando para los Objetivos de Desarrollo Sostenible
Panamá 25 de abril de 2019

The Tourism Authority of Panama and UNWTO are pleased to announce the next innovation forum of UNWTO Tourism Tech Adventures: Innovating for the Sustainable Development Goals to be held in Panama City (Panama) on 25 April 2019.

The forum will cover the critical analysis of the innovation ecosystem in terms of compliance with the Sustainable Development Goals, competitiveness and incentives to promote and work towards a better tourism sector in the Americas. Within the framework of the event, training will take place for the stakeholders and the achievements of the relevant tour operators, investors and corporations will be presented; as well as ecosystem actors, governments, international organizations, corporations, innovation centers and accelerators that work in synergy to build the tourism of tomorrow that we want.

Do not miss the opportunity to explore collaborations with Ministers, private sector actors, start-ups, tour operators and other regional and international participants.

For more information visit: http://americas.unwto.org/event/unwto-tourism-tech-adventure-innovando-para-los-objetivos-de-desarrollo-sostenible