

AM Newsletter

VOL. 6. MARCH 2019

Message from the Director

MR. ION VILCU

Dear Affiliate Member,

March means ITB - the leading travel trade show in Germany. For the Affiliate Members Department, ITB also marks the celebration of the 48th Meeting of the Board of Affiliate Members that we invite you all to attend. Affiliate Members who are not on the Board are welcome to attend as observers.

We recently launched the **UNWTO Music Tourism Network**, together with Procolombia, and the official presentation will also be held within the framework of ITB Berlin 2019 on 6 March. Music tourism is a relatively new subsector of tourism and we believe that this Network is a great opportunity to gather stakeholders and exchange best practices and knowledge. I encourage you all to join the Network, especially if your destination is currently carrying out work in Music Tourism.

Furthermore, we have also launched the **Working Group on Resilience in Destinations at Stake**. This Working Group tackles very important issues such as

crisis communication for destinations and how to be resilient in those situations. If you think this topic is interesting and relevant, I invite you to join the Working Group.

The Affiliate Members Department has recently initiated the process of developing an online platform for the Board and the Affiliate Members. The creation of an online platform is one of our key priorities for 2019 and I hope to be able to update you on the progress soon.

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

Sincerely,



Ion Vilcu



AMD AT ITB 2019

48th Meeting of the Board of the Affiliate Members



MUSIC TOURISM NETWORK

Join the Network and promote Music Tourism in your destination!



UNWTO ITB

Attend the official UNWTO activities at ITB 2019



UNWTO TTA MIDDLE EAST

The Regional Commission and Tourism Tech Adventure in Cairo in March

Affiliate Members Department

Affiliate Members Department at ITB 2019



The 48th Meeting of the Board of the Affiliate Members will take place on 6 March 2019 from 10:00 to 13:00 within the framework of the UNWTO activities at ITB.

During the meeting, the progress of the 2019 Programme of Work and the advances made since the 47th Meeting of the Board will be discussed. Furthermore, the process of the election of the Board of Affiliate Members which will take place in 2019 will also be discussed along with other topics of interest.

We look forward to seeing you there and invite all Affiliate Members to participate as observers in the meeting.

Affiliate Members Department

Launch of Music Tourism Network



The Affiliate Members Department, together with Affiliate Member Procolombia, will also launch the **Music Tourism Network** at ITB Berlin 2019. The launch will take place on 7 March at 13:30hrs at Halle 23a, Stand 108 (stand of Colombia).

Music is in essence a universal and ubiquitous cultural expression and language. By including music in itineraries and trips, it is possible to drive greater revenue across the tourism sector and it is an excellent opportunity for destinations to differentiate themselves. Furthermore, and in the context of promoting a more sustainable tourism sector, music tourism can contribute to the achievement of the Sustainable Development Goals (SDGs), especially since it is something that can be, and is, practiced by everyone, everywhere – it promotes equality and protects intangible cultural heritage.

We hope that you will be able to join us at the launch and discover the network, taste, dance and sing the country of a thousand rhythms with a special presentation by musician Larsito, followed by a networking cocktail.

Speakers include Ion Vilcu, Director of the Affiliate Members Department, Julián Guerrero, Vice president of tourism of ProColombia, Katja Hermes, CMO of Sound Diplomacy and Marcelo Risi, Director of Communications at UNWTO.

To attend the launch please let us know at: am@unwto.org

To join the Network register at: <https://goo.gl/forms/oxObbhvgd5vK6qz2>



Affiliate Member News

Blue Community One Planet Living Pilot Programs



The WHALE Center, a UNWTO Affiliate, is conducting two pilot programs in Anna Maria, Island, and New Smyrna Beach, Florida, USA

The process includes education and training, utilization of the One Planet Living Framework, and the 12 Blue Community Strategies to develop Sustainability Management Plans. The project also will utilize the PM4SD (Project Management for Sustainable Development) certification program for more effective management of the plan.

The pilot design includes partnerships with a restaurant, a tourist accommodation, and an attraction in each of the two coastal locations.

Two online programs are used to improve sustainability. The first is the One Planet Living software to assist developing sustainability plans with outcomes, actions and indicators. The second is the online Blue Community assessment that adds tools and suggested strategies for the planning. The 12 Blue Community strategies (<http://www.bluecommunity.info/topics/view/51cbfc99f702fc2ba812ed8f/>) were co-developed with the Walt Disney Co, Animal Science and Environment team. The plans also include indicators to measure the success of all goals and actions.

The Springs Hill Marrott in New Smyrna Beach and the Pine Avenue Restoration project are utilizing the online Blue Community assessment to both enhance their plan and become certified in the Blue Community certification program.

The Third Wave And Sandbar Restaurants (<https://oneplanet.com/futuremakers/103>) have already published their plans for transparency and increased involvement of the stakeholders.

The attractions in the project include the Robinson Preserve, a nature preserve and park that has turned old farmland into restored coastal wetlands to become one of the largest tourist attractions in the area and the Marine Discovery Center, an educational center that reaches out to both tourism and schools in the local community. Both attractions are seeking way to strengthen their partnerships with the hotels and restaurants in the community.

The basic challenge of the six participating groups is the pilot program, is to design, build, and/or operate their tourism businesses with a lower ecological footprint. It has been noted that if everyone lived like the average European, we would need three planets to sustain that lifestyle. If they lived like the average North American we would need 5 to 6

Affiliate Member News

Blue Community One Planet Living Pilot Programs

planets. The challenge of this pilot will be to decrease the ecological footprint closer to one planet, to better protect our coastal habitat and marine environment, to reduce our operating costs, and increase our market share and profitability.

A New Bioregional Tool-Kit

One of the components of the pilot is the development of a new Sustainable Tourism Tool Kit that is being developed for the specific bioregion of Florida. In this way the success of the pilot program can be replicated throughout Florida. The tool kit will serve as a guidance document that builds on the existing Goals and experience for One Planet Communities and Destinations. It will provide an overview of how hotels, resorts, restaurants, and destinations can use the One Planet Principles and blue community strategies,

The pilot also includes an evaluation and research component that will be part of this years work of the UNWTO Blue Community Sustainable Tourism Observatory.



Affiliate Member News

Ras Al Khaimah Tourism Development Authority Unveils the Emirate's New Destination Strategy 2019-2021



The new Destination Strategy 2019-2021 for Ras Al Khaimah is set to implement best practices as per international standards to fuel a sustainable tourism-driven economic growth in Ras Al Khaimah. The strategic three-year programme will focus on diversifying the emirate's tourism offering to attract a wider segment of tourists and higher yield visitors looking for authentic experiences, accelerating foreign and local investments within the tourism sector, nurturing home-grown small and medium enterprises to create further employment and business opportunities for RAK nationals, and prioritizing sustainable nature-based adventure and authentic cultural experiences.

Ras Al Khaimah's Tourism Strategy 2019-2021 is a comprehensive three-year programme which aims to diversify and enhance visitors' experiences through differentiated product development. Another area of focus for us will be positioning and promoting Ras Al Khaimah in targeted international markets to attract higher yield customers all year round.

The new Destination Strategy will also look at expanding tourism driven employment. By 2021 the emirate aims to employ 10,000 more people into the tourism and hospitality sector and nurturing investment

from small and medium businesses, which benefit the community. This will raise the overall competitiveness of the industry attracting more international and local investments therefore enabling an environment for sustainable growth.

One of Ras Al Khaimah's key growth milestones in 2018 was the launch of Jebel Jais Flight- the world's longest zipline on Jebel Jais, the highest mountain in the UAE. This put Ras Al Khaimah on the global map as it broke the world record and strengthened the emirate's credentials as the fastest growing adventure tourism destination in the region.

Another key factor in the growing popularity of the emirate was a calendar of world-class events, and the increase in international partnerships with travel trade through the opening of overseas offices and a series of trade roadshows throughout the year. The new Destination Strategy aims to build on this success and transform Ras Al Khaimah's tourism industry into a sustainable driver of the economy. Ras Al Khaimah has also identified supply of new hotel rooms as a major focus moving forward in order

Affiliate Member News

Ras Al Khaimah Tourism Development Authority Unveils the Emirate's New Destination Strategy 2019-2021

Over the next three years Ras Al Khaimah Tourism Development Authority will continue to create compelling offerings that combine the Emirate's key promises: pristine beaches; natural beauty; cultural heritage; excellence in hospitality and unrivalled experiences in order to attract close to 1.5 million visitors by 2021, and 3 million visitors by 2025.



Affiliate Member News

TTRAEurope2019: Travel and Tourism Research Association 2019 European Chapter Conference- Tourism in the era of connectivity Bournemouth University, UK, April 8-10, 2019



The Travel and Tourism Research Association's 2019 European Chapter Conference will be hosted by Bournemouth University Department of Tourism and Hospitality in Bournemouth from 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*, which covers 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, and 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.



Affiliate Member News

COTRI Analytics Radar provides insights into the dynamics of the Chinese outbound tourism market



On the 26th of February 2019, COTRI China Outbound Tourism Research Institute introduced a new free powerful tool to understand the dynamics of the Chinese outbound tourism market.

Called COTRI Analytics Radar, it is based on the quarterly data provided for the 60 destinations around the world which see the largest numbers of Chinese arrivals, including arrival data, socio-demographic data like gender, age, education level, residence, as well as accommodation used, purpose and organisation form of travel.

For each of the parameter, the three destinations with the biggest relative increase and the three destinations with the biggest relative decrease measured on a Year-on-Year base are shown. For example Destination A saw a 8% increase in Chinese Second Tier city inhabitants visiting in Q4 2018, whereas Destination Z witnessed a 6% decrease, which puts them on the top or at the bottom of the list of all 60 destinations for changes in arrivals by Chinese Second Tier city inhabitants.

The COTRI Analytics Radar is published always two months after the end of a quarter. The first one, just published, covers Q4 2018, the next one will be published end of May 2019 and will cover Q1 2019. It is available free of charge on the website of COTRI www.china-outbound.com and is carried by a number of tourism trade offline and online publications.

What makes COTRI Analytics Radar different from other available data sources for the Chinese outbound tourism market is the fact that it does not concentrate on the arrival numbers of destinations, as the Top 10

destinations already cover more than 70% of all . outbound trips from Mainland China. It rather highlights the dynamics of which kind of Chinese travellers are currently discovering – or walking away from – which destinations.

China is since 2012 the most important international tourism source market both in terms of number of trips and amounts of money spent. With the development, the market has become more and more experienced and therefore segmented, with different kind of travellers knowledgeable now about what they like and what they are looking for. Young and older travellers gain increasingly in importance as do Chinese tourists from lower tier cities. COTRI Analytics Radar visualises these development in a single 360 degrees graph, resembling the radar screen of air controllers or helmsmen at sea.

COTRI is working under its founder and director Prof. Dr. Wolfgang Georg Arlt FRGS FRAS since 15 years in the field of Chinese outbound tourism, providing quantitative data, qualitative analysis and online and offline trainings for the global tourism and hospitality industry.

Affiliate Member News

COTRI Analytics Radar provides insights into the dynamics of the Chinese outbound tourism market



The Terroir Symposium is Canada's leading forum for those in the hospitality and tourism sectors. Curated by the Culinary Tourism Alliance, it offers unparalleled opportunities to network and connect with like-minded individuals from around the globe.

This year, the Symposium will explore the choices we make and how they affect the growth, change and collective identity of our industry. The event will offer main stage programming with multiple concurrent hands-on workshops focusing on sustainability, wine, tourism and food trends. The day provides dozens of learning opportunities through inspirational, educational talks, workshops and panels.

Over the last 10 years, we've hosted some of the most talented and interesting people in food, hospitality and related sectors from across the globe. We're excited to welcome +50 speakers from around the globe to the stage this year, including Chef Darren MacLean (Canada), Wida Winarno (Indonesia), Selassie Atadika (Ghana), Ben Branson (UK) and more.

This year, join over 1000 chefs, producers, artisans, managers, media, entrepreneurs, storytellers and destination developers from over 20 countries on May 6th, 2019 in Toronto.

Get tickets at terroirsymposium.com

Affiliate Member News

Universidad de San Martín de Porres (USMP) and its Peru Tourism Observatory (OTP), presented the Tourism Satellite Accounts of the country's main tourism regions



The Peru Tourism Observatory (Observatorio Turístico del Perú - OTP), a USMP's Professional School of Tourism and Hospitality project,

presented the Tourism Satellite Accounts of the country's seven main tourism regions (Arequipa, Cusco, La Libertad, Lambayeque; Loreto, Madre de Dios and Puno) that together contribute with 60% of the Peruvian tourism GDP, which is estimated at 3.9% of the National GDP. Those regions, as a whole, contributed in 2017 with 2.34% of the National GDP, being Cusco the region that contributed with 1.9% of said GDP.

The Peru Tourism Observatory (www.observatorioturisticoelperu.com) is a scientific research and professional guidance project, encompassing all topics related to tourism activities, promoting both, the public and the private business sectors. It emerges in response to the absence of scientific and operational research in the tourism sector, and to the lack of timely, accurate, reliable, constant and comparable information for appropriate decision-making. Founded in 2008 as a permanent project, the OTP continually evaluates, quantitatively and qualitatively, the action plans, promotional and investment policies in the tourism sector, analyzing the fulfillment of the goals set by the competent authorities, becoming the obligatory

information reference for academics, executives and students of the tourism activity in Peru and beyond.

OTP's targets include:

- Conducting research studies aimed at periodically evaluating the Tourism Satellite Accounts in Peru, through the macroeconomic methodology of Retribution of Production Factors in the main tourism regions of the country.
- Keeping and updating the Badatur Peru data bank (<http://www.observatorioturisticoelperu.com/badatur/investigaciones>), which contains the most accurate economic and statistical figures for the tourism sector in general, as well as an inventory of the country's tourism offer, which has deserved the recognition of the Minister of Tourism of Peru and is permanently cited by newspapers and specialized journals, as well as television and radio programs.
- Measuring the economic impacts of tourism on the national economy.
- Evaluating the degree of socio-economic inclusion of the sector, both from the business, labor and community perspectives, considering that 92% of

Affiliate Member News

Universidad de San Martín de Porres (USMP) and its Peru Tourism Observatory (OTP), presented the Tourism Satellite Accounts of the country's main tourism regions

tourism in Peru is mainly historical-cultural.

- Producing academic papers related to national and international tourism for publication in scientific journals. Some of these papers have been published in Turismo y Patrimonio (<http://ojs.revistaturismoypatrimonio.com/index.php/typ>), the journal of the Professional School of Tourism and Hospitality Research Institute.



USMP
UNIVERSIDAD DE
SAN MARTÍN DE PORRES

FACULTAD DE
CIENCIAS DE LA COMUNICACIÓN
TURISMO Y PSICOLOGÍA

Affiliate Member News

City Express Hotels invests in the conservation of the most emblematic national symbol of Mexico: the golden eagle

City Express Hotels, aware of the importance of the ecosystem, invests and promotes the conservation of the golden eagle; emblematic species in the history and culture of Mexico, that unfortunately, is categorized as a threatened species.

In partnership with the Mexican Fund for the Conservation of Nature, AC (FMCN), performs actions focused on the recovery and conservation of its habitat and its main prey (hares, rabbits, opossums, squirrels and prairie dog), as well as contributes to the generation of knowledge about this bird raptor that lives in eleven states of México: Baja California Norte, Aguascalientes, Zacatecas, Durango, San Luis Potosí, Guanajuato, Chihuahua, Coahuila, Jalisco, Oaxaca and Sonora.

In recent years, the results of the program Recovery of the populations of Golden Eagle and its habitat in Mexico have been very satisfactory, there has been a record of 81 breeding pairs to 156, up to 67% of records.

The Mexican hotel chain with the greatest coverage in Mexico, City Express Hotels, also supports with its donation, for education and awareness in the populations near the habitat of the golden eagle, and in this way, to be able to reduce in parallel the damage caused to the species by the human being.

This commitment, which was raised by City Express hotels more than four years ago, is a direct part of points 15 and 17 of the Sustainable Development Goals, in which we promote the responsible use of terrestrial ecosystems, to stop the loss of diversity biological as well as generate and strengthen alliances with organizations that have a shared vision, and adopt effective measures to achieve common goals. It also aligns with our Sustainability Strategy, to generate positive impacts in each of the communities, and executes through the Sustainability Committee under three lines of action: conservation of the environment, creation of economic value and positive contribution to the society.



Affiliate Member News

The Excellence Through Learning



The purpose of the Europamundo Academia is to secure the best possible knowledge among the staff at travel agencies or tour operators/distributors selling the Europamundo tours.

It was created due to the expansion of Europamundo and its net of selling point from Brasil or Chile to Thailand. To unify criteria and give virtual support to the commercial team as well as the huge reservation department, to minimize the registration of claims in customer service department and to create the correct expectative, a strong tool to obtain the best result in our tours.

Through several tutorials, the Europamundo Academia provides specific and detailed explanation of the basic skills necessary for those staff involved in selling or booking the Europamundo tours.

The academia consists of three training sessions, each followed by an exam. If the student passes an exam, she/he will receive a diploma to certify her/his skills. In addition, if you pass it, you will participate in the bi-annual lucky draw for an 8-day trip in Europe. The first session is an absolute "must" for any staff selling Europamundo tours.

It is aimed at staff in travel agencies and tour operators. It presents Europamundo, our concept and philosophy and teach you to use the variety of tools available on the public website of Europamundo www.europamundo.com

It contents a company presentation, a "Find you tour in www.europamundo.com" tutorial and another 3 specific ones to know how to quote a brochure package, a flexible one and a customized, tailor made package in www.europamundo.com.

Second and third sessions are meant to use all basic .

functionalities relating to the booking process in Europamundo-online, special groups with private requirements, significant number of bookings or invoicing procedures.

All of it within our internal system Europamundo-Online, unique creation for the optimal develop of all procedures with success.

Students who have joined in or signed up for the newsletter, will regularly receive notifications when new or updated tutorials are launched. The best way the students/agents to receive the latest information about Europamundo, our tours and procedures. This will allow you to offer the best service to the travelers – our aim is happy and satisfied travelers.

There are new chapters coming for the education of our tour leaders to join in the chain work of this huge team and give the clients the feeling of a firm, expertise and secure travel service providers. Taking into consideration the priorities of UNWTO, we are proud to share our satisfaction once again because we are actively being part of these goals like fostering education and knowledge within our sector, of course. Academia is a good example of providing networks for exchange of knowledge.

We think we reach the excellence by this unique education, promoting a uniform way of working, guarantying faithful results in our statistics and market trends and developing an optimal promotion and competitiveness when joining Europamundo through our exchange international programs as well.

Get into our web site and have a look, is free for everyone, enjoy!

https://www.europamundo.com/academia_esp/DefauIt.aspx

Affiliate Member News

Regional Tourism Competitiveness Index of Colombia 2018



The Asociación Hotelera Turística de Colombia-COTELCO and the Fundación Universitaria Cafam-UNICAFAM created the Centro de Pensamiento Turístico de Colombia- CPTUR with the main objective to generate new knowledge and develop applied research products of impact on the tourism sector. One of mentioned research products is the Regional Tourism Competitiveness Index of Colombia-ICTRC, an annual publication which consolidates important statistics to monitor tourism and also highlights good practices adopted by regional and local governments looking for a more competitive tourism destination.

ICTRC-2018, fourth version of the Regional Tourism Competitiveness Index of Colombia measures and analyses one hundred and five indicators, divided into eight criteria for twenty-five departments of Colombia and the Capital District. In this version, annual deforestation rate of each department was included on environmental criterion.

The Centro de Pensamiento Turístico de Colombia moved forward in the regional analysis reaching a Tourism Competitiveness Index for capital cities and municipalities with tourism vocation. Consequently, the research group examined eighty-three indicators divide

into original eight criteria for nineteen capital cities. On the other hand, Tourism Competitiveness Index at municipality level was built from sixty-one indicators divide into six criteria for eighty-three municipalities, economic and social criterion were not included due to lack of official information.

Taking into account the general results, Bogotá D.C. is still the destination in Colombia with the highest level of tourist competitiveness. Bolívar held the second place and Valle del Cauca the third one. In view of the results of capital cities, Cartagena is ranked as the top tourist competitiveness city. Medellín is the second city in capital cities ranking and Barranquilla is the third. Furthermore, Filandia is leading tourist competitiveness of municipalities with tourism vocation, followed by Guadalajara de Buga and Santa Fé de Antioquia.

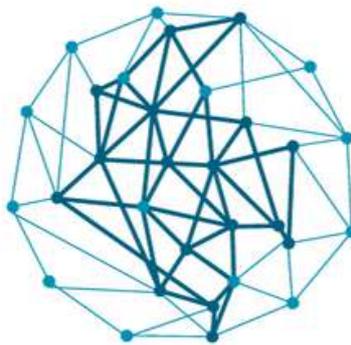
ICTRC 2018 also gathered the results of governance in pursuit of tourism competitiveness progress between 2017 and 2018 for each department. In this section is possible identify variation of eight criteria throughout time. It also allows to recognize leading and improvement opportunity factors and some details about tourist public management actions

Affiliate Member News

Regional Tourism Competitiveness Index of Colombia 2018

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.



**CENTRO DE PENSAMIENTO
TURÍSTICO - COLOMBIA**

COTELCO - UNICAFAM

Affiliate Member News

Inaugural China Tourism Forum 2019-USA to be Held in Philadelphia

CHINA TOURISM FORUM 2019-USA

21-22 July | Philadelphia, USA



The School of Hotel and Tourism Management (SHTM) of The Hong Kong Polytechnic University (PolyU) is very pleased to announce that for the first time since its inception, the China Tourism Forum will be held outside China! Co-organised by the SHTM and the School of Sport, Tourism and Hospitality Management at Temple University, the China Tourism Forum 2019-USA will take place in Philadelphia, USA, on 21-22 July.

As one of the world's largest source markets and destination countries, China contributed 131 million border-crossing trips to the global market and received 139 million inbound tourist arrivals earning a total of USD115.29 billion in 2017. In particular, tourism demand between China and USA has been growing at a fast pace. In 2017, 3.2 million Chinese tourists visited the U.S. while 2.31 million U.S. tourists travelled to China. China is now USA's top source market in terms of visitor spending, and USA is China's largest long-haul source market. While the travel exchange between two of the largest economies in the world has been predicted to be on the rise, it could also be affected by numerous emerging and historical factors such as trade tensions and visa policies, representing tremendous opportunities and challenges for the tourism industry in

the two countries. This calls for more strategic discussions and dialogues between researchers and tourism and hospitality industry leaders in both countries.

Aiming to bridge cutting-edge research with innovative practice and to connect western thinking with oriental wisdom, China Tourism Forum 2019-USA presents a gateway to understanding China's tourism and hospitality market. By organising both research paper presentations and industry sharing sessions, this forum will be a unique platform to foster creativity, promote cooperation, and integrate perspectives of academics and industry practitioners.

Taking the theme "Riding Opportunities Ahead", the forum organisers invite research abstracts on areas including, but not limited to, the following topics:

- Emerging Issues in China's Inbound and Outbound Tourism
- Culture and Tourism Development
- Tourism and Hospitality Investment in China and Chinese Investment in Tourism and Hospitality
- Information and Technology Development and

Affiliate Member News

Inaugural China Tourism Forum 2019-USA to be Held in Philadelphia

Smart Tourism in China

- Human Resource Management in China's Tourism and Hospitality Industry
- Business Ethics in China's Tourism and Hospitality Industry
- Market Forecasting
- Chinese Tourist Behaviour
- Social Media
- Big Data and Marketing
- Innovation and Entrepreneurship
- Destination Image and Branding
- Green Tourism and Corporate Social Responsibility
- "One Belt One Road" and Tourism
- Regional Tourism Policy, Planning, and Development
- Sharing Economy in China
- Tourism Economics in China
- Other papers related to the theme of the forum

Paper Submission

Deadline for submission of abstracts: 22 April 2019

Abstracts to be submitted to Dr Yang Yang: yangy@temple.edu

Enquiries

Dr Qu Xiao, SHTM, PolyU: qu.xiao@polyu.edu.hk

Dr Xiang (Robert) Li, The U.S.-Asia Center for Tourism & Hospitality Research, School of Sport, Tourism and Hospitality Management, Temple University: robertli@temple.edu

Website: <https://sthm.temple.edu/china-tourism-forum>



THE HONG KONG
POLYTECHNIC UNIVERSITY
香港理工大學

SCHOOL OF HOTEL AND TOURISM MANAGEMENT

UNWTO News

UNWTO activities at ITB Berlin 2019



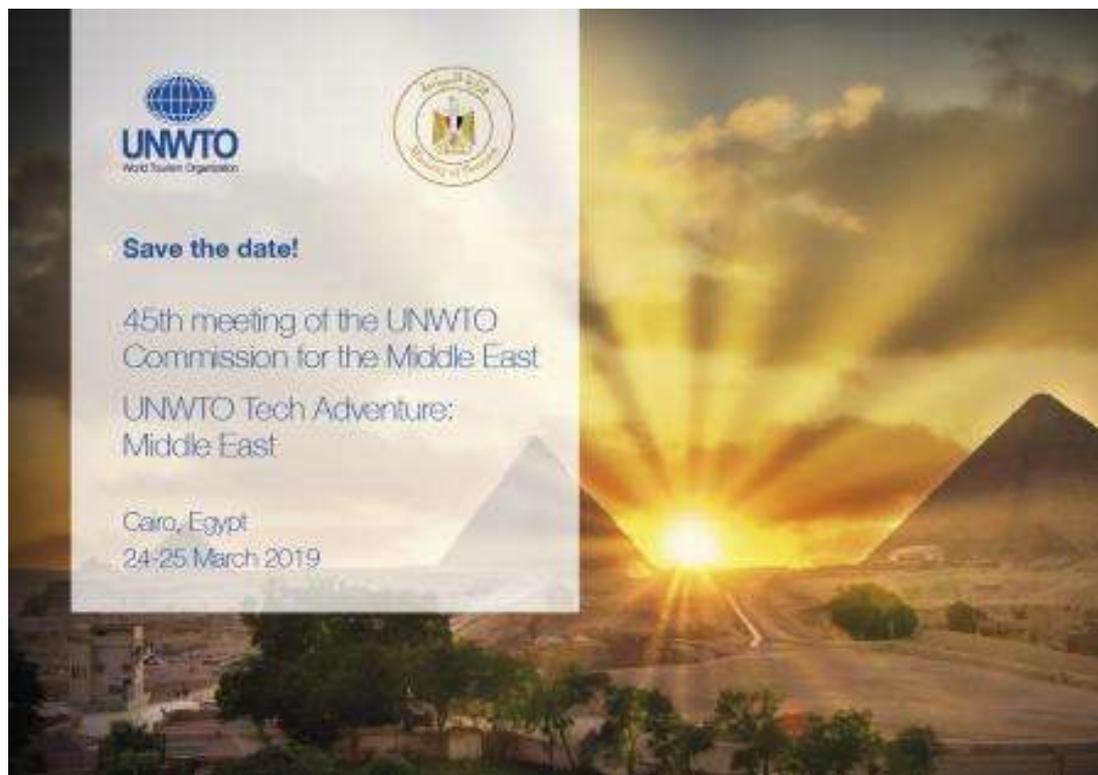
This year, UNWTO is organizing a variety of events within the framework of ITB Berlin 2019. On 6 March, UNWTO is organizing a panel on Overtourism, discussing best practices and smart control through digital technologies. UNWTO will also be celebrating the 9th Silk Road Ministers Meeting and launch the Global Report on Women in Tourism: Second Edition in collaboration with GIZ, UN Women, World Bank and Amadeuz. In addition, you will also be able to attend the High-Level Dialogue on Digital Skills in Tourism.

Should you be interested in attending any of these events, please let us know. You can find all the information and the detailed programme here:

<http://www2.unwto.org/event/itb-2019>

UNWTO News

UNWTO Tourism Tech Adventures: Middle East



UNWTO in conjunction with the Minister of Tourism of the Arab Republic of Egypt, has the pleasure to invite Arab Members to the celebration of the statutory meeting of the 45th UNWTO Commission for the Middle East, to be held on 24 March 2019, in Cairo, Arab Republic of Egypt. The Commission meeting will be followed by the Tourism Tech Adventure Forum, to be held on 25 March 2019.

Tourism is a sector that stimulates inclusive economic growth, attracts investment and nurtures entrepreneurship. It is against this backdrop that the UNWTO Tourism Tech Adventures (TTAs) are celebrated with the main objective of fostering investment, public-private partnerships, and entrepreneurship. Digital solutions for enhancing the tourism experience as well as the interplay between new technologies and sustainability are among the topics that will be discussed.

The Forum will bring together key stakeholders from the public and private sectors as well regional startups from the 1st UNWTO Tourism Startup Competition who will present their solutions for a more competitive and sustainable tourism sector.

For more information visit: <http://middle-east.unwto.org/event/unwto-tourism-tech-adventure-middle-east>