

# AM Newsletter

VOL. 3. DECEMBER 2018

## Message from the Director

MR. ION VILCU

### Dear Affiliate Member,

As you all know, we celebrated the most important annual event of the Affiliate Members in Iran about a month ago - the 40th Plenary Session of the UNWTO Affiliate Members. The meeting was a great success with many representatives from the Affiliate Members and we were able to reach important conclusions and decisions.

At the 40th Plenary Session, the 2019 Programme of Work for the Affiliate Members Department was presented and the Affiliate Members present contributed with their input and feedback. The revised version of the Programme of Work is currently being finished and will be sent to all Affiliate Members as soon as it is ready, as well as the minutes from the 40th Plenary Session.

Again, I want to express my sincere gratitude to those Affiliate Members who were present at the Plenary Session and hope to meet the rest of you soon at other events.

One of the points of discussion at the Plenary Session was to increase regional UNWTO representation and meetings. A step towards achieving this is being taken already this month as I will be travelling to Argentina, Chile and Mexico to hold meetings with Affiliate Members. More information can be found in this Newsletter.

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

Sincerely,



Ion Vilcu



### UNWTO & NIANTIC

Partnership for Innovation and Digital Transformation



### AM MEETING SOUTH AMERICA

Regional Affiliate Members Meetings in Argentina, Chile and Mexico



### TOURISM TECH ADVENTURES

Attend the event in Buenos Aires, Argentina on 12 December 2018



### UNWTO/UNESCO CONFERENCE

Attend the World Conference on Tourism and Culture: Benefits for All

# Affiliate Members Department

## UNWTO Partners with Niantic to Develop Innovative Tourism Experiences through Real-World Games



**In line with UNWTO's Innovation and Digital Transformation priority**, and as detailed in the 2019 Affiliate Members Department Programme of Work, the Affiliate Members Department will give priority to establish reinforced cooperation tools, on concrete projects of digital transformation, with affiliated IT entities. The first step in this direction was announced on 20 November 2018.

UNWTO decided to partner with one of its newest Affiliate Members, real-world game developers Niantic, to enhance global tourism through the use of mobile augmented reality game experiences.

Niantic is the creator of Pokémon GO and Ingress Prime and, together, UNWTO and Niantic will curate unique campaigns around the world that will build awareness for UNWTO's Travel.Enjoy.Respect campaign.

Each activity will also be designed to inspire and support exploration, and promote safe and responsible gaming practices for players of all ages.

Niantic and UNWTO will work together to combine tourism and Augmented Reality technology for players to engage with real-world locations using Niantic's mobile games in a variety of ways. Niantic's games and global initiatives have brought millions of players from around the world together at real-world events that promote civic engagement and cultural diversity while highlighting local heritage.

Niantic was accepted as an Affiliate Member on 31 October 2018 at the 109th session of UNWTO's Executive Council, held in Manama, Bahrain. This new partnership helps to bolster UNWTO's ongoing efforts to bring together the actors of the 'ecosystem' of tourism technology under its priority of innovation and the digital transformation in tourism.

# Affiliate Members Department

## Regional Meetings of the Affiliate Members South America



**As part of the Affiliate Members Department's Communication and Promotion strategy for 2019**, the Affiliate Members Department will carry out an ambitious agenda of events to promote Affiliate Membership, organizing workshops in cooperation with representatives of the private sector and with the support of private associations, national chambers of commerce. These regional tours will serve to recruit high-level stakeholders with the aim giving more relevance and visibility to UNWTO, whereby enhancing the benefits of Membership.

The first such tour will take place already this month, from 10-18 December 2018, in South America. Taking advantage of UNWTO's presence at the **UNWTO Tourism Tech Adventures Americas Forum**, taking place in Buenos Aires, Argentina, from 11-12 December 2018, regional meetings of the Affiliate Members will be organized to present the Department's Programme of Work for 2019, which was presented at the 40th Session Plenary of the UNWTO Affiliate Members held in Iran on 13 November, as well as present the new administration and the changes that have been made within the Affiliate Members Department.

The Director of the Affiliate Members Department, Mr. Ion Vilcu, will be organizing regional meetings of the Affiliate Members on the following dates and locations:

- 13 December: Buenos Aires, Argentina
- 14 December: Santiago de Chile, Chile
- 17 December: Mexico City, Mexico

We are pleased to invite all Affiliate Members from the region to these meetings.

The organization of these regional meetings aligns with the topics discussed and the outcomes of the 40th Plenary Session, during which several Affiliate Members suggested an increase in regional representation and meetings of UNWTO.

# Affiliate Member News

## Human Capital in an Age of Disruption



**When it comes to growth and transformation, the travel, tourism and hospitality industry shows no signs of slowing down.** According to the latest UNWTO Barometer, even after a record year of growth in 2017, the international tourist arrivals grew 6% in the first six months of 2018. It is our job to control this exponential growth and adapt accordingly.

World Tourism Forum Lucerne's main focus is to discuss the disruptive changes in our industry across different generations and find sustainable solutions for the common good. In line with the five priorities of UNWTO, our activities are built around innovation and the digital transformation; entrepreneurship; next generation and talent management; diversity; and social, cultural and environmental sustainability. By understanding the travel, tourism and hospitality industry as a network of strong interdependent connections, we bring together players from the government, industry, academia, finance, as well as young talents from the next generation and innovative start-up entrepreneurs.

At World Tourism Forum Lucerne 2019, which will take place on 2-3 May 2019 in Switzerland, we will put the spotlight on the disruptive changes that shake the established structures and organizations. The question is how to rethink

and react to stay relevant in this fast changing, technology driven environment? What is the role of social capital; innovators, creators, drivers and future influences?

Our activities are focused on:

- **Talent Management.** One of our main pillars is the youth. The Young Talent Programme invites the best students from our partner universities to the Forum where they will have an exceptional opportunity to attend a full-day career planning session. They will meet internationally renowned CEOs and opinion leaders to build up a unique network for their career path.

- **Innovation and Entrepreneurship.** Innovation is a major force for growth and development, ensuring competitiveness and providing the ingredients for lasting success. With our Start-Up Innovation Camp initiatives, we screen the world for the most innovative start-ups with international ambition to create a big impact in the region. The selected finalists are invited to pitch their businesses in front of the jury members, investors, media and industry executives and compete for the Start-Up Innovation cash award, 2-year coaching programme and much more

# Affiliate Member News

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## Human Capital in an Age of Disruption

- **Diversity.** A diverse and multi-faceted workforce is essential; it brings new perspectives and skills to drive creativity and innovative solutions. Diversity allows to think around the corners, to go new ways and to expand ones horizon in order to constantly develop the industry. To emphasize on the issues of diversity, we bring together the 40 most influential decision makers from in and outside the industry. In organized Think Tank sessions, we embrace the value of diverse opinions and new perspectives, with the aim to grow fresh ideas and form new collaborations, which will engage and build a stronger tourism industry.

World Tourism Forum Lucerne 2019 is a unique exchange of thoughts and discussion with the goal to inspire each other and shape the industry's future. We invite you to join us in Lucerne on 2-3 May 2019 and become an active player in steering the wheels to the bright and sustainable future of the travel, tourism and hospitality industry.



# Affiliate Member News

## Galicia joins the first European Atlantic touristic scuba diving route



**Over twenty Galician companies have shown an interest in forming part** of the first scuba diving route of the Atlantic, in which Galicia participates along with other European regions. This is a scuba diving route in the Atlantic, a joint initiative that arose from the European project, Wildsea Atlantic Heritage Route (WAOH! Route) in which the Culture and Tourism Council, through the Galician Tourism Agency, coordinate participation of the Galician Community along with the United Kingdom, Ireland and Portugal.

This month representatives of this pioneer itinerary held a follow-up meeting in the Portuguese city of Porto, where the guidelines of the touristic product were set out that will be the result of this project, identifying markets and user profiles. Besides, in the meeting an offer was made of a possibility for interested companies in forming part of the online platform that the Wildsea Europe International Net has –also specialized in scuba diving tourism and associated to the project- in which 15 Galician companies were incorporated to the platform.

The site, [www.wildsea.eu](http://www.wildsea.eu) offers the possibility of granting visibility to this project so it can reach an international audience within the setting of this network of touristic destinations working together to back marine sustainable ecotourism in Europe. A further step ahead for promoting their products and at the same time offering a chance to form part of trans-national touristic products that will be developed in the setting of the route that will include other activities besides scuba diving.

The WAOH! Route receives financial backing from the European Maritime & Fisheries Fund for

marine issues of the European Union and is born to strengthen Europe as a high quality sustainable destination, to create a shared identity based on marine environments and the wide ranging sub-aquatic patrimony of the Atlantic. The Council for Culture and Tourism of the Galician Government has been promoting its development since the beginning of last year, holding meetings with the Galician business sector with the aim of creating a network of companies formed and prepared to enter this itinerary and also to promote this touristic segment in international fairs throughout the world during next year.

Thus progress is made in a project that is aligned with the work being carried out by the Galician Government for a sustainable touristic model. Using scuba diving tourism as a theme, the project will enable it to be combined with nautical activities that will include kayak tours along Galician rivers, whale sighting or activities to discover marine patrimony through subaquatic tourism or on land by means of museums and specialized centers dedicated to culture and recovery of marine patrimony enabling conservation and protection of it as cultural tourism attractions.

Along with this pioneer itinerary, which foresees presenting results in 2019, creation of a common brand will be done that will gather the current offer of touristic activities associated to scuba diving, nautical sports, wine and food gastronomy, marine tourism and will also serve as encouragement to attract a growing market, especially internationally where there are six million scuba divers and over 20 million kayak fans.

# Affiliate Member News

## Tourism in Times and Places of Socio-Political Turmoil

Many parts of the world experience serious socio-political conflicts and turmoil, including instabilities in Lebanon, neighbouring Israel and Palestinian Territories, political unrest in Algeria and Tunisia, skirmishes at the border between Armenia-Azerbaijan, and in Myanmar, amongst others. Yet, despite such turmoil, people travel to these regions, and the need for safe, secure and seamless travel is ever more pressing.

In many cases, international tourist arrivals increased in 2017: in Israel by 24.6%, Lebanon by 10%, Palestine by 25.7%, Tunisia by 11.2%, Azerbaijan by 20%, and in Myanmar by 18.4%. Tourism destinations in emerging economies – usually located in regions of active socio-political turmoil – currently welcome 597 million international tourists annually, forecasted to increase to 1,037 million by 2030. This is a recent, yet rapidly developing phenomenon, and in-depth knowledge of crisis preparedness and communications for increased resilience in tourism in areas of active socio-political turmoil is urgently needed to understand such a fast and resilient growing pace.

At the School of Events, Tourism and Hospitality Management, Leeds Beckett University in the UK, researchers break new ground analysing this challenging phenomenon from socio-cultural perspectives. The focus is on the emotional dynamics experienced by tourists and local tourism sector stakeholders in such tourism areas in turmoil adopting a multi-sited transnational ethnographic approach in the eastern Mediterranean region. Empirical attention is currently given to countries such Jordan, Israel, and Palestinian Territories as they share geo-political connections and disconnections linked to on-going turmoil and still welcome increasing numbers of international visitors.

In 2019/2020, when concluded, the project will be able to make policy recommendations to inform tourism planning and development in turmoil



places in culturally sustainable ways, especially in connection to crisis preparedness and communications for increased resilience for tourists and local tourism stakeholders.

Academically, the project will synthesize findings to deliver theoretical and methodological innovations, and to advance a critical socio-cultural theory of tourism and emotions in turmoil places, along with novel methodological perspectives on multi-sited transnational tourism ethnography. This project will reshape tourism studies, will have profound impact on cultural studies and cultural geography, and incite further research in tourism in turmoil places especially connected to research and advocacy on travel facilitation.

# Affiliate Member News

## Tourism in Times and Places of Socio-Political Turmoil

This project has received funding from: The University of Groningen in the Netherlands; The Dutch Organisation for Scientific Research/De Nederlandse Organisatie voor Wetenschappelijk Onderzoek - NWO; and Leeds Beckett University, UK.

More details here

<http://leedsbeckett.ac.uk/school-of-events-tourism-and-hospitality-management/research/>

AND <https://affectivetourism.com/>

More details about the project's Principal

Investigator: <https://www.youtube.com/watch?v=ITsEE7TCSuM>



LEEDS BECKETT UNIVERSITY

SCHOOL OF EVENTS,  
TOURISM & HOSPITALITY MANAGEMENT

# Affiliate Member News

## 2019 Terroir Symposium "Choice - Risks & Rewards in a Changing Food Culture"



**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 Terroir 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 12 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 Matt Orlando (Denmark), 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. Early bird tickets are now on sale until December 31st at midnight.

Get tickets at [terroirsymposium.com](http://terroirsymposium.com)



# Affiliate Member News

## Russian Gastronomy Weeks



**International Center of Wine and Gastronomy (Moscow, Russia, [www.icwag.com](http://www.icwag.com))**, a member of the UNWTO since 2015, annually implements the project "Russian Gastronomy Weeks" (RGW) in foreign countries. RGW concept is developed in cooperation with UNWTO and serves as an effective tool for the convergence of gastronomy tourism at the interstate level.

In past 4 years, four Russian Gastronomy Weeks took place: in 2015 – in Madrid (Spain), in 2016 – in Madrid and Barcelona (Spain), in 2017 – in Nicosia and Limassol (Cyprus), in 2018 – in Athens and Corfu (Greece). Understanding the importance of the project, the UNWTO Secretaries-General provided their greetings to the participants of each RGW.

In frames of RGW, aimed at promoting Russian culinary traditions abroad, residents and guests of the host country are acquainted with the peculiarities of the cuisine of different Russian

regions at special gastronomy dinners. Such dinners are made by Russian chefs who come to a foreign country in a team and embody their culinary heritage in author's menu, made up of traditional local dishes.

Russian Gastronomy Weeks start with official receptions at the Russian Embassies in the host countries, during which high-ranking guests are introduced with F&B and handicrafts exhibitions from different parts of Russia, and enjoy a specially prepared buffet from the Russian chefs.

The Culinary Summits of two countries, during which the chefs from Russia and the host country learn to cook a traditional dish of their foreign colleague's native country, are among the key events of the RGWs. The Summit participants present to the professional audience their vision of taste and serving the dish, and the expert community, consisting of specialists of restaurant and hotel business of both countries, evaluates the proposed interpretation.

# Affiliate Member News

## Russian Gastronomy Weeks

The concept of RGWs is aimed at following one of the five UNWTO priorities, namely Social, cultural and environmental sustainability, which corresponds to the paradigm of sustainable tourism development. Gastronomy in this case is a tool for the sustainable development of cross-tourism between two countries, and gastronomy tourism, as an annually growing segment of the economy, is a way of expanding mutual tourist flows and the development of related economic sectors.

Developing the RGW concept, the International Center of Wine and Gastronomy assists foreign partners in carrying out their gastronomic events in Russia – in particular, in 2018, such a partnership was held with the Greek National Tourism Organization and the Ministry of Tourism of the Hellenic Republic.

Cross-gastronomic interstate communication contributes to the formation of a positive image of the represented country through its original cuisine presentation and corresponds to the UNWTO goals for the sustainable tourism development, involving the public in a friendly dialogue between two countries on the fine gastronomy basis.

The idea of Russian Gastronomy weeks, which will be held in 2019 in other countries and foreign gastronomy weeks in Russia is a prospective and developing project, which is supported by both tourist authorities and business community of the participating countries, including professional culinary one, and causes an extremely positive feedback from public and media.



# Affiliate Member News

## Hostelling International's impact through Sustainable Hostelling

### Sustainable Tourism through Hostelling



**Hostelling International has always been defined and driven by its mission, values and unstoppable desire to offer travellers unique experiences in youth hostels around the world.** How does that translate into practical terms, you might ask? Well, we have created a concept that sums up our policy, tools and initiatives; we call it: Sustainable Hostelling.

Our Sustainable Hostelling concept includes:

- A Policy, our Sustainability Charter adopted by our General Assembly in 2010 and based on the Global Sustainable Tourism Council (GSTC) criteria.

- Our Strategy, which supports the implementation of the Sustainability Charter through 10 areas also contributing to the 17 Sustainable Development Goals.

- Our unique Management System for hostels and Youth Hostel Associations, HI-Quality & Sustainability. It is recognised by the Global Sustainable Tourism Council and relies on a certification cycle performed by external auditors.

- A wide range of well recognised labels of the hospitality and leisure industry which our hostels have proudly achieved.

Plethora of global and local programmes are the daily testimony of sustainable hostelling in the HI network, such as: Sleep For Peace which celebrates the International Day of Peace, HI Sustainability Fund a grant for hostel projects that reduce CO2 emissions and HI-Connect our volunteer and staff mobility programme.

Discover more local initiatives online at <https://www.hihostels.com/pages/537>.

# Affiliate Member News

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## Hostelling International's impact through Sustainable Hostelling

Furthermore, at its recent International Conference, in October 2018 in Iceland, the HI network has taken two significant commitments:

- All hostels of the HI network will minimise their single-use plastic by 2020.
- All hostels of the HI network that offer food products will take steps to reduce their foodprint by 2020.

All these initiatives are designed to build a stronger more sustainable network of hostels as well as offering our guests the chance to make an impact with their stays on their lives and those of others.

Read more about HI and Sustainable Hostelling at <https://www.hihostels.com/pages/535>



**Hostelling International**  
Discover the real hostel experience

# Affiliate Member News

## Announcing International Scientific and Practical Conference «Trends and Perspectives of Tourism Development in Kazakhstan and Central Asia»

**Date of the conference:** March 14-15, 2019.

March 16 – Post conference visit in Almaty and suburban areas

**Location:** 13, Dostyk Avenue, Almaty, Kazakhstan

**Working languages:** Kazakh, Russian and English

UNWTO Affiliate Member The George Washington University, International Institute of Tourism Studies, together with Institute of Natural Sciences and Geography of Abai Kazakh National Pedagogical University, will host an International Scientific and Practical Conference on Trends and Perspectives of Tourism Development in Kazakhstan and Central Asia. Co-hosts of the conference include Almaty Mayor's Office and Almaty Administration of Entrepreneurship and Tourism. The conference is supported by the Ministry of Education and Science of the Republic of Kazakhstan.

The goal of the conference is to address the current issues and perspectives on sustainable tourism development in Kazakhstan and Central Asia by involving public policy makers, tourism educators and researcher, and tourism management professionals to exchange current research and management practices around six conference topics. This conference will provide a platform to further discuss the important topics of sustainable tourism development and management through keynote speakers and paper presentations by tourism educators and researchers from Kazakhstan, Central Asian countries and international participants from other countries. It will also discuss ways and perspectives of mutual cooperation between regional countries in sustainable tourism development.

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# THE GEORGE WASHINGTON UNIVERSITY

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## WASHINGTON, DC

The six conference topics include:

1. Tourism infrastructure in Kazakhstan and Central Asia: issues on improvement of tourism services
2. Ethnic and sacral tourism in Kazakhstan and Central Asia: development opportunities and issues
3. Ecotourism: perspectives and challenges
4. Business and wellness tourism
5. Silk way: development of the idea «Boundless Tourism»
6. Priority directions of the development of tourism education

Conference participants: tourism and hospitality educators and researchers, tourism market participants, public organizations, and representatives of international tourism organizations.

Information on conference application and paper abstract submission can be accessed at <http://www.kaznpu.kz/en/1621/notice/> or contact Conference Organizing Committee by e-mail: [CA\\_conference2019@gmail.com](mailto:CA_conference2019@gmail.com); [lyu@gwu.edu](mailto:lyu@gwu.edu).

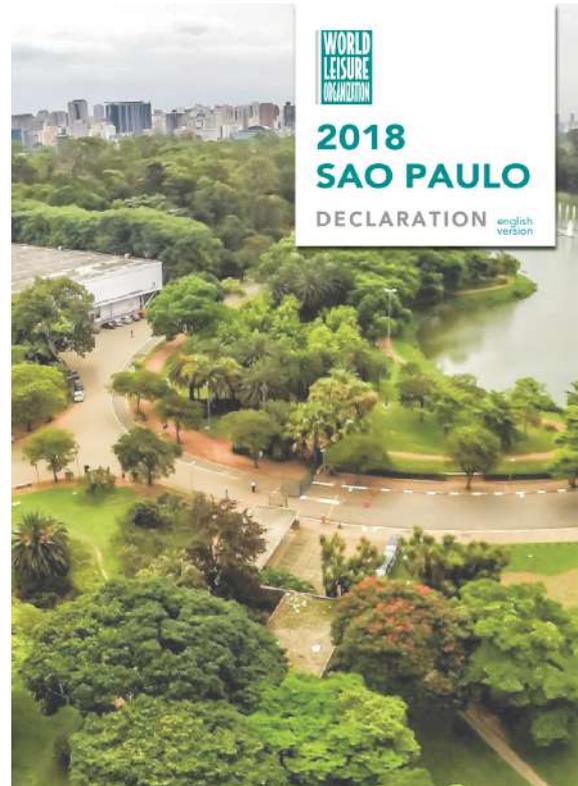
# Affiliate Member News

## 2018 São Paulo Declaration urges to enforce leisure as a human right

**As part of the results of the 15th World Leisure Congress**, and inspired by the Declaration of São Paulo (1998), written during the 5th World Leisure Congress, the 2018 São Paulo Declaration “Leisure Beyond Constraints” urges “the United Nations, governments, nongovernmental organizations, members of the World Leisure Organization (WLO) and the citizens of the world to jointly enforce leisure as a right in contemporary society”.

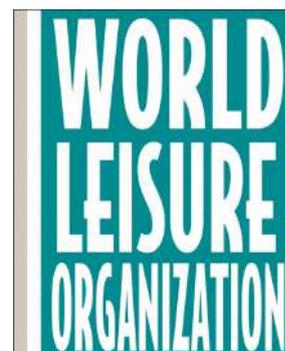
Article 1 of the revisited São Paulo Declaration establishes that “All persons should have the right to leisure guaranteed by the realization of equitable and sustainable economic, political and social guidelines, aiming at practices consistent with human rights and environmentally conscious”. The acclaimed text goes on to formulate up to 10 articles, which build upon an understanding of leisure as a transversal field of knowledge and actions, as well as a time for personal resignification, social and community development. The 2018 São Paulo Declaration is in line with the articles in the Universal Declaration of Human Rights of the United Nations (1948) that refer to the right to rest and leisure (art. 24) and “to participate in the cultural life of the community” (art. 27).

The 15th World Leisure Congress gathered participants from 37 nations in São Paulo, Brazil, from August 28th to September 1st. The event was organized by World Leisure Organization (WLO) and Serviço Social do Comércio (Sesc), with academic support from the Universidade de São Paulo (USP) and several professional and teaching institutions. The theme of the Congress, in consonance with the 70th anniversary of the Universal Declaration of Human Rights, was “Leisure Beyond Constraints”. Participants discussed the main barriers – physical, socioeconomic and symbolic – that still exist and prevent the access of all people to Leisure, as well as the need for overcoming and systematically confronting each of them.



Read the full 2018 São Paulo Declaration here: [http://worldleisure.org/wp-content/uploads/2018/10/2018\\_Declaracion-SP\\_eng-2.pdf](http://worldleisure.org/wp-content/uploads/2018/10/2018_Declaracion-SP_eng-2.pdf)

A Spanish version is also available here: [http://worldleisure.org/wp-content/uploads/2018/10/2018\\_Declaracion-SP\\_esp-1.pdf](http://worldleisure.org/wp-content/uploads/2018/10/2018_Declaracion-SP_esp-1.pdf)



# Affiliate Member News

## Events in Debate in Tourism



**Events mobilize economies, cities and knowledge, generate business opportunities and bring people together.** In 2018, the series of seminars Tourism - Events in Debate, organized by the National Confederation of Trade in Goods, Services and Tourism (CNC), through the Business Tourism and Hospitality Council (Cetur), discussed trends, challenges and the strategic importance of events for Tourism.

Participated in the seminars: 26 speakers and six Brazilian entities and one Latin American from the MICE segment. The series will generate a publication of the CNC, and the transmissions, made live, are available in Portuguese in: <http://bit.ly/CNCEventosEmDebate>



# Affiliate Member News

## Project for the protection of the local heritage of Tazarine – old palaces and towns

**Whilst cultural heritage has been defined as something inherited from the past**, it is in many ways a contemporary and “living” cultural resource in the world. Both the preservation and valorisation of cultural heritage open up considerable opportunities for local and regional development. Hosting heritage sites and effectively managing them has proved to be a strategic asset which contributes to smart, sustainable and inclusive growth. Cultural heritage can also play a strategic role in helping cities and regions improve their attractiveness, and it contributes to strengthen a common European identity while promoting cultural diversity and sense of belonging.

### **The societal value of cultural heritage**

Cultural heritage features an important intrinsic and societal value. In its tangible and intangible manifestations, heritage is crucial for local identity as promoting shared understanding and sense of community with positive impacts on social cohesion. Cultural heritage can play a relevant role in promoting citizens’ participation and heritage-based participatory processes in cities and regions, thus promoting new models of multi-stakeholder governance. Cultural heritage is also particularly relevant when it comes to promote intergenerational dialogue and lifelong learning.

### **Cultural heritage as a driver of economic growth and vitality**

Even though cultural heritage is certainly a shared resource, it is at the local level that it features the most important development potential. The most recent research and contemporary projects show that the revitalisation of historic areas and the safeguarding of cultural heritage can provide important economic benefits to local production systems, giving new impulse to economic



activities and generating locally-rooted jobs. Cultural heritage creates considerable externalities at local level in terms of image and attractiveness. Furthermore, as cultural heritage helps to distinguish from other towns in the global competition, it is a key asset to brand cities and regions and raise their international outlook with the aim of attracting not only visitors, but also talents, businesses and investments.

### **Cultural heritage as a tool for urban and territorial regeneration**

The promotion and valorisation of cultural heritage can be instrumental for the regeneration of areas facing challenges such as de-industrialisation, lack of attractiveness and the shift to the new economy. The rich and varied heritage features great potential to promote lesser known destinations as well as to develop sustainable cultural tourism.



# Affiliate Member News

## Free WeChat overseas account creation

**The Chinese outbound tourism market is already the 1st market worldwide** and is still growing fast. It represents a huge opportunity as well as a real issue for tourism development all around the world.

EuroPass, leader in Chinese digital solutions implementation, helps non-Chinese organizations (CVBs, touristic attractions, hotels, retailers, transportation companies...) to:

- Be visible on the Chinese market via the set up of their own account on WeChat and Weibo
- Attract Chinese Free Individual Travelers thanks to digital media promotion campaigns
- Improve Chinese FITs user experience with e-guide integrated in WeChat Mini Programs
- Secure Chinese FITs full travel experience implementing Chinese digital payment solutions (WeChat Pay, Alipay...)

We also develop a unique ecosystem within Chinese platforms (WeChat, Alibaba, Fliggy, Ctrip, Alitrip...) to be the link between Chinese travellers and the World. Thus, we offer to Chinese travellers an easy, convenient and secure way to travel around the World.

Also, with offices in Los Angeles, Barcelona, Paris, Milan, London, Stuttgart, Casablanca, Shenzhen and Shanghai, we are close to our partners worldwide and meet them face to face on regular basis, to assist them in becoming "Chinese friendly".

We understand the difficulty of efficiently addressing this market and taking the first steps towards it. So, as a new UNWTO affiliate member, EuroPass is pleased to offer all UNWTO members the creation of their own Official WeChat Oversea Account.



Will you join our partners' list and become one of our new references? Tourism boards of Paris, Geneva, Edinburgh, Venice, Brussels, Lausanne... / Disneyland / Morocco Tourism / Atout France / ETOA / Global Blue / Guerlain / L'Oréal / Hyatt / Nice Airport / RATP / TMB / Trenitalia / Santa Eulalia / Vivienne Westwood / LVMH / Galeries Lafayette / Value Retail / Extrapolitan / Paris Inn Group ...

To get more information on this opportunity, please contact us at [info@europass.paris](mailto:info@europass.paris) using the reference "UNWTO member offer".

# UNWTO News

## UNWTO Tourism Tech Adventures for the Americas



**This is the first UNWTO Tourism Tech Adventure Forum to be held in the Americas** dedicated to innovation in tourism that gathers all the actors of the ecosystem together with the highest Tourism Authorities in the region to promote innovation, entrepreneurship and, above all, investment in tourism.

Organized by The World Tourism Organization (UNWTO) and the State Secretary for Tourism of the Republic of Argentina, the Forum will offer an unprecedented platform for entrepreneurship and tourism innovation in order to create synergies between the different actors, exchange best practices and encourage the culture of venture capital investment in the region. Furthermore, it will provide solutions to challenges related to digital transformation as a source of employment, competitiveness and sustainable development.

Key components of this event include a Ministerial High-level Seminar (by invitation only) and Startups Bootcamp (by invitation only) planned for the 11th of December where the theme of innovation and tourism entrepreneurship will be addressed by professors from IE Business School.

On 12 December, there will be a Forum open to the public that counts with the presence of, among others, leaders in innovation, top-level Startups, investors and relevant actors in the global innovation and digital transformation ecosystem. A unique debate will also be held in the framework of the Forum where policy makers and investors will shed light on guiding investment public policy principles and as well will debate on challenges and opportunities for tourism investment in the Americas.

For the official website and more information, please visit:  
<https://www.ie.edu/es/emprendimiento/actualidad/eventos/unwto-tourism-tech-adventures/>

# UNWTO News

## 3rd UNWTO/UNESCO World Conference on Tourism and Culture: Benefits for All 3-5 December 2018, Istanbul, Turkey



**The 3rd UNWTO/UNESCO World Conference on Tourism and Culture** will build on the outcomes of the two previous editions of this event and their respective Declarations: the 2015 Siem Reap Declaration, which recommended closer and targeted partnerships between stakeholders of culture and of tourism; and the 2017 Muscat Declaration, which committed its endorsees to enhancing the contribution of tourism and culture in national SDG strategies.

Both declarations make clear that we must embrace the idea of not just creating tourism and culture partnerships, but also harness their potential to positively impact communities, and improve the overall visitor experience.

The theme of the 2018 World Conference, 'for the Benefit of All', puts forward two priorities:

1) creating more inclusive partnerships between tourism and culture stakeholders that contribute to SDG implementation; and

2) promoting tourism development that encourages cultural interaction and ensures the benefits are shared by all communities involved.

This year's edition will concentrate on technology, visitor management models and the approaches that bring the widest possible range of benefits to both visitors and locals, while safeguarding cultural values and heritage in line with responsible tourism principles and the UNWTO Global Code of Ethics for Tourism.

The Conference will further highlight how cultural tourism can make an important contribution to the United Nations' 2030 Sustainable Development Agenda and its 17 Sustainable Development Goals (SDGs) in terms of poverty reduction, fighting inequality and promoting inclusive growth.