

AM Newsletter

VOL. 5. FEBRUARY 2019

Message from the Director

MR. ION VILCU

Dear Affiliate Member,

FITUR is over for this year and it was a very successful week for the Affiliate Members Department. I was happy to meet so many Affiliate Members at the fair. A lot of ideas were discussed and my team and I are working on making these ideas reality as soon as possible.

February will be a month of preparation for the 48th Meeting of the Board of the Affiliate Members that will take place within the framework of ITB Berlin in March. Many important issues will be discussed at the meeting and all Affiliate Members are welcome to attend the Board Meeting as observers. Furthermore, I am sure many of you will be attending ITB and I hope to meet with you there.

One of the Affiliate Members Department's priorities is the revival of the Working Groups and ensuring that they become more effective

and functioning. This was also discussed during the 40th Plenary Session of the Affiliate Members that took place in Hamedan in November 2018 and it is included in the Affiliate Members Department's Programme of Work for 2019. As a first step to achieving this, we are organizing meetings of the Working Group on Accessible Tourism and the Working Group on SDGs in February and I look forward to establishing an Action Plan for 2019.

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

Sincerely,



Ion Vilcu



AMD AT FITUR 2019

The Director of the Affiliate Members Department met with many AMs



BCC AND UNWTO AGREEMENT

Attend the 5th UNWTO World Forum on Gastronomy Tourism!



UNWTO.QUEST TO PUNTA DEL ESTE

Affiliate Member receives first UNWTO certification



REFUNDIT START-UP WINNER

The winner of the 1st UNWTO Start-up Competition announced!

Affiliate Members Department

Affiliate Members Department at FITUR 2019



FITUR 2019 took place from 23-27 January and was attended by many Affiliate Members. The Director of the Affiliate Members Department took advantage of this opportunity to meet with several Affiliate Members and tourism stakeholders to discuss future collaborations. The meetings resulted in fruitful discussions on new and upcoming trends in the tourism sector, the growth of the Affiliate Members Department and possible future ways to collaborate.

Affiliate Members Department

Affiliate Member Basque Culinary Center and UNWTO sign agreement for the holding of 5th UNWTO World Forum on Gastronomy Tourism



On 28 January 2019, the Basque Culinary Center and UNWTO signed the Agreement for the holding of the 5th UNWTO World Forum on Gastronomy Tourism (San Sebastian, Spain 2-3 May 2019). The new edition of this global forum is supported by the Ministry of Industry, Commerce and Tourism of Spain, the Basque Government, the Provincial Council of Gipuzkoa and the City of San Sebastián.

This year, the Forum will focus on **job creation and the promotion of entrepreneurship**, in line with 2019 UNWTO **Year of Education, Skills and Jobs**.

The event will serve as a backdrop for the announcement of the winner of the First Gastronomy Tourism Start-up Competition, after the five finalists will have pitched their project to participants and the jury.

Furthermore, a Masterclass on Gastronomy Tourism will focus on the key factors needed to develop real “person centric” competitive and sustainable gastronomy tourism in destinations.

This UNWTO Forum has been held since 2015. The BCC hosts it every two years with the aim to promote the exchange the most relevant experiences between experts in tourism and gastronomy, to identify best practices and to promote gastronomy tourism as a contributor to sustainable development.

For more information visit:

<http://www2.unwto.org/event/5th-unwto-world-forum-gastronomy-tourism-0>



Affiliate Member News

International Conference on WINE MARKET AND CULTURES OF CONSUMPTION Hong Kong SAR, China, 2-5 June 2019: First Announcement and Call for Papers



THE HONG KONG
POLYTECHNIC UNIVERSITY
香港理工大學

The School of Hotel & Tourism Management of The Hong Kong Polytechnic University is pleased to announce that, in collaboration with the UNESCO Chair “Culture and Wine Traditions” of the University of Burgundy, the first-ever International Conference on “Wine market and cultures of consumption” will be held on 2-5 June 2019 in Hong Kong SAR, China. This international conference aims at providing a platform for the wine industry practitioners, critics and journalists, policy makers, academics and students to exchange views and discuss current issues in wine trade, with a particular focus on sales and marketing of wine and the cultures of wine consumption especially in Asia, where the largest wine importers reside.

Call for Papers

Deadline for submission of abstracts: 31 January 2019

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

- Case Studies in Wine Industry
- Culinary Arts and Gastronomy
- Demand for Fine Wines in Asia
- Food and Wine Pairing
- Human Resource and Educational Development in Wine Industries

- Nutrition and Health in Wine Consumption
- Social and Cultural Wine Practices
- Wine Branding and Communication
- Wine Consumption Culture
- Corporate Social Responsibility
- Customer Preference and Psychology
- Enological Sciences and Techniques
- Government Regulations and Effects in Wine Trade
- Imports and Exports of Wine
- Patterns and Actors of Wine Evolution
- Vineyards and Viticulture Management
- Wine Consumer Behavior
- Wine Economics

Submission Information

Authors are requested to submit a three-page abstract (typed and double-spaced with font-size 12) of proposed topics by email to **Olivier Jacquet (Email: chaire.vin-culture@u-bourgogne.fr)** for French abstract or **Leslie Fung (Email: leslie.fung@polyu.edu.hk)** for English abstract for the final selection process. Indicate the author's name and affiliation only on the cover page of the abstract and not anywhere else.

Once the paper is accepted, at least one of the authors must register for and present the paper at the Conference.

Affiliate Member News

International Conference on WINE MARKET AND CULTURES OF CONSUMPTION Hong Kong SAR, China, 2-5 June 2019: First Announcement and Call for Papers

Final copies of accepted abstracts will be professionally published as edited conference book of abstract and in the electronic review of the UNESCO Chair "Wine Territories".

Authors of accepted abstracts presented at the Conference will be invited to submit their papers to selected journals for publication consideration after the Conference.

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Affiliate Member News

COTELCO bets on technological innovation in Colombian hotels

The relationship between the competitiveness level and technology implemented in economic activities is essential in the current context. Certainly, prioritize the design and the application of tools associated with science and technology has a direct and positive impact on company's growth. It is based on the fact that it is possible to save time and resources by an appropriate use of such tools, which translates into lower costs and, in many cases, the ability to exercise greater control and keep under observation the results obtained.

Taking into account the previous frame and once identified the current need in Colombian tourism sector to advance in overcoming barriers that hinder its development, specifically in the technological context, the Asociación Hotelera y Turística de Colombia - COTELCO created the Strategic Plan of Innovation and Tech Development for the Hospitality Sector, that will enable the identification of main trends, gaps, challenges and opportunities that the sector has in terms of ICT adoption, in addition to the creation of a measurement tool that will lead in an individual diagnosis and evaluation of each participant.

The described proposal has as principal target to increase competitiveness and productivity of 150 hotels in Colombia, through execution of ten stages in 20 months, including the construction of the general strategic plan and the entry of each establishment into the program, followed by self-evaluation process, conducting audits to participants, definition of a strategic deployment matrix, selection of technological tools, technical assistance workshops, implementation of an individual plan, follow-up audit, and finally, closure and impact measurement of the program

Hotels establishments will obtain multiple benefits joining the plan, like the analysis and guidance by experts regarding their current situation in terms of tech adoption, through implementing a customized and designed measurement for each of their areas. It will also allow establishing the digital presence level of the establishment to identify their strengths and weaknesses, which will be overcome, as the case may be, through technical assistance and support, and this, in turn, will lead to the implementation of technological improvements adapted to particular needs of each hotel.

Therefore, all this turns into a decisive opportunity for entrepreneurs in tourism sector, mainly for those who have establishments where technological tools do not have a prevailing role, since it is in such cases that the impact of their implementation will be more visible, allowing them to get into the market in a successful manner, with a greater degree of competitiveness at a national and international level, reflected in increase of their sales, reduction of their costs or improvement of processes within the hotel.



Affiliate Member News

Thessaloniki presents itself: Virtual Reality for UNESCO Monuments and the most important sights of the city



Thessaloniki Tourism Organization adds to the "tourist quiver" of Thessaloniki, innovative applications that offer visitors the opportunity to explore virtually and in three-dimension the city.

It is about two Virtual Reality applications (<https://thessaloniki.travel/en/useful-information/ios-android-apps>) for Android and iOS, through which Thessaloniki presents in a unique way itself, all over the world. Traveler users arriving in or planning to visit the city can download them on their tablet or smartphone via Play Store or AppStore by typing Thessaloniki VR and Thessaloniki UNESCO VR.

With the Virtual Reality Mask (or without it), the user can explore in 3D the city's most important sights, such as Arch of Galerius (Kamara), Galerius Palace (Navarino Square), Alaca Imaret, Aristotelous Square, Ladadika, the waterfront, the Statue of Alexander the Great and many more. There is also the ability to explore the 15 monuments of World Cultural Heritage that exist in Thessaloniki which are mostly the early-Christian and post-Byzantine ones, such as the White Tower, the Walls and other towers of the city, Rotunda, Agia Sofia, Saint Demetrius.

With this application the user can go "inside" the monuments since the particular Virtual Reality is about the interior of them.

The Vice Governor of the Region of Central Macedonia- Metropolitan Area of Thessaloniki & President of Thessaloniki Tourism Organization Mrs. Voula Patoulidou recently mentioned, "Virtual Reality Thessaloniki applications were presented for the first time in ITB Berlin Convention and the visitors were very impressed. Our aim is to point out the touristic and cultural wealth of Thessaloniki using Virtual Reality technology. The particular VR technology has proven that it can function as a big marketing tool. Thessaloniki is the first Greek city that presents officially itself in this way, taking into account that there is a consistent demand from people for such kind of experiences."

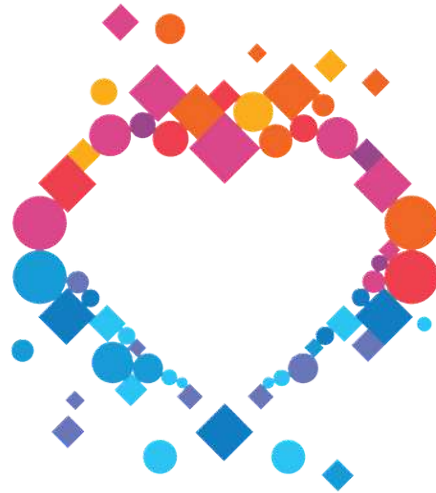
Each visitor, either being in Thessaloniki or at home planning his trip, can explore the city. For those who have visited the city before, they can "visit" it again through this. For events that have touristic character e.g. exhibitions or conventions, Thessaloniki Tourism Organization can provide them with 400 special VR masks.

Affiliate Member News

Thessaloniki presents itself: Virtual Reality for UNESCO Monuments and the most important sights of the city

According to Mrs Patoulidou, "For Thessaloniki Tourism Organization, it is also a powerful tool added to the Digital Tourism of Thessaloniki in which the parties that constitute it, have invested in it, attributing great importance for promotion and marketing."

The official portal of Thessaloniki Tourism Organization, **thessaloniki.travel** (through the Useful Information one can also "download" the applications) is currently translated in six languages (Greek, English, Russian, Chinese, Italian and German). Thessaloniki Tourism Organization has also daily presence on Facebook, Instagram and Twitter and it operates as a separate page for younger travelers. And now, in Thessaloniki's digital tourism, Virtual Reality tour is included into its most inner and beautiful places.



Thessaloniki
Many stories, one heart

THESSALONIKI TOURISM ORGANISATION

Affiliate Member News

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 Members Tourism and Foreign Affairs Department of Almaty City, The George Washington University, 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 researchers, 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.

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/>;

[http://www.almatytourism.kz/news/detail.php?](http://www.almatytourism.kz/news/detail.php?ELEMENT_ID=845;)

ELEMENT_ID=845;

or contact Conference Organizing Committee by

e-mail: caconference2019@gmail.com;

kenenbay2013@gmail.com; lyu@gwu.edu.



Almaty

Affiliate Member News

The Neighborhood Participation in the Care of the Monumental Archaeological Complex Mateo Salado, Supporting the Cultural Management of the Cercado de Lima - Peru



The Archaeological Complex Mateo Salado is located in the Cercado de Lima limiting with the districts of Pueblo Libre and Breña. It has an area of 17 hectares approximately, Being one of the most important archeological sites of the city and the main district by its monumentality. Since 2007 the Ministry of Culture held the value generating great expectation on the residents of the district; However, the work of and awareness on the part of the Cultural Manager and the Ministry of Culture was hard and took several years. Today, the face of the archaeological complex is another for approval of neighbors and visitors to the archaeological zone.

The support of neighbors and neighboring companies has opened up the possibility of integral development in terms of activities that in the archaeological zone are presented. The recovery, cleaning, conservation, restoration, perimeter area and lighting has been incorporated into the Archaeological Complex Mateo Salado To urban area showing its mystique and mystery to travellers arriving independently as the resort does not belong even to a path of

travel agency for not owning a site museum; however, the development of the archaeological complex and activities undertaken for the community has joined the ties between the district of the Cercado de Lima and the work of the Ministry of Culture.

The neighbors witnessed the “huaqueo” (the looting of an archaeological site, especially in Peru and other Andean countries) and deterioration of the so-called Huaca Mateo Salado view favorably the change that has occurred since the 2007 with the implementation of the value and are supporters of visiting the archaeological zone in their day and night tours are scheduled each month. In the same way, with the desire to provide a better service to visitors is done calls for volunteer work so that young students of tourism can make trainings and achieve support with the school guided tourism and meet the neighborhood of permanent awareness calls.

Once we toured around the small Monumental Archaeological Complex Mateo Salado without

Affiliate Member News

The Neighborhood Participation in the Care of the Monumental Archaeological Complex Mateo Salado, Supporting the Cultural Management of the Cercado de Lima - Peru

knowing the importance and the value it had, today we are in debt and we dedicate ourselves to actively support the Cultural Manager on calls and citizen participation. It has been a privilege to grow between the history of their pyramids, rediscovering the path of prehispanic cultures that settled in it, as well as the importance of the collective support of neighbors and companies identified with the archaeological zone and concerned in its conservation.

Citizen participation is not only to know its cultural value, is part of the identity of the district and the country. We are a beautiful land with a wonderful legacy of streets full of history and archaeological areas in each district. The citizen engagement is now taught from parents to children of the district as part of the national identity and district that every place you need for conservation.



Affiliate Member News

Tribal Communities Benefit from Cultural Heritage Tourism Program



Eager to see bears, moose and wolves in the wild, walk on a glacier or hike in the majestic Talkeetna and Chugach mountains, visitors to south central Alaska routinely drive right by the small communities in the traditional territory of Chickaloon Native Village. Jessica Winnestaffer is determined to change that. The tribal biologist and Environmental Stewardship Director wants to put Chickaloon Village squarely on the radar of tourists, and to do so, she recently launched a tribal initiative that she describes as still in its infancy. To nurture it along, she enrolled in the Cultural Heritage Tourism Professional Certificate Program, jointly offered by the International Institute of Tourism Studies (<https://business.gwu.edu/>) and the American Indian Alaska Native Tourism Association (<https://www.aianta.org/cultural-heritage-certificate-program/>). The six-week, self-managed program is designed to provide tourism entrepreneurs and community leaders with the tools to identify and develop local assets that would most appeal to tourists—from cooking and crafts workshops to nature walks to historical sites.

For rural communities like those around Chickaloon Village, which once relied heavily on coal mining, tourism can provide both an alternative source of income to toxic extractive industries and a huge incentive to protect cultural and natural resources.

The cultural fabric of Chickaloon and the Ahtna people was severely fractured over many years by government attempts at assimilation. Between the late 19th and early mid 20th centuries, native Indigenous children across the country, including Alaska, were taken from their families and sent to boarding schools, where they were forced to speak English and severely punished for stop speaking their languages and practicing their customs. Winnestaffer believes that tourism can help to heal the community's painful history, instill a communal sense of pride and generate revenue.

Even before taking the GW courses, Winnestaffer had already applied for and received funds to train five Ahtna Cultural Tour Guides, including several young people between 17 and 25.

Affiliate Member News

Tribal Communities Benefit from Cultural Heritage Tourism Program

Although the grant covered their salaries and training, she needed guidance to better understand what a professionally run tourism program entails—how to identify, develop and promote the assets and activities that most appeal to visitors, how to manage local and small businesses, and how convince community members of the benefits of hosting tourists.

“For a novice like me, the program provided a good introduction. I particularly appreciated the cultural focus,” reflected Winnestaffer. “Rather than tourism generally, which is what’s usually available, the courses addressed issues that were of specific relevance to tribes and heritage tourism.”

Winnestaffer’s next step is to conduct a cultural tourism assessment—a concept that was brand new to her just a few weeks ago. “I have a toolkit and I understand how to use it,” she offered with obvious enthusiasm.

Given Winnestaffer’s commitment to the task, there’s little doubt that before long many of the tourists who make their way up the Glenn Highway each summer will soon be stopping off to explore the cultural heritage of Chickaloon Native Village.

For more information on the certificate program in cultural heritage tourism, please email culturaltourism@gwu.edu or visit our website: <https://business.gwu.edu/professional-certificate-cultural-heritage-tourism>

International Institute
of Tourism Studies

THE GEORGE WASHINGTON UNIVERSITY

Affiliate Member News

GainingEdge introduces Convention Cities Competitive Index

GainingEdge recently launched a new index which ranks cities in terms of their competitive strength for attracting international conventions. The index will help destinations gain insights into how much convention business they should expect to host on an annual basis.

The index scores cities based on their strengths in relation to 11 key drivers that GainingEdge says influence association decision making during destination selection processes. The first three are the “hygiene factors” (the essentials) including convention centre capacity, hotel capacity and air access. These account for 45% of the weighting on scores. The next three are “competitive advantage” factors including the size of the destination’s association community, cost and destination appeal in both a business and tourism sense. These account for 30% of the weighting.

The final 25% of the possible points relate to what GainingEdge calls “key differentiators” which include logistics, market size, economy, business environment and safety & stability.

GainingEdge has introduced the concept of fair share into the equation. By factoring the competitive strength of destinations against the total business being produced in their competitive sets, the index can give them an indication of whether they are ahead or behind where they should be.

The purpose of the new index was to help cities in their goal setting and also to provide a meaningful new resource for use in their strategic planning processes.

The Index has a lot of useful applications for convention bureaus, tourism offices and destinations. These include:

- **Competition analysis** - the Index provides useful metrics on each of the cities that can be incorporated into a given city’s market planning

- **Goal setting** - helping cities and their stakeholders better understand realistic business expectations.

- **Performance measurement** - over time the index can help cities track their performance against competitive sets.

- **Strategic visioning** - helping cities to set visionary goals that are attainable over time.

- **Strategic planning** - providing useful insights into developing strategies and more importantly distinguishing the competitive factors that are needed to drive success in reaching strategic goals.

- **Strategic resourcing** - support in evaluating the resource needs that align with strategic aspirations.

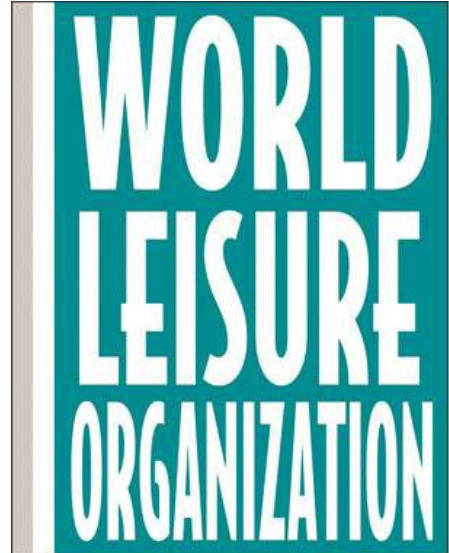
- **Strategic product development** - offering information that helps them identify the product issues that require priority attention and validating to policy makers and stakeholders what needs to be done.

- **Communications and branding** - helping them identify key issues that need to be addressed in a destination’s communications processes.



Affiliate Member News

Keqiao District honoured as a World Leisure Community of Excellence



Keqiao District (Shaoxing, China) has been designated as a World Leisure Community of Excellence (<http://worldleisure.org/communities-of-excellence/>) for 2018 by the World Leisure Organization (WLO). This title recognizes Keqiao's innovative and successful use of leisure to improve its citizens' quality of life.

"As an open, inclusive, leisure and innovative emerging city, Keqiao will regard this honor as a new starting point and firmly develop leisure as a significant approach to enhance the welfare of our citizens," says Zhijiang Shen, Party Secretary of Keqiao District Committee. "We sincerely invite friends all over the world come to Keqiao for sightseeing, boating, skiing, experiencing culture and having fun." Rulang Zhao, Deputy Party Secretary of Keqiao District Committee and Governor of Keqiao District declares: "Being awarded as a World Leisure Community of Excellence, the highest leisure honor in the world, will be an important milestone for Keqiao District to gather cohesive, high-quality, modern and competitive development forces. In the future, we will continue to promote sports as a form of leisure by sports, enhance fashion-related leisure, cultivate taste through fashion, and create a high-quality life circle to meet our citizens' yearning for a better life."

Last December 2018, the WLO advised Keqiao District staff that there had been a unanimous decision to recognize and designate the Keqiao District as a World Leisure Community of Excellence for 2018. In its announcement, the WLO stated, "the District of Keqiao is being recognized with this award for its remarkable contributions as a community to promoting leisure as a means to enhance the human condition. Keqiao serves as an exemplar of how to build a sense of community by educating its citizens in leisure through diversified activities, enhancing leisure as essential to the social, cultural, economic, and sustainable environmental development of the community."

The title World Leisure Community of Excellence is given to communities that have successfully used leisure in all its forms to reinvent themselves and to improve the economic, social and cultural lives of their citizens, and that have made substantive contributions consistent with advancing the mission of WLO. In so doing, WLO brings global attention to the excellence communities have achieved through working together with their citizens to promote leisure as a means to enhance the human condition.

Affiliate Member News

Connect, learn, grow at Start-Up Innovation Camp 2019!

For the 4th time, World Tourism Forum Lucerne (WTFL) is organizing the Start-Up Innovation Camp in Lucerne, Switzerland on 1-2 May 2019. Travel-, tourism- and hospitality-related Start-ups from all over the world have now the opportunity to apply for this competition covered in new vision of something bigger, design and structured application form. For more information visit <https://innovation2019.wtflucerne.org/>.

Who can apply? Start-ups younger than 5 years with existing product and first sale and international vision and ambition. WTFL is searching for the most innovative business models, which are creating a big impact in their region.

What is the process? Start-ups can apply until 24 February at: <https://innovation2019.wtflucerne.org/applynow>. The jury members will evaluate the start-up applications and select the finalists. The jury will select 15 finalist, which will be invited to pitch in front of international investors, industry executives and experts at Start-Up Innovation Camp 2019 in Lucerne on 1-2 May 2019. All the finalists also receive free entry to WTFL 2019 on 2-3 May 2019 where they can meet the most influential industry leaders and listen to diverse panels and inspiring speeches, as well as attend personalized workshops. Finally, the jury will select 5 winners (each in one category) based on their live elevator pitches and Q&A.

What are their benefits? Each category winner will receive Start-Up Innovation Award of 20'000 USD, "5 Minutes of Fame" at the main stage of WTFL 2019, 2-year coaching programme with experienced industry executive, free participation for WTFL 2021, and WTFL Start-Up Alumni network membership.

What is the programme? Exciting and interactive elevator pitches will take place on 1 May 2019 and are open to public. The public has an important



role, as they can ask questions as well as determine the "Public Prize Winner" with the special prize. On 2 May 2019, start-ups will receive personalized advice and feedback at 1:1 Coaching Talks with industry experts. This is their chance to improve the skills and take their business to the next level. We are also inviting all the Start-Up Alumni, past finalists and winners, to Start-Up Alumni Meet-up where they can share their experience with young entrepreneurs.

We are inviting you to take part at Start-Up Innovation Camp 2019 as freshly founded start-up in need of coaching, network and finance. If you recognize yourself or you know one, we encourage you to share the information and register online at <https://innovation2019.wtflucerne.org/applynow> until 24 February.

Affiliate Member News

Connect, learn, grow at Start-Up Innovation Camp 2019!

We are also inviting you to join us at Start-Up Innovation Camp 2019 as the public or as Start-Up Alumni and take the decision in your hands – help us find the most innovative start-ups by voting for the “Public Prize Winner”, challenge them with questions or share your success story at Start-Up Alumni Meet-up. To register free of charge, please visit <https://www.wtflucerne.org/start-up-innovation-camp-guests>.

Let's connect, learn and grow together at Start-Up Innovation Camp 2019!



UNWTO News

Punta del Este Convention Bureau Receives First UNWTO.QUEST Certification



The World Tourism Organization (UNWTO) has granted UNWTO.QUEST Certification to the Punta del Este Convention Bureau, which became the first destination management organization in the world to receive this certification.

The Punta del Este Convention Bureau, a UNWTO Affiliate Member, participated in the UNWTO.QUEST Certification pilot project that was created to advance excellence and quality in strategic leadership, management and governance in destination management organizations (DMOs).

Throughout the process, the UNWTO—through the UNWTO Academy—accompanied the DMO in a process of constant improvement with a tailor-made training plan, which enabled the institution to reinforce its internal capacities and governance, and successfully meet the standards and criteria of UNWTO.QUEST Certification, thus contributing to the competitiveness and sustainability of Punta del Este as a tourism destination.

The UNWTO.QUEST Certification awarded by UNWTO Secretary-General Zurab Pololikashvili to the Punta del Este Convention Bureau is an example of the UNWTO's commitment to its Member States and Affiliate Members in the areas of governance and quality.

UNWTO.QUEST is a strategic tool aimed at destination management organizations in order to enhance their performance and strengthen their governance and institutional capabilities.

More information is available at:
<http://marketintelligence.unwto.org/content/unwtoquest>.

UNWTO News

Refundit Wins 1st UNWTO Global Tourism Startup Competition



Refundit, an Israeli startup, was declared the winner in the final phase of the 1st Global Tourism Startup Competition, organized by the World Tourism Organization (UNWTO) and Globalia, and held within the framework of the FITUR International Tourism Fair, topping 3,000 entries from around the world.

The Competition, launched in June 2018 by the UNWTO and Globalia, the leading tourism group in Spain and Latin America, attracted 3,000 entries from 133 countries. The Competition sought out the world's most disruptive initiatives that are transforming the way people travel and experience tourism, while hewing closely to the principles of economic, social, and environmental sustainability.

Refundit is the winner of this inaugural edition of the Competition. The Israeli company offers an app that facilitates VAT refund for tourists visiting the European Union. The refund process is carried out through the app itself.

In addition, Globalia and the UNWTO recognized The Freebird Club as the project with the greatest sustainability impact. The platform connects seniors, providing them with opportunities to travel to different countries and meet new people in the network.

For its part, Portugal Ventures, as an investment partner or investment partner, has selected Pruvo, The Freebird Club and E-bot7, so that they can develop their projects in Portugal.

The objective of this competition is to harness innovation and tourism investment in order to create better tourism products, improve the governance of tourism and turn sustainability into the backbone of tourism, creating jobs and generating opportunities.

In addition, it highlights public-private collaboration as one of the key factors for the creation of opportunities for the tourism sector, communities and their people to share ideas and projects.