

# MAGAZINE

278 JUNE  
2020



# SKÅL

INTERNATIONAL  
Connecting Tourism Globally





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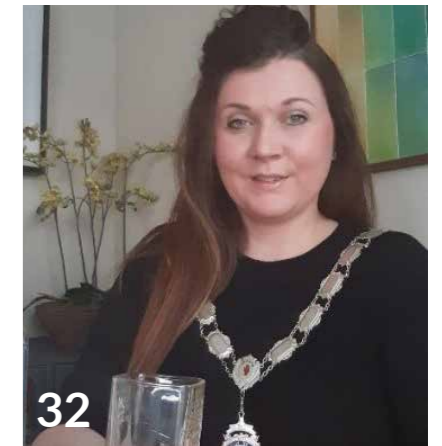
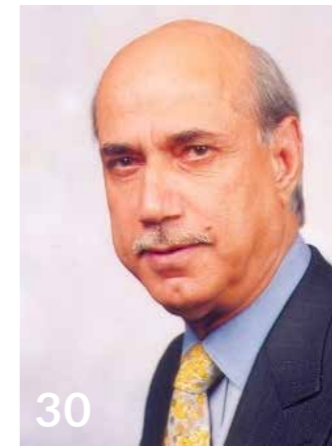
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# MESSAGE FROM THE PRESIDENT



Peter Morrison  
President

## SKÅL INTERNATIONAL CANNOT AFFORD TO STAND STILL

As we now start to see a slow reopening of countries borders and restrictions in a number of cities around the world being loosened, we all must look forward to the future.

The lifeline of all our members – Tourism and Hospitality, will need real support to transition into the post COVID-19 reality.

Your Executive Board is well aware of this and you will have seen in recent weeks a lot of communication to this effect.

Our rebuild plan recognises the need to move on from a reliance of getting more members, but rather retention of the valued membership we have already.

While we are still to see the full impact of COVID-19 on our membership, there are obvious signs that it will tighten. Of course, we do want new members but **the focus must be retention.**

Our focus from the Executive Committee and General Secretariat, plus our clubs worldwide must put retention right at the top of the list. Clubs and National Committees must do all they can to **support their members.** We are focussing on our Webinar Series to further train, inform and update all members.

You will have seen all the 'in words' that are used daily everywhere – pivoting, unprecedented, re-imagined or the new normal.

**The actual real words we must be using now are** "survival, cashflow, safety, kindness, helpfulness, redundancy and furloughed".

We need to empathise and have compassion when dealing with our fellow members in these situations.

Right now, out there **it is** tough. There are challenges which can be daunting. **Together we as Skål International can overcome these.**

NOW IS THE TIME FOR ALL  
SKÅLLEAGUES TO UNITE.

Travel in the past decade became relatively cheap and an 'everyman' commodity. This will take some time to recover to these halcyon days. Incentive travel will probably lead a lot of our members back to financial security. We must all try to get this back in the wider public's minds.

Skål International will work with other Travel organisations, Travel Press and UNTWO to ensure our experienced voice is heard.

Now is the time for all Skålleagues to **unite.** This is not a cliché.

Doing business with friends, networking and showing compassion to our fellow members will be big in retention of our very valued membership.

As I said when this pandemic first raised its ugly head; it is going to be a tough journey ahead. With clear focus on what I have said above; **we have the best opportunity to get through this together.**

With kindest thoughts.

Yours in Skål

**Kia Kaha (Stay Strong)**

Peter C Morrison MNZM  
Skål International  
President 2020

# NOTE FROM THE CEO



Daniela Otero  
CEO

## THE TIME HAS COME TO RESTART TOURISM

The world is slowly reopening according to a new study by the World Tourism Organization (UNWTO), and destinations are cautiously relaxing the travel restrictions introduced in response to COVID-19.

At the same time as the United Nations specialised agency is publishing its Global Guidelines for reopening Tourism, in which it outlines the transition to a de-escalation that allows the sector to emerge better and stronger, 22% of destinations around the world have taken steps to ease travel restrictions.

Caution is clearly the prevailing factor for returning to the new normal, and work is also being carried out against the clock to implement the new health protocols required. Governments are formulating these new regulations together with the private sector, in line with WHO recommendations.

It's important for each of us to obtain these regulations at a national level, depending on where we live, since they may be somewhat different in each country.

## GUIDELINES AND PROTOCOLS FOR THE NEW NORMAL

In Spain, a compendium of **Guidelines for reducing the spread of the SARS-CoV-2 Coronavirus in the Tourism sector** has been published. As an example, and for those who are interested, you can consult them at [this link](#).

The guide - produced by the Office of the Secretary of State for Tourism, the Ministry of Industry, Trade and Tourism, under the coordination of the Ministry of Health and with the participation of the sector - is a tool to help ensure activity in companies or work centres while at the same time protecting the health of their staff and customers.

A few weeks ago, the fifth meeting of the World Tourism Crisis Committee was also held. The [UNWTO Guidelines to Restart Tourism](#) were presented at this event.

This important document outlines the roadmap for the sector and its priorities in the difficult months to come, with recommendations that range from providing liquidity to vulnerable companies to opening borders and coordinating new health protocols and procedures.

## SUSTAINABILITY AND INNOVATION: NEW GLOBAL CHALLENGES

At the same time, the leading figures in the Tourism sector continue to promote innovation and sustainability. These two elements need to stop being a small part of the sector and become the mainstay of everything we do. In this way, at the same time as we restart tourism, we can build a sector that's more beneficial for people and for the planet in general.

To conclude, I'd like to share with you all the words I heard a few days ago at a meeting with the UNWTO Secretary General, Sr. Zurab Pololikashvili:

*"As we get ready to travel again, we should remind tourists of the positive difference their choices can make. Our actions can be meaningful and can illuminate the path to follow, as we travel again to restart Tourism".*

Daniela Otero  
CEO



## GENERAL SECRETARIAT TEAM IS BACK IN THE OFFICE

As the state of alert and confinement in Spain due to the COVID-19 pandemic has ended, we inform our members that the Skål International General Secretariat team will resume its work at the physical office on Monday 29 June.

This return to the workplace will be carried out by incorporating the necessary safety measures to ensure compliance with the regulations issued by the Spanish Government.

Thank you for all your cooperation during these months.

Daniela Otero  
CEO



## ARE YOU ZOOM FATIGUE?

In the past three months we all have been forced to become some type of tech geeks thanks to COVID-19 Pandemic! Due to lockdowns we were forced to use technology more in every aspect of our lives. This also affected our communications within our Skål International clubs and membership.

Our organisation has been established over the principles of friendship and amical. These principles have been practiced through face to face contacts for the past 86 years. Now with COVID-19 pandemic we have been forced to use technology; we started to conduct our monthly meetings on virtual platforms.

I must admit; **I have been amazed by the creativity of our club officers and members in conducting the monthly virtual meetings!** Many clubs have used different themes for their meetings; some had the dinners delivered to their members at their homes before meetings, some had virtual happy hours with one Skålleague leading the meeting out of a brewery; others conducted joined meetings where they even virtually exchanged banners! This has all been fun for sure. However, this has its setbacks as well; it is called 'Zoom fatigue'. Recent studies suggest that being on a video call requires more focus than a face-to-face chat. Video chats mean we need to work harder to process non-verbal cues like facial expressions, the tone and pitch of the voice, and body language; paying more attention to these consumes a lot of energy and results with so called 'Zoom Fatigue'.

Good news is we do not have to suffer too long from 'Zoom Fatigue'; although we are all dependent in many ways now on the efficiencies and benefits that technology and global connections bring to us, the imperfections of the same technology also serve to underscore the importance of maintaining face-to-face relationships. After all, **nothing is more powerful than a personal connection.** Most would agree that much more gets done and creative juices flow more freely when people meet in person. Recent surveys suggest in-person meetings will continue to complement the virtual communication we rely on for so many things. Even millennials — with a strong affinity for mobile apps and social media networks — crave the personal connection.

As we slowly start to see restrictions in lockdowns and travel being lifted, I have no doubt that our Skålleagues will go back to our regular face to face meeting formats where the basic principles of our organisation; friendship and amical can be experienced again in full by personal connections. We all need to remember that this is what differentiates Skål International from all other organisations around the globe; the personal connection we create during the face to face meetings we conduct on regular basis and the lifetime friendships we establish through our amazing worldwide network.

I cannot wait to see you all in person at the next Skål International meeting whether it will be at a local, national or international!

In Friendship and Skål,

Burcin Turkkkan  
Membership Development, Strategies, and Innovation  
Skål International Director  
[burcin.turkkan@skal.org](mailto:burcin.turkkan@skal.org)



# CLUBS & NATIONAL COMMITTEES WEBSITES

Skål International will provide all clubs and National Committees a website with no setup or hosting costs.

The sites will be created in Odoo, which has a web architecture system and the structure of the web could be just by club or connected to a National Committee website, where all clubs belonging to a National Committee will be linked and they will be able to share information directly from the National Committee website. The editing will be done using Odoo and the content and expansion of the website will be the responsibility of the club.

In order to homogenize the image of the organization all Skål International, clubs will receive a free website with a corporate design following the image of the organization. No email accounts will be provided in this free package. The websites will be created in one of the official Skål International languages.

## All the websites will have:

- A Skål International subdomain.
- Common pages in all websites.
- Members database.
- Online Membership Form.
- Single log in.
- News Blog.
- Skål International events.
- Simple contact form.
- Club/National Committee Documents, Videos, and Images Sharing Module.

**Each club/NC will be responsible for maintaining and updating their website and the webmaster chosen by the club or National Committee will have CMS permissions to do so:**

- Post clubs or National Committees events.
- Create new pages.
- Create Blog news directly from the web.
- Sort the website menus.
- Live chat with a chosen person from the club.

We are currently developing this module for the clubs' and National Committee websites and shortly a survey will be sent to request some information and sign of the completion of your club or National Committee website.

In July, we will start with the development of the websites of the clubs that already have their website hosted by Skål International HQ. Germany and France will follow and successively the rest of the clubs. Completion of the website project is expected by the end of 2020.

## Excluded Services:

This means that members and National Committees will have to contract for these services:

- Special designs and layouts not provided for within the templates.
- Creation of content.
- Forms, field inclusion and logic of these forms.
- Online shops and payment systems are not included.
- Direct or indirect support.
- Synchronisation with any other platform or website.

As Odoo is well known, any club and committee that wish to have a management system beyond a website will need to talk to an authorized provider, which can be one that Skål International is currently working with or any other provider.

Daniela Otero & Skål International  
CEO Skål International Executive Committee

# SKÅL INTERNATIONAL

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## WEBINARS

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The Skål International Webinar Series started in May and during these weeks we have promoted 4 webinars, conducted by Daniela Otero, CEO of Skål International, covering different current topics with high level specialists in the Tourism sector.

Did you miss any of them?

Follow the links to watch them!



12 MAY [PLAY ▶](#)

### UNWTO COVID-19 Response

**Manuel Butler Halter**, Executive Director of the United Nations World Tourism Organization (UNWTO), was the guest speaker at the first Skål International Webinar with a presentation on the UNWTO response to COVID-19 and future perspectives in the Tourism industry.



20 MAY [PLAY ▶](#)

### The future in the events organisation

**Nick Pilbeam**, Director of Reed Exhibitions' Travel Division, was the guest speaker in a Q&A session that addressed problems, solutions and trends in the future of the events industry.

Keep updated for next Webinars!

We are preparing interesting sessions with experts from IATA and the Hospitality sector. We will inform all our members about the date of these webinars as soon as possible.



03 JUN [PLAY ▶](#)

### Leadership in times of crisis

**Carina Bauer**, CEO of IMEX Group, discussed good practices in leadership management with Daniela Otero, CEO of Skål International, answering questions from participants during the session.



10 JUN [PLAY ▶](#)

### Travel agencies, how to deal with the new reality

**Carlos Garrido de la Cierva**, President of CEAV (Spanish Confederation of Travel Agencies), entity member of the World Travel Agents Associations Alliance, was the guest speaker at this Q&A session that addressed from the business model and how to renew the value proposal, to new protocols facing COVID-19.





# SUSTAINABILITY AS THE NEW NORMAL.

## A VISION FOR THE FUTURE OF TOURISM

To mark World Environment Day, the [One Planet Sustainable Tourism Programme led by the World Tourism Organization \(UNWTO\)](#) announces its new vision for global Tourism— growing better, stronger, and balancing the needs of people, planet and prosperity.

The One Planet Vision for the Responsible Recovery of the Tourism Sector builds on the UNWTO Global Guidelines to Restart Tourism, with the aim to emerge stronger and more sustainable from the COVID-19 crisis.

This combined effort comes at a time when several destinations around the world begin to ease restrictions on travel and mobility and the Tourism sector is getting ready to resume its activity with the lessons learned from the pandemic.

UNWTO Secretary-General Zurab Pololikashvili said: “Sustainability must no longer be a niche part of Tourism but must be the new norm for every part of our sector. This is one of the central elements of our Global Guidelines to Restart Tourism. It is in our hands to transform Tourism and that emerging from COVID-19 becomes a turning point for sustainability.

### **Better, more sustainable, and resilient growth.**

The One Planet Vision calls for responsible recovery for the Tourism sector, which is founded on sustainability, to build back better. This will underpin Tourism’s resilience to be better prepared for future crises. The Vision will support the development and implementation of recovery plans, which contribute to the Sustainable Development Goals (SDGs) and to the Paris Agreement.

At a time when governments and the private sector are embarking on the path to recovery, the time is right to keep advancing towards

a more economically, social and environmentally sustainable Tourism model.

### **Private sector committed to lead by example.**

Sabina Fluxà, Vice-Chairman and CEO Iberostar Group , a leading international Hotel and Resort company, stressed that " it is imperative to keep focused on creating a more responsible and fair way to travel", adding that "Iberostar has responded by integrating sustainability in elevated safety protocols and further committing to our circular economy policies to ensure any new waste is managed properly."

According to Delphine King, Executive Director of The Long Run, an international community of nature-based tourism businesses, "Our members collectively conserve over 20 million acres of fragile ecosystems, and none of this work has stopped despite the pandemic and tourism’s pause, demonstrating where priorities lie."







James Thornton, CEO, Intrepid Travel, a leading provider of adventure travel experiences, call for committed actions and underscores that, “We believe climate action is a collective commitment to the sustainability of the entire travel industry, and the world we so love to explore”.

The One Planet Vision for the Responsible Recovery of the Tourism Sector is structured around six lines of action to guide responsible tourism recovery for people, planet and prosperity, namely public health, social inclusion, biodiversity conservation, climate action, circular economy and governance and finance.

 Access the full document One Planet Vision for a Responsible Recovery of the Tourism Sector.

For enquiries, please contact Virginia Fernandez-Trapa at UNWTO: [vftrapa@unwto.org](mailto:vftrapa@unwto.org).

### About the One Planet Sustainable Tourism Programme

The One Planet Sustainable Tourism Programme aims to enhance the sustainable development impacts of the tourism sector by 2030 by developing, promoting and scaling up sustainable consumption and production practices that boost the efficient use of natural resources, while producing less waste and addressing the challenges of climate change and biodiversity. The One Planet Sustainable Tourism Programme is led by UNWTO, with the governments of France and Spain as co-leads and in collaboration with UNEP.

*Article originally published by the World Tourism Organization (UNWTO).*

# SKÅL CANADA'S EXCLUSIVE POLAR BEAR ADVENTURE



NOVEMBER 1-3, 2020

[LEARN MORE](#)



For centuries Polaris, the North Star, has depicted True North, a navigational reference for adventure-seeking explorers in their expeditions across the often-perilous oceans. Our True North is an unwavering love for Canada's North - the extraordinary wildlife, the incredible landscapes and the remarkable people and their customs. We consider it a privilege to share this awe-inspiring land with visitors from around the world.

Find your True North on an authentic experience with **Frontiers North Adventures**.



SUMMER (JUNE, JULY AND AUGUST)  
Sing with thousands of **beluga whales** on the Churchill River.

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Explore the subarctic tundra during peak **polar bear** season.

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Witness the **northern lights** from the warmth of a Tundra Buggy®.

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# UNWTO RELEASES A COVID-19 TECHNICAL ASSISTANCE PACKAGE FOR TOURISM RECOVERY



The World Tourism Organization (UNWTO) has released a [Tourism Recovery Technical Assistance Package](#) to offer guidance to Member States in response to COVID-19. The package is structured around three main pillars: economic recovery, marketing and promotion and institutional strengthening and resilience building.

With Tourism among the hardest-hit of all sectors, UNWTO has identified three possible scenarios for the months ahead. Depending on when restrictions on travel are lifted, international tourist arrivals could decline by 60-80% in 2020.

This could translate into a decline in export revenues from Tourism of between US\$910 billion to US\$1.2 trillion and place 100-120 million jobs directly at risk. The social ripple effect is also feared to be at least equally challenging for many societies the world over.

Against this backdrop, the COVID-19 Tourism Recovery Technical Assistance Package is designed to support governments, the private sector and donor agencies face this unprecedented socio-economic emergency.

UNWTO Secretary-General, Zurab Pololikashvili says: “We must support the Tourism sector now with real actions while we prepare for it to come back and be stronger and more sustainable. Recovery plans and programmes for Tourism will translate into jobs and economic growth, not just within Tourism itself but across the whole of societies. This package of support will help governments and business implement our Recommendations for Recovery”.

## **Call for action: economic, promotional and institutional measures.**

Alongside the [set of recommendations](#) already released by UNWTO to call for action to mitigate the socio-economic impact of COVID and endorsed by the UNWTO Global

Tourism Crisis Committee, the package identified three potential areas of intervention to accelerate the recovery of Tourism: economic, promotional and institutional.

The COVID-19 Tourism Recovery Technical Assistance Package makes the case for policies and measures to be introduced to stimulate the economic recovery of the Tourism sector. These should be introduced alongside the development of impact needs assessments and country-specific plans for Tourism recovery, among other measures.

In terms of marketing and promotion, UNWTO stands ready to provide technical assistance to identify markets that can help accelerate recovery, addressing product diversification, and (re)formulating marketing strategies and promotional activities.

The third pillar, institutional strengthening and resilience building, is particularly aimed at enhancing public-private partnership and promoting collaborative efforts for Tourism recovery, and, enhancing skills in crisis management and recovery.

## **Tourism for Sustainable Development.**

The technical support offered by UNWTO is designed to help Members work towards the 2030 Agenda for Sustainable Development and the 17 Sustainable Development Goals (SDGs). Several of these Goals directly relate to Tourism, most notably the SDGs 8, 12 and 17, on ‘Decent Work and Economic Growth’, ‘Responsible Consumption and Production’, and ‘Partnerships for the Goals’.

UNWTO is also working as part of the wider UN response to COVID-19, emphasizing the role Tourism can play in shielding developing countries and the most vulnerable members of society from the worst impacts of the current crisis.



Access the full document [COVID-19 Tourism Recovery Technical Assistance Package](#).

Article originally published by the World Tourism Organization (UNWTO).



# SKÅL INTERNATIONAL SUSTAINABLE TOURISM AWARDS 2020

NOMINATIONS CLOSE  
30 JUNE 2020





As an international organisation of Tourism industry leaders, Skål International is a powerful force in the Travel and Tourism industry to initiate change and encourage the conservation of the environment in order to promote Tourism and Travel.

Following the United Nations declaration in 2002 as the Year of EcoTourism and the Mountains, Skål International launched the Sustainable Tourism Awards to highlight and acknowledge best practices around the globe.

Over 800 participants have entered these awards and we find in the last days to enter.

Any company from the public and private sector, NGOs, government agencies, educational institutions worldwide are welcome to submit an entry in one of the following available categories.

#### Available categories:

1. Community and Government Projects.
2. Countryside and Biodiversity.
3. Educational programmes and Media.
4. Major Tourist Attractions.
5. Marine and Coastal.
6. Rural Accommodation.
7. Tour Operators-Travel Agents.
8. Tourist Transport.
9. Urban Accommodation.

#### How to Enter

Simply complete the [Application Form](#). You will be also asked to attach a letter of endorsement from a Skål International club or another Tourism Organization, Tourism Government Agency or Local Tourism Authorities.

APPLICATION FORM



#### Why should you enter these Awards?

To enhance visibility and get recognition of your outstanding performance in terms of sustainable and responsible Tourism.

To increase your contacts and introduce your products and services to professionals from the Tourism industry from all over the world.

To obtain media coverage among the entire Skål International membership worldwide and our international press contacts.

To have the possibility to win a one-year free certification granted by Biosphere Tourism.

#### Special Award

Skål International has established a partnership with [Biosphere Tourism](#) and the [Responsible Tourism Institute](#), to give the "**Special Skål Biosphere Award**" that will be presented to one of the winners of the Sustainable Tourism Awards.





## Prominent and distinguished judges to evaluate responsible projects.



We are delighted to announce that the **2020 judges** represent important international organizations. They will evaluate all entries received according to leadership criteria in sustainability that encompass tangible, measurable benefits to the environment, enhance business, and the society and communities in which they operate.



### Patricio Azcárate Díaz de Losada

General Secretary | [Responsible Tourism Institute](#)

Patricio holds a bachelor's degree in Biology from the Universidad Complutense de Madrid, an MBA from the MBA Business School and a master's degree in Biotechnology from Aliter Escuela de Negocios.

He has more than 15 years of professional experience in the field of scientific research and the Tourism sector. He has been responsible for the management of RTI (Responsible Tourism Institute) for the last 5 years, coordinating the strategy of the Biosphere projects at an international level.

Among other activities, he has been responsible for the Strategic Tourism Plan in León (Spain) and Ibagué (Colombia), as well as coordinating the certification of all the Biosphere hotels and the hotel chain Hoteles City in Mexico (made up of 100 hotels). He has also been a member of "GSTC Destination Working Group" and has been actively involved in the activities

surrounding the International Year of Sustainable Tourism for Development (2017), with 4 major events and their scientific documents.

He has received extensive training in areas related to Tourism sustainability and certifications such as 'Senior Technician in Corporate Social Responsibility' and 'Course of Internal Auditor in Environmental Management ISO 14001: 2004', among others. He has conducted audits and consultancy processes in more than 200 hotels and 25 destinations, with an in-depth knowledge of the certification process and the sustainability aspects that are necessary for the Tourism industry.



### Ellen Rugh

Program Manager | [Center for Responsible Travel \(CREST\)](#)

Ellen is a LEED-accredited Green Associate and has completed a dual M.A. degree in International Affairs from American University in Washington, DC and in Natural Resources & Sustainable Development from the University for Peace in Costa Rica.

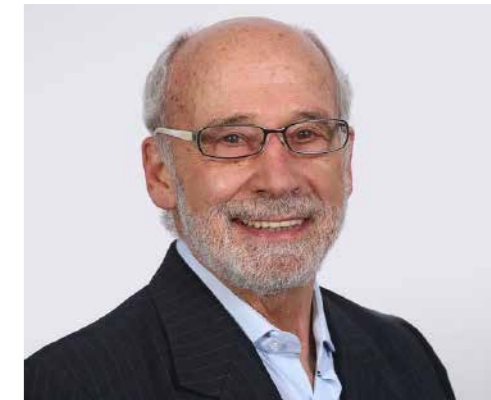
After completing an undergraduate thesis on ecotourism in Costa Rica and Panama during her years at Penn State University, Ellen's academic and professional goals immediately began to focus on sustainable tourism. While studying and living in Costa Rica, Ellen had the opportunity to work in a sustainable luxury hotel, learning how

to champion sustainability as the cornerstone of a successful business model. Additionally, Ellen continues to work closely with CREST's partner, the Destination Stewardship Center, where she supports research on exemplary case studies of destination stewardship councils around the globe.

### Dr. Louis D'Amore

Founder and President | [International Institute for Peace Through Tourism \(IIPT\)](#)

Dr. Louis D'Amore is Founder and President of the International Institute for Peace through Tourism (IIPT). He has been instrumental in promoting the Travel and Tourism industry as the world's first 'Global Peace Industry' and the belief that "Every traveler is potentially an Ambassador for Peace" since the founding of IIPT in 1986.



The First Global Conference: Tourism- A Vital Force for Peace which he organized in 1988 was a watershed event for the travel and Tourism industry. The Conference brought together 800 delegates from 67 countries introducing the concept of Sustainable Tourism Development for the first time as well as a new paradigm for a 'Higher Purpose of Tourism' that gives emphasis to the key role of Tourism in advancing international understanding, cooperation among nations, environmental protection, cultural enhancement, sustainable socio-economic development, poverty reduction and healing the wounds of conflict. He has since organized international and global conferences focusing on these qualities of Tourism in regions throughout the world.

In 1992, Dr. D'Amore developed the world's first Code of Ethics and Guidelines for Sustainable Tourism for the Canadian Tourism industry. He also conducted the world's first international study on Codes of Conduct and Best Practices in Sustainable Tourism for the United Nations.

As part of Canada's 125th Anniversary in 1992, Dr. D'Amore conceived and implemented 'Peace Parks across Canada' resulting in 350 Peace Parks being dedicated across Canada - all on 8 October 1992 as Canada's National Peacekeeping Monument was being unveiled in Ottawa and 5,000 Peacekeepers passing in review.

Peace Parks across Canada was said to be the most significant of the More than 25,000 Canada 125 projects conducted in 1992. IIPT Peace Parks have since been dedicated on each of the world's continents except Antarctica.

As a consultant prior to founding IIPT, he conducted the world's first comprehensive study on the future of Tourism and pioneered socially and environmentally responsible Tourism. He directed projects in every province of Canada, as well as all levels of Government and private sector organizations in a range of areas including: futures research, marketing, strategic planning, community development, social impact assessment, conflict resolution, public participation, cultural/heritage development, urban planning, and environment. Three of the projects he directed were 'national demonstration projects'.

Dr. D'Amore is Chancellor Livingstone International University of Tourism Excellence and Business Management (LIUTEBM), Zambia; editor of two books; has published numerous articles in professional journals; has been a guest lecturer at several prestigious universities; and given keynote addresses and talks at numerous national and international conferences. He is a recipient of the International Council of Tourism Partners (ICTP) 'Visionary Award' and the Wharton MBA Emeritus Award which recognizes Wharton MBA graduates who have dedicated themselves to contributing to a better world.

For queries regarding the Skål International Sustainable Tourism Awards 2020, please [contact us](#).

[CLICK HERE FOR FULL INFORMATION](#)





# Reflections on a Global Tourism

by Giuseppe Nerilli

Member of the Responsible Tourism Institute Steering Council

If there's something that has become clear after this crisis, in which Tourism in particular is one of the most suffering sectors, is that the sector is not prepared to face on such large disruptions.

And the worst thing is that, between global warming and loss of biodiversity, this crisis seems to be only the first.

Now, many countries are already emerging from the emergency phases and are preparing to put in place plans to relaunch the economies and restore liberties. In this context, some of the most powerful branches of the Tourism sector are bidding for everything to go back to the way it was before, trusting that with their strength in the market they will be able to impose a model that is already very far from the collective imagine of the post-crisis tourist.

On the other hand, everything points to a new paradigm of the economy in general and Tourism in it. This paradigm, which was already being developed and implemented before the crisis, such as the EU Green New Deal, and which is reaffirmed today and which is presented as the only viable option.

That is to say, a development of the Tourism sector in which only a few still see in the overcrowding an opportunity or a desirable situation, but rather the perception of the quality of proximity Tourism is consolidated in all senses, both in the vicinity of the destination to visit, as in the proximity to the communities that make it up and the wealth they still maintain.

Those same communities that have been suffering, in the name of a stressful and poorly paid job, a loss of identity and the expulsion from the neural centers of their towns called 'tourist destination', as if it were a bad move by the destiny.

Well, now are those same communities that have taken the reins of their own

destiny, those that do not intend to silence their disappointment with a Tourism that has robbed them of their own environmental, historical, social and cultural environment in a development at all costs - it is the case of saying it - in which the GDP has grown but not the real wealth and the happiness of the receiving community.

Today, that globalization is presumed dead, and points towards a glocalization process, in which modular networks of economic, social and cultural proximity are built and they organize them-selves following the semantic paths of the tourist experience, it is necessary to decolonize the creative imagery stock of the receiving communities, so that they begin to consider predominantly the active value of their opportunities for offering cultural exchange, rather than the pure globalized and undistinguishable entertainment. That is to say, to point towards that memorable experience in which the visitor leaves transformed by the fact of no longer being a visitor, but one more member of the community and the location that he went to.

Networks of destinations and communities, as well as people, that intertwine, exchanging their roles and enriching each other through Tourism that does not visit, but lives in the destination town and that, through that experience, connects more and more locations between them-selves, making the network an increasingly solid and resilient substrate.

These were already, in part, **the paradigms of sustainable Tourism** for those destinations and companies and people who have always believed that only in this way Tourism can enrich all its actors, and that today it assumes vital importance for both, sending and receiving communities, to internalize the complexity of sustainability as it is set out through the 17 SDGs and the Agenda 2030 and, together, try to face the perturbations that a world in full change are offering to us.

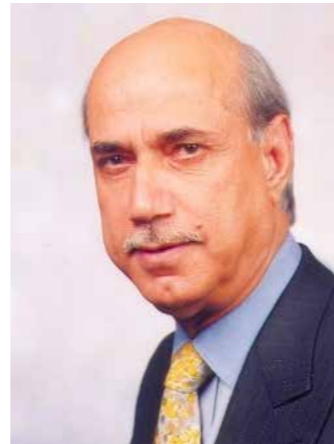


# EXEMPLARY SKÅLLEAGUE

Mohamed Buzizi

President

Skål International Bahrain



Prior to starting a career in the hospitality industry, I was a primary school teacher. Then an opportunity arose to enroll in Brighton College, UK to study Catering and Hotel Management where I was nominated for a scholarship – offered by The Gulf Hotel Bahrain. After graduation, I started as a Trainee Manager and made my way through the ranks to finally become the Chief Executive Officer of Gulf Hotel Group in 1994, serving nearly 40 years in the industry. I was then appointed as a Board Member, in 2000, while still holding the position of CEO, until I took my retirement in 2017 to start up my own consultancy business – Air Transport and Tourism Associates (ATTA). Till date, I serve as a Board Member and also an Advisor to the Chairman and Business Development Consultant for Gulf Hotels Group.

**I joined Skål International in 1976 and been active since then until today,** holding various positions from Membership Secretariat to President of Bahrain Club 370. I was also elected, I believe in 1984, as President for Asian Area and served 3 terms (2 years each term). As of today, I am still serving the Bahrain Club as a President. What motivated me to join Skål International was a chat I had with the then CEO of Gulf Hotel – Mr. Edmond Herlihy- where he explained to me the purpose and various functions of the club. And given my curious, explorative and more importantly social nature, I was sold on the idea! A decision I am proud and honored to have taken.

I find myself today, even after all these years in Skål International, excited about the monthly meetings and topics we discuss. Its worldwide reach and up-to-date topics of discussions related to the industry is admirable. To me, Skål International is a window where you can overlook the world and get opportunities to meet new people and establish the best and most valuable contact in our industry.

As to my achievements, I would say most importantly is **keeping Skål International Bahrain standing strong, active, and maintain an excellent reputation not only in Bahrain but all over Asia.** We successfully hosted Asian Area Congresses four times and Skål International Council meeting once. We are very proud of creating the 'Needy Family Support Charity' program where we extend helping hands to underprivileged families providing them annually with different types of food items during the Holy Month of Ramadan. The program started off with 100 families and today we have over 400 families.

We also sponsor a number of school students annually and provide them with sports shoes and spectacles.

In summary, **it is valuable to maintain your membership as an active Skålleague** and do your utmost to attend and support the local monthly event along with the regional and international events as this would solidify your existing friendships, generate new friends, and create a new network "To do business among friends"..

**Being a Skål International Member, you can for sure count on your Skål International friends** in most destination of the world and treasure their friendship.

Mohamed Buzizi  
President, Skål International Bahrain

# SKÅLLEAGUE



# GOOD NEWS STORY

## A TALE OF TWO SKÅLLEAGUES... TO BRIGHTEN UP YOUR DAY

.....

During the last few weeks who knew what COVID-19 would bring or give opportunity to, including the chance for two Skålleagues to make contact, who would usually be thousands of miles away across the Atlantic Ocean.

**Now they are just 5 minutes-drive from one another and here is their story.**

Portia Woods of Skål International Northern Ireland spotted a story in the local media of an American visitor 'stranded' on the Antrim Coast. After watching Stephanie's YouTube vlog of her predicament Portia discovered she was staying in Corner Cottage which she knew of, just 5 minutes away from Portia's home. Knowing this and so far from her home in America, Portia could not let it go by without making contact and dropping in a package of local food, extra store cupboard essentials and some reading material about visiting Northern Ireland. A handwritten postcard from Portia's company detailed her phone number for any assistance required and a few websites of local provisions to order food delivers.



On receipt of the food package, thinking it was from her normal delivery from the friendly neighbour, Stephanie Abrams, Travel Expert, of Skål International Boston, was so surprised to receive her personal note from Portia and Travel material she soon knew there was certainly more to this divine reason to meet!!! On reviewing Portia's company website, Stephanie discovered the Skål International logo... oh my goodness this kind neighbour must be a Skål International member.

The discussion between the two Skålleagues continued via telephone and they soon realised that they both knew many of the same people and shared a passion for Northern Ireland and of course Skål International.



Usually these two Skål International members are far apart and now they have spoken (with a plan to meet in person sometime) their new friendship will last a lifetime.

Tune in on the East Coast USA on 9th May to listen, or after 9th May to listen to the podcast of the radio interview of their story and Northern Ireland by Stephanie Abrams featuring Portia Woods, 'A tale of two skålleagues'.

[LISTEN TO THE PODCAST](#)





# SKÅL INTERNATIONAL USA

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## ANNUAL MEETINGS

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## GO VIRTUAL IN MAY

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### OUTSTANDING INDIVIDUALS AND CLUB HONOREES ANNOUNCED

Every year Skål International USA members look forward to their annual meeting generally held in the spring and during NASC.

The National Area Skål International Conference or NASC combines the National Committees of the United States, Canada, and Mexico for a weekend of business, networking and fun. It is a great time to meet fellow Skålleagues within the three participating countries. This year the meeting was planned for Winnipeg Canada. Unfortunately, due to the COVID-19 pandemic, the in-person conference was cancelled.

Skål International USA decided to hold its Annual and National Committee meetings together virtually in May and several awards honored Skål International USA members for their service and leadership.



**Our first honoree was Roger Dow, President & CEO of US Travel Association,** for the prestigious Industry Leadership Award. Roger is a long-time member of Skål International Washington D.C. This recognizes an industry leader who embodies the essence of the Tourism industry.

**Secondly Alton Hagen, member of Skål International Kansas City and immediate past Vice President of Finance for Skål International USA,** received the Bill Sweet Member of Distinction Award. This award was created in 2018 to honor a Skålleague in the USA who exemplifies all the attributes of dedication to the Skål International movement as the Trusted Voice in Tourism as well as community leadership.



**Lastly the Skål International USA 'Club of the Year' was Skål International New Jersey.**

Their accomplishments over the past several years including increases in membership, involvement in their community and winning third best 'Skål International Club in the World' in 2018 during the 2019 Skål International Word Congress. The purpose of the award is to honor the Skål International USA Club which, best exemplifies the spirit of Skål International and has achieved the objectives of the Skål International Movement, during the Calendar year.



Congratulations to all of our Skål International USA winners and we thank you for your dedication to Skål International and to the Tourism community.



2020

BILL SWEET MEMBER

OF DISTINCTION

AWARD



Alton Hagen, Past President of Skål International Kansas City and Former Vice-President of Skål International USA receives 2020 Bill Sweet Member of Distinction Award.

Alton Hagen, a forty-year veteran of the hospitality industry, Founder and General Manager of 'Agenda: USA' and long-time member of Skål International Kansas City, recently **received the highest Skål International USA honor, 'The 2020 Bill Sweet Member of Distinction Award'**.

This honor is given to a member of Skål International USA, recognizing an individual who is proudly recognized as reflective of their time and dedication to the Skål International movement, as a 'Trusted Voice in Tourism' and outstanding community leader.

"Alton Hagen exemplifies the Skål International spirit of hospitality and friendship. We are truly honored to have Alton as a member," said Dave Ryan, President of Skål International USA and member of Skål International Sacramento.

One of the first 200 meeting professionals to receive his CMP (Certified Meeting Professional) designation, Alton joins a list of extraordinary Skål leagues that have earned the honor as a 'Skål International USA Member of Distinction'. Last years winner was from Skål International Colorado.

**Alton is a member and has leadership positions on many local and national hospitality related organizations.** They include Overland Park Chamber of Commerce (ex officio), Visit Overland Park (KS), Greater Kansas City Chamber of Commerce, Mid-America Gay & Lesbian Chamber of Commerce, ADMEI/Association of Destination Management Executives International and many more.

**Agenda USA, Alton and his associates believe strongly in supporting organizations that support our industry.** They include:

- KCSAE Allied Member Award of Excellence (2002 & 2015).
- KCMPI Employer Recognition (2010 - 2011).
- PCMA Heartland Chapter Supporter (2009).
- Kansas City's CVA (now Visit KC) 'One KC' Award (2007 - inaugural recognition).
- PCMA Continued Chapter Involvement (2006).

**The 'Bill Sweet Member of Distinction Award' was developed in 2018 by Skål International USA,** honoring Bill Sweet, a long-time Skål International member of over 50 years, honored hotelier in Denver Colorado and Membre D'Honneur of Skål International recipient in 2003, a distinguished honor bestowed on only a handful of Skål International USA members since the global organization's founding in 1934.

Skål International USA is the largest National Committee in Skål International with 1,800 members and 45 clubs nationwide.

Alton Hagen exemplifies the Skål International spirit of hospitality and friendship

**MORE INFORMATION ON SKÅL INTERNATIONAL USA?**

VISIT THE WEB →



# NORTH AMERICAN SKÅL INTERNATIONAL CONGRESS, WINNIPEG, CANADA

## CANCELLATION RECOVERY FUND DRIVE

The Winnipeg club was counting down the last five weeks before hosting NASC at the end of May when everything came to an abrupt stop.

The club had significant financial investment in all the upfront costs when the decision was made to cancel the Congress. The club immediately processed refunds to all clubs and individual members but this put them at risk of a significant loss because of the 'sunk' expenses incurred with all the advance planning.

In response, the North American National Committees coordinated a fundraising drive on behalf of the Skål International Winnipeg Club. A campaign was launched late March through mid-May and with the generous contributions of the National Committees, clubs, and individual members raised almost 90% of the out-of-pocket expenses by the Winnipeg Club. This went a long way to secure the longevity of the 55-year-old club versus the possibility of a financial collapse.

To make the fundraising drive more engaging, prizes were donated by incredibly generous and supportive Skålleagues throughout North America and abroad! Any members or clubs that made donations were eligible for chances to win fantastic prizes!

On behalf of the Skål International Winnipeg Club and the North American National Committees, we want to express our most sincere appreciation to the following members for their prize donations.

- **Peter Morrison:**  
Classic Villa: 5-night stay – Christchurch, New Zealand.
- **Angelica Angon:**  
Secrets Resort: 7 nights all-inclusive Junior Suite – Huatulco, Mexico.
- **Skål International Winnipeg Club:**  
4 Night NASC personal experience – Winnipeg, Canada.
- **Lynda & Merv Gunter:**  
Frontiers North Adventures: 8-day sub-arctic expedition to see Polar Bears in the wild – Churchill, Canada.
- **Lavonne Wittmann & Neil Els & South African Skål International Members:**  
7-night Garden Route & Klein Karoo tour – South Africa.
- **Skål International Orlando Club:**  
2021 Orlando NASC Registration package – Orlando, Florida.
- **Raul Chi:**  
Posada Real Hotel: 3 nights – Los Cabos, Mexico.
- **David Nelson:**  
Deluxe Marinna Inn: 2 nights stay – Myrtle Beach, Florida.

Denis Smith  
Skål International  
Canada

On behalf of  
the NASC Joint  
Management  
Committee





# GARDEN TOURISM



By Dr. Heike Platter,  
Former Director of Marketing and Corporate  
Strategy at The Gardens of Trauttmansdorff Castle  
in Merano, Italy.  
Member, Skål International Alto Adige-Südtirol

When people talk about gardens today, they may already have an archetype from the Bible in their minds: Adam and Eve in the Garden of Eden.

This is a paradise where human beings, animals and plants all live in perfect harmony and peace. Since then, man has tried in different ways to build gardens that will recreate this sense of wellbeing – little pieces of paradise in which he can take refuge. And garden tourism is about promoting these little paradises.

## Is a highly topical Tourism development to be discovered.

Garden Tourism is underestimated within the Tourism industry as a market segment with growth prospects and destination development potential.

In Europe, Garden Tourism is often understood as a visit to the parks and gardens of historical castles, manors, and villas or to a flower or garden show to look at the beauty of plants. Whereas in Anglo-American and Asian countries, – influenced by the UK – it is more a botanical and horticultural experience as part of the recreational and cultural offering for locals and tourists alike.

*“Garden Tourism is about people travelling to visit botanical gardens, historical gardens and places that offer garden experiences, including garden festivals and events, for a unique and highly memorable as well as sensual experience of plants providing relaxation and inspiration,”* according to Michel Gauthier, Executive Director of the Canadian Garden Council and manager of the Garden Tourism Conference.



Garden Tourism is the perfect answer to the (societal) megatrends and questions of today's world such as urbanization and safety, connectivity and the culture of knowledge, gender shift and silver society, new ecology and health, to name some of them. Garden Tourism is about exploring places for people that are longing for a (safe) nature to connect with and learn from, for authenticity and for an experience of all senses to become one again and to be shared with their beloved.



Open since 2001, The Gardens of Trauttmansdorff Castle in Northern Italy ('International Garden of the Year 2013'), attract 400,000 visitors every garden season.

**Garden Tourism has a strong economic impact on various destinations and countries worldwide with millions of visitors travelling for unique garden experiences.** I am thinking of Singapore's outstanding Gardens by the Bay, of South Africa's diverse garden routes, of Keukenhof's superb 8-week Tulip Attraction in the Netherlands, of Canada's family-owned flagship, the Butchart Gardens, the exemplary Longwood Gardens in Philadelphia, the – not-to-forget – world-famous Chelsea Flower Show in London next to the botanical excellence of Kew or of the AIPH blockbuster, International Horticultural Exhibitions, travelling from country to country, like the EXPOs in China and South Korea.

What all these garden and horticultural experiences have in common, is their strong alliance with the Tourism industry: They serve the travel industry as well as DMOs as key attractions providing high 'instagrammability' and social media impact. To do so, they market themselves as modern brands and act as professional attractions: Successful Garden Tourism experiences are synonymous with a well-kept infrastructure, top visitor services, hands-on didactic activities and events that put the interaction with plants at center stage. They can help preserve biodiversity and cultural heritage as well as add to a destination's brand appeal. In brief, Garden Tourism is a great example of sustainable Tourism. For the past 10 years, the garden Tourism industry has been getting organized in an International Garden Tourism Network and setting up benchmark events such as [Garden Tourism Conferences](#) for exchange on best practices and facilitate partnerships with the Tourism sector. One of the outcomes of the latter are the **Garden Tourism Awards for excellence and leadership** in creating visitor experiences for tourists.



# TRAVEL MEDIA

## By Tony Clegg-Butt

CEO & Publisher, TravelNews Kenya

President Skål International 2002

I feel like I've been in the travel media for as long as I can remember, but on reflection that's not entirely true.

My wife and I started a very small free travel magazine way back in 1994, when currency restrictions were lifted here in Kenya, we thought we'd jump on the band-wagon and encourage and inform our prospective readers to travel overseas.

I think that lasted one edition. Our readers wanted to read more about East Africa and particularly Kenya. Obviously we complied, and even changed the magazines name from International Travel News to simply Travel News. We even started charging for the magazine, which at the time was a scary moment.

Happily with a dedicated band of advertisers, writers and editors we grew our small travel magazine into something that we were extremely proud of. After 15-years, a large London stock exchange listed media company, let it be known they were interested in an outright purchase. Oh, those were exciting times! Here we were, effectively a mom & pop organisation up against the might of the corporate world. They sent their A&M team (I had to ask a friend what that that meant – FYI Acquisitions & Mergers), accountants and lawyers descended on us, big bully corporate vs. my wife and I – we had a good business and happily they wanted us, and so won the day. I could write a book about it.

Prior to my adventure into the world of media, I was in airline management in Africa and North America. From the mid 80's I was based in Nairobi, where my 'patch' was all of sub-Saharan Africa. To cover this vast area effectively, I devised a cunning plan. My visits to various countries throughout the continent always coincided with Skål International functions. It was a one-stop shop for me – meeting all the local travel luminaries at these club events, developing new business relationships, making friends and it has to be added – having a jolly good time.

I've been a member of Skål International for almost 50 years, belonging to the Vancouver, Washington DC, Johannesburg and Nairobi club's. **It's been an amazing journey.**



Tony Clegg-Butt with his daughter Hailey and her University friends at the Ol Pejeta Conservancy in Kenya..





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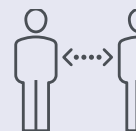
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