

TOURISM NOW



SUSTAINABLE **TOURISM**

Skål International
Sustainable Tourism Awards



SKÅL

INTERNATIONAL
Connecting Tourism Globally



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#TOURISMNOW282 CONTENTS

EDITORIAL

MESSAGE FROM THE PRESIDENT, THE EDITOR AND THE CEO OF SKÅL INTERNATIONAL.

➤ Page 4.

GROWTH & DEVELOPMENT

NEW SKÅLLEAGUES AROUND THE WORLD, AND SKÅL CLUB OF THE YEAR AWARDS.

➤ Page 9.

MEMBERSHIP

LATESTS BENEFITS AND RESOURCES FOR SKÅL INTERNATIONAL MEMBERS.

➤ Page 11.

BOARD NEWS

INTERIM DIRECTOR LAVONNE WITTMANN PORTFOLIO.

➤ Page 13.

COUNCILLOR'S CORNER

INTERNATIONAL COUNCILLOR DAVID FONTANELLA. SKÅL INTERNATIONAL SWITZERLAND.

➤ Page 15.

SKÅL INTERNATIONAL AREAS

MEET SKÅL INTERNATIONAL ASIA.

➤ Page 16.

EXEMPLARY SKÅLLEAGUE

NICOLLE MARTIN, SKÅL INTERNATIONAL CÔTE D'AZUR.

➤ Page 20.

SUSTAINABLE TOURISM

#TOURISMNOW282 TOPIC

DIFFERENT APPROACHES TO SUSTAINABLE TOURISM.

➤ Page 21.

SKÅLLEAGUES STORIES

PROJECTS BY SKÅLLEAGUES AROUND THE GLOBE.

➤ Page 30.

SKÅL INTERNATIONAL HISTORY

WOMEN LEADERS IN SKÅL INTERNATIONAL HISTORY.

➤ Page 32.

CORPORATE SOCIAL RESPONSIBILITY

SKÅL INTERNATIONAL SUSTAINABLE TOURISM AWARDS 2021.

➤ Page 34.



**BILL RHEAUME**

Skål International President

EDI TOR IAL

AS WE PROGRESS THROUGH 2021, MY PRIORITIES CONTINUE TO FOCUS ON SUPPORTING OUR COLLECTIVE PASSION FOR TOURISM.

We are now into the 6th month of my Presidency, and time for an update on the business at hand, projects, and initiatives.

The Executive Board has been busy working on their portfolios and responsibilities. As reported at the end of April, Past President Lavonne Wittmann joined us as Interim Director, responsible for Member Relations, Development, and Engagement.

As we progress through 2021, my priorities continue to focus on supporting our collective passion for Tourism through **furthering our global partnerships, developing relationships, increasing awareness and influence through tourism industry events to increase the value of a Skål International membership**. This also means continuing as high a level of member engagement as possible through virtual and digital contact.

UPDATE ON PROJECTS AND INITIATIVES:

LEGAL

Trademark protection: we have been working to secure the transfer of Skål International's Trademark with Mexico and the USA.

Brand compliance: logo standardization when using social media platforms across the Skål International world and consistency in applying the current version of the logo brand.

Model Statutes update: Director Juan Steta is reviewing and updating these documents to reflect the most recent international amendments. The content is consistent. The most current version is in the hands of the clubs, National, and Area Committees.

Statutes and By-Laws: reviewing the need to include provisions to hold virtual and in-person AGMs, ensuring compliance with Spanish Association law.

Classification's update: Denise Scrafton and the ISC have taken on reviewing the list of classifications to develop a more relevant structure and up-to-date criteria.

Governance documents: A Code of Ethics and Conduct is being developed for Skål International's Executive Board and the Boards at all levels of Skål International's elected officials, stipulating the expected behavior, accountability, and integrity from the executive.

TECHNOLOGY

Website Integration is proceeding as quickly as possible to meet club and National Committee expectations of having functional website platforms linked to the international site. Esther Romero (General Secretariat) prepared a summary of the template inclusions and what can be customized and forward this information to the clubs.

We will continue to work on other aspects of technology innovation that may apply to our organization's development. Examples under consideration (QR codes and where to use them; website enhancements such as search tools to assist with site navigation).



INDUSTRY RELATIONS

WTTC Associate Member: thanks to CEO Daniela Otero's diligence, Skål International secured a formal position as an 'Associate' member allowing us to participate actively in the meetings and enjoy the ability to exchange ideas on global tourism.

Safe Travels Stamp: through the WTTC, we are involved in the development of this designation to facilitate eligible businesses in providing safe standards to assist during the post-pandemic recovery stage.

International Code for the Protection of Tourists (UNWTO): Skål International facilitated a webinar presentation on the advancement of an international code for the protection of tourists, intended to develop a set of standards to offer tourists more excellent protection as consumers while traveling to various countries.

Institutional Relations: our objective is to participate in as many international trade fairs as possible, fostering partnerships and

presenting Skål International as a Global Organization and a value proposition to prospective members as well as supporting in-country membership. Daniela Otero has participated virtually in ITB and WTM Africa. She participated in person at FITUR Madrid in conjunction with the Digital Enterprise Show and UNWTO's 54th Affiliate Members Board. Additionally, Skål International hosted several industry webinars on the 'Rebuilding Tourism' series.

MEMBER RELATIONS

Lavonne Wittmann's portfolio.

Lavonne Wittmann will introduce new initiatives focused on building collaboration, loyalty, core values, and identity through club presentations.

Retention initiatives: will focus on club communication, events, and social media posts.

Develop growth by focusing on core values and updating the Skål International video.

MEMBERSHIP

Database clean-up to ensure an accurate member base. A new initiative is available for clubs in 2021 to 'hold over' membership for those unable to meet their commitments because of COVID challenges.

New member benefits: introduced hotel discount programs through CHOICE Hotels and STAR Hotels. A new member travel assistance program called 'Nursesimple' is being introduced very soon. This subscription concierge health services program will offer members virtual access to an experienced & licensed health professional's support when traveling.

Speaker's Bureau: Senior Vice President Burcin Turkkan and ISC Vice President Jean-Francois Côte are developing a Speakers Bureau database for members to access and enhance their meetings and/or events.

Adding Value: we continue to explore avenues and opportunities intended to Increase the Value of a Skål International membership.

PRESIDENT BILL RHEAUME'S PRIORITIES

Quebec Congress: working with Skål International Quebec in the hopes we can host an in-person Congress.

Support Skål International membership growth initiatives and supporting members and their businesses through the pandemic recovery stage.

Congress Format: exploring a two-format congress to include a virtual AGM and high-level event component.

Continue to participate in as many clubs and National Committee online events as possible.



BILL RHEAUME

Skål International President

**FURTHERING
OUR GLOBAL
PARTNERSHIPS,
DEVELOPING
RELATIONSHIPS,
INCREASING
AWARENESS AND
INFLUENCE THROUGH
TOURISM INDUSTRY
EVENTS TO INCREASE
THE VALUE OF A SKÅL
INTERNATIONAL
MEMBERSHIP.**

**BURCIN TURKKAN**

Skål International Senior Vice President

THE CORONAVIRUS OUTBREAK AND ENSUING SAFETY MEASURES HAVE SIGNIFICANTLY IMPACTED HOSPITALITY THROUGHOUT 2020 AND CONTINUE TO SPILL OVER INTO 2021 AND BEYOND.

Meanwhile, evolution at the societal level - a consequence of shifting values in the aftermath of the pandemic's most acute phase and part of increased consumer awareness of all things sustainable and purposeful - has set new benchmarks for hospitality enterprises. **People are becoming increasingly sensitive to environmental and social issues.** Consumers are now aware that window-dressing exists, and they will not buy it. The impact of global warming today is discussed everywhere. It is thus critical not only for governments but also for corporations to become more sustainable: *"not just green, but real, sustainable business models"*.

In the 20th year of Skål International Sustainability Awards, the #TourismNow June magazine theme is Sustainability! We have tried to cover and share with you all trends, important topics to know about Sustainability in general, but more importantly, we share with you the involvement of Skål International and its members in Sustainability. In the last #TourismNow magazine in March, we covered and introduced you Skål International Europe Area Committee. In this edition, we are introducing you to the Skål International Asia Area Committee. Please do not miss reviewing the Exemplary Skålleagues in this edition and the updates from previous Skål International Sustainable Awards winners.

Please remember that these are when we value more being a part of Skål International, an international organization existing in 100

countries in over 325 cities with over 12,500 members. Our focus must be coming out of the pandemic with the best possible positioning for Skål International and our membership at these critical times. The travel and tourism industry are evolving at a high pace as we speak. Now more than ever, as incredibly as being an 89-year-old international and multicultural volunteer, friendship organization, we all must work together as a team and support each other professionally despite our differences.

Skål International Executive Board under President Bill Rheume's leadership is standing firm. We are on track with reaching the goals set for the year and continued to achieve them as planned. We have further exciting projects planned to be shared with you in the next second half of the year. What matters is that Skål International, as one of the most significant travel associations in the world, stands strong despite pandemics and will continue to do so. Despite challenging times, we continue to grow with new club formations in Europe, Asia for 2021 and others in the works in North America and Africa hopefully to be formed in 2022. Our membership numbers continue to show growth above the projections for 2021. We are all a big team and will remain strong and ahead of the game only if we work together.

As always, please feel free to contact your Skål International Executive Board members at any time with any questions. It is our pleasure to assist you.

**BURCIN TURKKAN**

Skål International Senior Vice President

EDITORIAL



**SUSTAINABILITY:
THE KEY TO THE FUTURE
OF THE TOURISM
INDUSTRY**

DANIELA OTERO
Skål International CEO

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The pandemic has had a profound impact on all aspects of our lives. It has changed our traditional way of doing things and has presented us with unusual challenges that we've overcome with creativity, innovation, and resilience.

One of the essential tools linked to the sector's renewal is sustainability. This is why **designing sustainable tourism strategies will help promote the three core features of sustainability: socioeconomic, environmental, and territorial.**

Our mission right now at Skål International is to accompany and promote a genuinely green and inclusive recovery, since tourism, a major driving force of the world economy, needs to lead this recovery and learn the lessons that this great crisis has taught us.

FOR GREEN AND INCLUSIVE RECOVERY OF TOURISM

Some points aired in international forums highlight the importance of establishing sustainable policies and strategies for growth, both public and private, to contribute towards a better and faster reconstruction.

In this sense, the Inter-American Development Bank (IDB) published some exciting recommendations last March in its **2020 Sustainability Report**, from which we can extract several lessons.

OUR MISSION RIGHT NOW AT SKÅL INTERNATIONAL IS TO ACCOMPANY AND PROMOTE A GENUINELY GREEN AND INCLUSIVE RECOVERY...

The pandemic has made it clear that both the environment and the climate are closely linked to our health. Economic growth, social inclusion, and environmental protection need to operate in harmony to achieve sustainable development since these three elements are interconnected. **There can be no sustainable development without climate action, and many of the Sustainable Development Goals (SDGs) reflect this.**



Digital transformation is a crucial factor in building greener, more inclusive, and resilient societies. COVID-19 has forced us to imagine and practice a world where limited physical mobilization is a reality. Thanks to online tools and technology, many companies and businesses were able to continue. Thus, e-commerce reached historical highs, and distance training grew and was expanded.

WE ALREADY KNOW THAT IN THE COMING MONTHS, THERE WILL BE A BOOM IN SUSTAINABLE TOURISM...

Although it's true that the digital world is not available to everyone equally and that we need to continue working to close this gap so that everyone can enjoy the benefits of digitization, online tools open up a world of possibilities for expanding the provision of services, while reducing the pollutant emissions associated with travel.

Infrastructure continues to be a driving force for inclusive growth and will play a central role in a sustainable recovery. Our societies depend on quality infrastructure to carry out their daily activities and provide all kinds of services. Infrastructure is crucial to maintain our quality of life, achieve growth, and achieve sustainable development. Infrastructure-related assets are long-lived, making it even more critical for them to be sustainable and resilient.

Similarly, the development of new infrastructures is labor-intensive, so governments often use this type of investment to revitalize economies and generate jobs quickly after a crisis. Recovery cannot consist of going back to how we were before. It's time to seize the opportunity to build low-carbon, inclusive, and environmentally friendly economies. Sustainable infrastructure is a driving force for that inclusive growth and a vital tool for recovery.

We already know that in the coming months, there will be a boom in sustainable tourism...

the customer, the traveler, will seek and prioritize wellness and sustainability in their choice; therefore, these concepts should play a central role in any renewed tourist provision, and this is where the private sector can begin to collaborate in this transformation.

The shift in consciousness has to include everyone, highlighting that the transformation initiative needs to impact the entire tourism industry. Otherwise, this unique opportunity to use the pandemic as a vehicle for transforming the tourism industry into a sustainable and resilient sector in the face of crises could be lost.

Our goal is to accompany you in this process.

We at Skål International advocate the development and reconstruction of sustainable and inclusive tourism.



DANIELA OTERO
Skål International CEO



WELCOME!! NEW MEMBERS OF SKÅL INTERNATIONAL

AS CEO OF SKÅL INTERNATIONAL, I AM VERY HAPPY TO WELCOME ALL THE MEMBERS WHO HAVE CHOSEN TO JOIN THE WORLD'S LARGEST ASSOCIATION OF TRAVEL AND TOURISM PROFESSIONALS.

This is without doubt the best time to have a network of contacts at a global level, to benefit from the advantages that membership offers, and to do business among friends. I would like to congratulate the clubs who are doing great efforts to increase their membership.

Log in with your username and password to the 'Members' section and connect with members from all over the world! If you have any questions regarding access to the platform, please contact the support team.

CLUBS WITH NEW MEMBERS

FROM 14 MAY TO 15 JUNE

CÔTE D'AZUR (8)	HUA HIN & CHA AM (2)	MERIDA (1)
SAO PAULO (7)	KAMPALA (2)	NELSON MANDELA BAY (1)
LIMA (6)	PERTH (2)	NEW ORLEANS (1)
MIAMI (6)	PRETORIA (2)	PORT MORESBY (1)
BALI (4)	VAR-PROVENCE (2)	QUERETARO (1)
ADELAIDE (3)	ATLANTA (1)	SEATTLE (1)
BROOME (3)	AUCKLAND (1)	TENERIFE (1)
BUDAPEST (3)	CANCUN (1)	TIJUANA-ENSENADA (1)
GARDEN ROUTE (3)	CHIANGMAI & NORTH THAILAND (1)	TORONTO (1)
ISLA MUJERES-PUERTO MORELOS (3)	GUAM (1)	VANCOUVER (1)
JAKARTA (3)	HYDERABAD (1)	ZELL AM SEE (1)
NEW YORK (3)	MARMARIS (1)	
CALABRIA (2)	MELBOURNE (1)	

SKÅL CLUB OF THE YEAR

WE HAVE PLEASURE IN ANNOUNCING THE LIST OF ELIGIBLE CLUBS THAT HAVE BEEN INVITED TO ENTER THE 'SKÅL CLUB OF THE YEAR 2020/2021' COMPETITION:

Skål International Acapulco | Mexico
Skål International Gold Coast | Australia
Skål International Goa | India
Skål International New Jersey | United States
Skål International New York | United States
Skål International Port Moresby | Papua New Guinea
Skål International Tampa Bay | United States
Skål International Taxco | Mexico
Skål International Queenstown | New Zealand

Clubs wishing to apply for the competition will have to produce a video presentation on the club performance from 1 January to 31 December 2020.

They will show the clubs worldwide the initiatives undertaken to recruit/retain members, to promote the Skål International brand or charities or sustainable activities carried out during such a tough year.



IMPORTANT INFORMATION WILL SHORTLY BE SENT TO THE CLUBS BOARDS WITH REGARD TO THE VOTING PROCEDURE THAT WILL TAKE PLACE FROM 15 AUGUST TO 14 SEPTEMBER 2021.



WINNER'S ANNOUNCEMENT

The winner will be announced during the 2021 Skål International World Congress.

The new 'Skål Club of the Year' will be presented with the Michael O'Flynn Perpetual Trophy and a certificate valid for a free Double Congress registration in First Class for the 2022 Skål International World Congress. Airfare excluded.

We wish the nominees the best of luck for the competition and encourage all clubs worldwide to be among the eligible clubs to vote.

**Safe
travels**

by



SKÅL

INTERNATIONAL
Connecting Tourism Globally

**SKÅL INTERNATIONAL
TO ADOPT WTTC'S
SAFE TRAVELS STAMP
AND WILL OFFER IT TO
ITS MEMBERS** **+INFO**

#REBUILDINGTOURISM

WEBINAR 29 JUNE 2021

16:00h CET

REGISTER NOW!

RESOURCE CENTRE

WEBINAR SERIES #REBUILDINGTOURISM

Skål International continues the series of webinars dedicated to providing valuable information on our Tourism industry for its recovery: [#RebuildingTourism](#).



PLANNING FOR A SAFE RESTART OF THE TOURISM INDUSTRY

#REBUILDINGTOURISM

SKÅL INTERNATIONAL
Connecting Tourism Globally

WEBINAR
31 MAY 2021
16:00h CET

HARVARD T.H. CHAN
SCHOOL OF PUBLIC HEALTH

UNIVERSIDAD DE MÁLAGA

With an extensive global vaccination programme, the tourism industry is preparing to reopen.

But, is your business prepared for a safe return to business?

GUEST SPEAKERS:

RAMÓN SÁNCHEZ PIÑA

PhD in Environmental Health at the Harvard T.H. Chan School of Public Health.

MARÍA LUISA GÓMEZ-JIMÉNEZ

PhD in Law, Tenured Professor of Administrative Law at Málaga University.

'PLANNING FOR A SAFE RESTART OF THE TOURISM INDUSTRY'

 [WATCH WEBINAR](#)

EXECUTIVE BOARD PORTFOLIOS

MEMBERSHIP



LAVONNE WITTMAN
Interim Director

I am thrilled to assist the Executive Board in the portfolio of Membership and would love to share my vision with you all.

As I am limited to 500 words, I cannot share every aspect of my proposal here but will be discussing this in detail in the next few days when I contact each Area and National Committees.

After the turmoil of this pandemic, people have realized that life and business are all about relationships, encouraging and assisting others, and supporting each other in the family, friendship, and business... People will now look at how Membership makes them feel rather than only the benefits they receive. Unity, Diversity, Commitment, and open dialogue are what is expected.

As there is a new traveler with different expectations, there is also a new member with different expectations, and we need to adapt to and address this. We need to find our purpose by returning to our founding fathers' core values and mission so we can necessitate our unique selling points and offer something different from other travel organizations. We should be focusing on 'our story' as visual storytelling is imperative for our growth and very relevant now more than ever.

Let us change the dialogue on membership gain and retain by changing the behavior of prospective and existing members with a new narrative, context, and frame.

We will want to capture people's minds and hearts and steer them in a positive direction.

For any organization to remain relevant and exciting, we must adapt to our existing membership base's changing needs and requirements and attract new members. What are the new expectations of people in our new world:

- Healthy and beneficial relationships.
- Trustworthiness.
- Adaptability.
- Empathetic leadership.
- Problem solving.
- Caring and supportive environment.

Skål International has the platform to offer all this and more.

OBJECTIVES

- Strengthen loyalty, collaboration, pride, the passion within the organization...
- Build within to reflect success without.
- Identify our purpose for our organization.
- Recall the founding core values of our organization and implement them in our new world.
- Bring back the 'heart'.

MISSION

To ignite the passion for Skål International by **rejuvenating member's investment** in the organization while **strengthening collaboration**.





MAKING AUTHENTIC CONNECTIONS THROUGH TRUST, FRIENDSHIP, BUSINESS, AND TRAVEL

SKÅL INTERNATIONAL WAS FOUNDED ON THE FOLLOWING CORE VALUES, ATTRIBUTES THAT ARE APPLICABLE NOW AS THEY WERE IN 1934:

1. Trust.
2. Collaboration.
3. Knowledge of the Travel and Tourism Industry.
4. Share talents and access ideas.
5. Network on a platform with like-minded people.
6. Join an exclusive club.
7. Act local think global - collecting and sharing information of our industry from many cultures, nations, and languages and adapting it to your clubs' needs.

The following acronym and theme will be the central idea of this campaign, and the communication, educational platforms, and engagement will follow this theme.

S - Sustainability of Membership.

K - Knowledge of organization.

A - Access to benefits/access to platforms/access to other tourism organizations.

L - Love of Skål (re-ignited).

7 MONTHS

(As I only have seven months in this portfolio)

- 12724 members.
- 335 clubs.
- 100 countries.
- 1 mission/1 focus.

Let us *'bring back the heart'* to our organization, knowing that when things change, we've got you covered.

NEW WORLD

NEW MEMBER

NEW IDEAS

I am excited, and I hope you are!



LAVONNE WITTMAN
Interim Director

INTERNATIONAL SKÅL COUNCIL

Hello, or better said, being swiss where we have four official languages: "Guten Tag", "Bonjour", "Buongiorno" and/or "Bun di."

I will begin introducing myself shortly; I'm David Fontanella, 41 years old. Skålleague since 2011 (I know it's not so long), this club gave me already a lot of opportunities: I was president of the Geneva club for four years and now (since two years) president of the Skål International Switzerland & International Councillor representing this small but significant country.

Concerning my professional life, I worked for ten years for an international tour operator and since 2008 in the aviation sector, working for ALITALIA as Account Manager for Switzerland.

I'm sure you all know Switzerland because of watches, chocolate, cheese, mountains and maybe 1 or 2 cities but

Switzerland is also essential for Skål International; we are a small country but very 'dedicated': in 2020, 18% of Skål International members at the European level were in Switzerland, and we represent 5% of world members!

Skål International Switzerland has more or less 850 members divided into 13 local clubs, and

we have in our country a very important club that is Skål International Lausanne; this club is in the top 3 of the biggest clubs in Europe, very dynamic and 'young oriented'. Just for your information the 13 clubs are: Bern, Berner Oberland, Engadin, Fribourg, Genève, Grisons, Lausanne, Locarno, Lugano, Luzern-Zentral Schweiz, Montreux/Vevey, St. Gallen & Zürich.

As Skål International Switzerland president and Swiss Councillor, my priorities are to let this club being more known in our touristic domain, at all levels, but especially at the 'young' level: they are our future!! For this, to give you an example, I participated last month in a webinar organized by a tourism school in our country, explaining to them what Skål International could bring to them: connectivity, friendship, network.

**IN 2020,
18% OF SKÅL
INTERNATIONAL
MEMBERS AT
THE EUROPEAN
LEVEL WERE IN
SWITZERLAND,
AND WE
REPRESENT
5% OF WORLD
MEMBERS!**

In Skål International Switzerland, we put the accent on friendship, spending good time together, and of course following the Skål International slogan: doing business among friends.

In this challenging time, it wasn't easy to get together, to have lunches and discover the Skålleagues activities, that's why I would also spend a few words about connectivity, about internet...: in our era, and more in this difficult period, we



are all obliged to be connected. This connection is critical; our new Skål International website is the entry point for everyone, that's why I push you all to use it... even if I know that the website, or better said, the 'local' part of this website is still (for more of us) under construction... but I thrust on it!!

I would always say a big thank you to our Torremolinos staff, who always talk about connectivity and organize all the webinars that our members can follow to keep updated and have new ideas!!!

My time (or my words) are soon finished, so if you want to have more information about our incredible country, spend a few days here, or organize something for your clients, use the Skål International database on the skal.org website or contact me directly, I would be more than happy to discuss and assist you!!!

And as I always finish my newsletters and web posts here in Switzerland, I tell you: "Yes... we SKÅL!!!"



DAVID FONTANELLA
Skål International Switzerland
President & Councillor
david.fontanella@alitalia.com



The history of Skål International in Asia dates to the year **1963-1964, when the first club in Asia was formed** and continues to grow in strength.

Skål International movement in Asia has grown now to membership of 2500+ strong members; this has been possible only because of hard work and perseverance of our predecessors, we owe a lot to them; some of them are not with us now, but we owe it to them for their hard work and foresight, which prompted them to start the Skål International movement in Asia.

Having carefully nurtured the Skål International movement in Asia, it was our responsibility to carry forward the legacy and ensure that Skål International Asia becomes **better, bigger & stronger** going forward.

1964: 1st Congress of the Skål International clubs of Asia.

1965: 2nd Congress of the Skål International clubs of Asia in Hong Kong.

1967: Regional Committee Meeting at Mandarin Hotel.

SKÅL INTERNATIONAL ASIA AREA COMMITTEE FORMATION

July 1981: The AISC Director Antonio García del Valle receives all the necessary documents for the official formation of the Asian Area Committee.

September 1981: X General Assembly in Hong Kong and Macao. One hundred twenty delegates from 18 clubs. Bahrain, Taiwan, Hong Kong, India, Japan, Kuala Lumpur, Karachi, Philippines, Singapore, Colombo, and Thailand attended as observers.



SKÅL INTERNATIONAL ASIA AREA COMMITTEE VISION

Let's work together
to make it better,
bigger and stronger.

SKÅL INTERNATIONAL ASIA AREA COMMITTEE ACHIEVEMENTS 2019-2021

- ⊙ Full Board after a long hiatus: all positions duly filled.
- ⊙ Skål Asia flag: Skål International Asia is well represented and now with a flag has an identity. We represent all major attractions of Asia and some more who we wish to take into our fold and wish to have our folk together to achieve our mission statement 'Better, Bigger and Stronger'.
- ⊙ Mid-term meeting and Skål International Asia Mission Statement: 'Better, Bigger and Stronger'.
- ⊙ Webinar with Skål International and industry leaders.
- ⊙ Interactive webinar with Skål International Executive Board.
- ⊙ Motivational messages to all clubs.
- ⊙ Engaging with all clubs - communication level at an all-time high.
- ⊙ Virtual AGM with a separate awards jury of Asian area stalwarts.
- ⊙ Skål International Asia Newsletter 'Sunshine Asia'.
- ⊙ Skål International Asia Board monthly Zoom meetings and interaction with clubs.
- ⊙ Revamp of Skål International Asia website (work in progress).

SKÅL INTERNATIONAL ASIA AREA COMMITTEE FLAG PHILOSOPHY



The philosophy behind the design of the Skål International Asia flag **celebrates diversity while simultaneously advocating for inclusivity.**

Prominent cultural landmarks of the member countries have been depicted on this flag to demonstrate the plurality that has defined and unified our communities since time immemorial. The illustration also intends to symbolize the idea that each distinct voice will be duly recognized and represented in the functioning of Skål International Asia.

Asia's distinctive uniqueness of ancient culture transforming itself into a new vibrant modern community is embraced by Skålleagues across the region!

To us, the flag is a constant reminder of the fact that, within our unique landscape, **it is indeed our differences that bind us together.**



MEET THE SKÅL INTERNATIONAL ASIA EXECUTIVE BOARD

We are proud to announce that Skål International Asia has reached an all-time high figure of 2500+ members.

Even during the pandemic, the robust growth of our organization in Asia accounts for almost 30% of worldwide membership numbers. This milestone has solidified that the Skål International Asia chapter has been proactive in attracting more industry professionals and that members find value in this arrangement.

The Skål International Asia Board acknowledges the contribution of all clubs across Asia and firmly supports them in all their ongoing and future endeavors. We express gratitude to all our members for holding on to the ideals of fraternity and cooperation as we support each other through these trying times. The bonds forged during this period have helped our industry sustain itself in the face of new challenges. As we move forward, let us maintain our commitment to the organization that has brought together industry leaders across the continent as one community.

ONE STEP AT A TIME, WE ACHIEVE OUR GOAL OF MAKING SKÅL INTERNATIONAL ASIA BIGGER, BETTER, AND STRONGER.



SANJAY DATTA
DELHI
President

Sanjay Datta started his career with Gulliver Travel and joined Jet Air in the sales division (GSA-Gulf Air). Over the past 35 years of his travel career, he has been involved in the various travel industry and aviation facets.

He has been President of Skål International Asia since 2019.



ANDREW J WOOD
BANGKOK
Vice President Southeast Asia

Andrew J Wood is a professional hotelier and travel writer with 48 years of hospitality and travel experience. He is a regular guest lecturer at various Universities in Asia.

He is currently President of Skål International Bangkok and Vice President of Skål International Thailand and Skål International Asia. In 2019, Andrew was awarded the distinction of Membre d'Honneur of Skål International.



KEETHI JAYAWEERA
COLOMBO
Vice President West Asia & Interim Treasurer

Keethi Jayaweera has over forty years of experience in the Travel Industry. His last position serves as the Managing Director of the Singapore Airlines General Sales Agency in Sri Lanka.

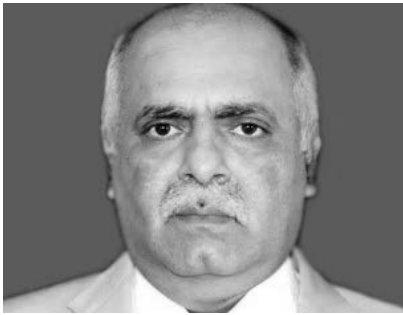
He has served on the Skål International Asia Area Board since 2013.



HIRO LIAO
TAIPEI
Interim Vice President East Asia

Hiro Liao is the Chairman of Howard Prince Taichung.

He is currently the Skål International Asia Interim Vice President East Asia and International Councillor for Skål International Chinese Taipei.



SHEKHAR DIVADKAR
GOA

Secretary

Shekhar Divadkar has been working in the hospitality industry for 35 years in Mumbai and Goa.

He is currently Secretary of Skål International Goa and Skål International Asia. He contributed towards Skål International Goa being awarded as Skål Club of the Year 2020 and the Gold Award by Skål International for the second-highest net increase in numbers in 2020.



DUSHY JAYAWEERA
COLOMBO

Director Membership Development

Dushy Jayaweera has over 40 years of experience in the Aviation Industry and leads the Aviation Cluster of Acorn Aviation (Private) Limited, representing both online and offline Airlines.

She has been on her club's Executive Committee since 2012 was elected Skål International Asia Director of Membership Development in 2019.



P.K. MOHANKUMAR
BANGALORE

Director PR & Communications

Hotelier par excellence, P.K. Mohankumar has spent over 45 years in senior leadership positions worldwide. His multi-decade expertise spans the luxury, premium midmarket, and economy brands of hotels and resorts.

He has been the Skål International Asia PR & Communications Director since 2019.

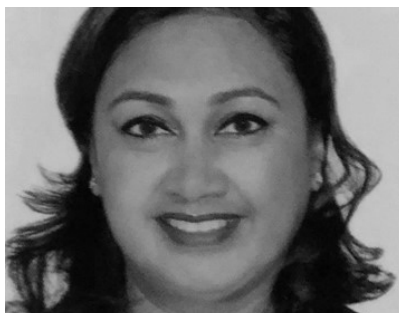


SHALINI KHANNA CHARLES
BANGALORE

Director Young Skål

Shalini Khanna Charles is a Hospitality Professional, Educator, Mentor, Entrepreneur, Environmentalist. Founder Director of Atithi Vriksha Shiksha, imparting short-term job-oriented hospitality education.

She is currently the Young Skål Director for Skål International India and Skål International Asia.



MICHELLE SANDHU
SINGAPORE

International Skål Councillor

Michelle Sandhu has held several positions in the travel industry, including hotels, travel trade publications, and a provider of loyalty memberships for international and local brand hotels.

She has been sitting on the Skål International Singapore Executive Board for ten years and is currently the club's President and International Skål Councillor for Skål International Asia.

LET'S WORK TOGETHER TO MAKE IT BETTER, BIGGER AND STRONGER!

EXEMPLARY SKÅLLEAGUE



NICOLLE MARTIN

Skål International Côte d’Azur President



I am honored and proud to have been distinguished by the President and the Executive Board of Skål International as an outstanding Skålleague, and I thank them warmly.

I am from Nice. My entire career has been spent at the Nice Côte d’Azur Metropolitan Tourist Office, promoting tour operators, travel agents, and group travel organizers in France, Europe, and more distant countries.

It was an absolute pleasure to convince professionals to encourage their clients to discover the riches of this incredible region. It offers its snow-capped mountains at 1h30 from the shores of the Mediterranean Sea, its unique heritage, its generous gastronomy, its prestigious events such as the famous Carnival of Nice, which attracts 1 million spectators each year.

I was also proud to be named Ambassador of the Côte d’Azur in 2020 by the Côte d’Azur France Regional Tourism Committee.

My Skål International membership allowed me to continue my passion for tourism and keep in touch with professionals.

In September 2018, the Skål Côte d’Azur had only 7 members. The club badly needed to be rebuilt and, above all, promoted to make it progress.

My motivation to get involved in this challenge made me decide to apply for the club’s presidency,

which has since experienced exponential growth in its membership. We now have 142 members from the 40 tourism-linked professions eligible for Skål International.

MY ENTIRE CAREER HAS BEEN SPENT AT THE NICE CÔTE D’AZUR METROPOLITAN TOURIST OFFICE, PROMOTING TOUR OPERATORS, TRAVEL AGENTS, AND GROUP TRAVEL ORGANIZERS...

I am very proud to be the president of Skål International Côte d’Azur, one of the top 10 clubs globally and the 3rd club in Europe.

Our office comprises eight active members with specific missions and 5 Ambassadors responsible for promoting the club in the Alpes Maritimes department.

We have redesigned our website, set up a monthly newsletter and press review, developed our meetings preceded by networking sessions at the rate of one per month. We created a new flag and a trophy in the colors of the French Riviera.

During the lockdown, we replaced our meetings with webinars and speed businesses which were very successful. Each Skålleague brings his friendship and his professional support for the smooth running of our association.

To be named Exemplary Skålleague is an honor and recognition for the work accomplished with our club’s teams over the past two and a half years.

I would desire to promote Skål International and revive clubs in large French cities, as was the case twenty years ago, by taking advantage of my knowledge of the tourism players in these areas.

SUSTAINABLE TOURISM

Find different approaches to sustainable tourism with these articles from international organisations and tourism professionals.

TOURISM STAKEHOLDERS INVITED TO SHARE PROGRESS ON CLIMATE ACTION



UNWTO

Article previously published in [UNWTO web](#).

GLOBAL SURVEY OF CLIMATE ACTION IN TOURISM.

UNWTO is inviting public and private stakeholders from around the world to take part in a Global Survey of Climate Action in Tourism and help identify frontrunning initiatives and opportunities to accelerate climate action in tourism.

Launched on World Environment Day, the survey aims to support the ongoing efforts of the sector to reduce its environmental impacts and carbon emissions, as well as to strengthen its capacity to adapt to a changing climate.

In May, the Tourism Ministers of the G20 nations stressed the need to rethink tourism and shape a more resilient, sustainable and inclusive sector. They also committed to take action and to promote such a green transformation. The UNWTO Recommendations for the Transition to a Green Travel and Tourism Economy, welcomed by the G20 Tourism Ministers, highlighted the need to transform tourism operations for climate action. Otherwise, emissions from global tourism could rise by at least 25% by 2030, as estimated in the latest research carried out by UNWTO and ITF.

The green transformation of the sector is needed, not just for the planet, but also for tourism itself, boosting competitiveness and increasing resilience

UNWTO Secretary-General Zurab Pololikashvili says: *“The pandemic and its impact on tourism, jobs and revenues, offers an unprecedented reminder of the need to rebalance our relationship with people, planet and prosperity. The green transformation of the sector is needed, not just for the planet, but also for tourism itself, boosting competitiveness and increasing resilience”.*

The Global Survey is part of the preparations for the UN Climate Change Conference COP26 and the results will be presented in November 2021 in Glasgow. It has been developed within the framework of the One Planet Sustainable Tourism Programme.

The survey is open until 15 July 2021 and destinations, businesses and tourism associations are all invited to take part. Please find more information on the [survey here](#).



WTTC AND UNEP RELEASE NEW REPORT ON SINGLE-USE PLASTIC PRODUCTS TO ADVANCE SUSTAINABILITY IN TRAVEL & TOURISM



WTTC

Article previously published in [WTTC web](#).

THE WORLD TRAVEL & TOURISM COUNCIL (WTTC) AND THE UNITED NATIONS ENVIRONMENT PROGRAMME (UNEP), LAUNCH A MAJOR NEW REPORT, ADDRESSING THE COMPLEX ISSUE OF SINGLE-USE PLASTIC PRODUCTS WITHIN TRAVEL & TOURISM.

'Rethinking Single-Use Plastic Products in Travel & Tourism' launches as countries around the world begins to reopen, and the Travel & Tourism sector starts to show signs of recovery from the COVID-19 pandemic which has been devastating.

The report is a first step to **mapping single-use plastic products across the Travel & Tourism value chain**, identifying hotspots for environmental leakages, and providing practical and strategic recommendations for businesses and policymakers.

It is intended to help stakeholders take collective steps towards coordinated actions and policies that drive a shift towards reduce and reuse models, in line with circularity principles, as well as current and future waste infrastructures.

The report's recommendations include redefining unnecessary single-use plastic products in the context of one's own business; giving contractual preference to suppliers of reusable products; proactively planning procedures that avoid a return to single-use plastic products in the event of disease outbreaks; supporting research and innovation in product design and service models that decrease the use of plastic items, and revising policies and quality standards with waste reduction, and circularity in mind.

Virginia Messina, Senior Vice President and Acting CEO, WTTC said: "WTTC is proud to release this important high-level report for the sector, focusing on sustainability and reducing waste from single-use plastic products in Travel & Tourism."

"The COVID-19 pandemic has accelerated the sustainability agenda with businesses and policymakers now putting an even stronger focus on it. As a growing priority, businesses are expected to continue to reduce single-use plastic products waste for the future and drive circularity to protect not only our people, but importantly, our planet."

"It is also becoming clear that consumers are making more conscious choices, and increasingly supporting businesses with sustainability front of mind".

Single-use plastic products can be a threat to the environment and human health and without deliberate effort across the sector, Travel & Tourism can and will contribute significantly to the issue.

The COVID-19 pandemic has had both negative and positive impacts on single-use plastics pollution.

The demand for single-use plastics items has increased with safety being a high concern among tourists and take-away services being on the rise. According to the Thailand Environment Institute, plastic waste has increased from 1,500 tons to a staggering 6,300 tons per day, owing to soaring home deliveries of food.

However, the pandemic has also catalysed consumer demand for green tourism experiences around the world, with a 2019 global study* finding 82% of respondents are aware of plastic waste and are already taking practical actions to tackle pollution.

The report recognises that global solutions are required to address corporate concerns about the use of single-use plastic products. It aims to support informed decision making based on the potential impacts of trade-offs and of unintended burden shifting when considering the transition to sustainable alternatives.

Sheila Aggarwal-Khan, Director of the Economy Division, UNEP said: "Travel & Tourism has a key role to play in addressing the triple planetary crises of climate change, biodiversity loss and pollution, as well as making circularity in the use of plastics a reality."

"The advent of COVID-19 and consequent proliferation of single-use plastic products has added urgency to the crises. With this report, we hope to encourage stakeholders in this industry to come together to address this multifaceted challenge. Only by doing so, can we ensure meaningful and durable change."

With around 90 percent of ocean plastic derived from land-based sources** and the annual damage of plastics to marine ecosystems amounting to US\$13 billion per year***, proactively addressing **the challenge of plastics within the Travel & Tourism sector is key**.

To read the report in full, [please click here](#).

* Source: [One Planet network](#).

** Source: [WasteAid](#).

*** Source: [UNEP](#).



OVERTOURISM



ELLEN RUGH

Program Manager
Center for Responsible Travel (CREST)
responsibletravel.org

OVER THE PAST FEW DECADES, THE VERY FABRIC OF TRAVEL HAS CHANGED.

The rise in overtourism emerged due to a 'perfect storm': social media, the sharing economy, pop culture, advances in cruise and aviation technology, a growing traveler market, and other factors. But overtourism was not widely recognized until it came to a head in historic cities like Barcelona and Venice, where residents took to the streets to tell tourists to 'go home'.

Then, last year, for the first time in decades, tourism nearly ceased. Yet, travel quickly revived in many places, introducing new issues unique to our post-pandemic world: some destinations, desperate to welcome visitors back, deprioritized sustainability. Visitors longing for a break from quarantine flooded outdoor areas, beaches, and national parks.

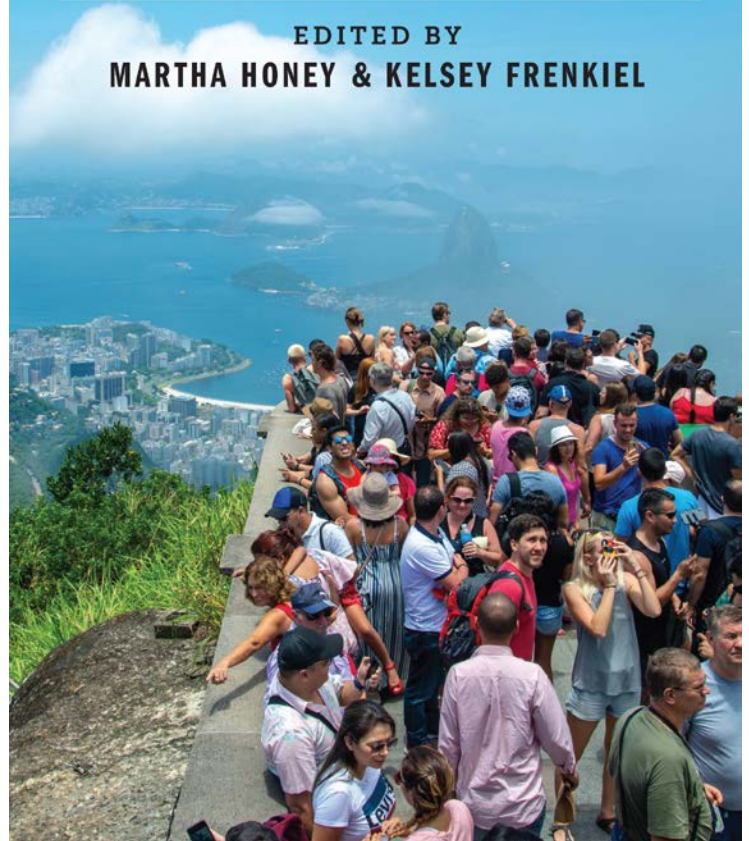
The Center for Responsible Travel (CREST) and editors Martha Honey and Kelsey Frenkiel have released **Overtourism: Lessons for a Better Future** (Island Press), an edited volume containing essays and case studies from more than 20 tourism experts across the world. The book charts a **path toward tourism that is genuinely sustainable, focusing on the triple bottom line of people, the planet, and prosperity**. Bringing together tourism officials, city council members, travel journalists, consultants, scholars, and

OVERTOURISM

Lessons for a Better Future

EDITED BY

MARTHA HONEY & KELSEY FRENKIEL



trade association members, this practical book explores overcrowding from various perspectives and destinations.

As we look toward the future, we should ask: **do we want to return to a world of overrun monuments, littered beaches, and gridlocked city streets? Or can we do things differently this time?** As tourism revives worldwide, these innovations will guide government agencies, park officials, site managers, civic groups, environmental NGOs, tourism operators, and others with a stake in protecting our most iconic places.

WHERE TO LEARN ABOUT SUSTAINABLE TOURISM?

Today, travel brands face increasing pressure from tourists, communities, governments, NGOs, and investors **to have a positive and active role in protecting people and the planet.**

As a result, a growing number of tourism and hospitality businesses are taking action towards more sustainable tourism. Many organizations, however, don't have enough knowledge to do it right. As a result, they risk their reputation being accused of greenwashing, or - they spend way too much time than necessary figuring things out on their own.

Receiving proper training can significantly speed up your learning and bring faster results. But what sustainable tourism courses are available, and which one will be the best for you?

Many universities now offer sustainability courses as part of tourism- or business-focused bachelor's or master's degrees: Leeds Beckett University, Aalborg

University Copenhagen, Eberswalde University for Sustainable Development, Ostelea School of Tourism & Hospitality in Barcelona, among others.

Many sustainable tourism certification programs, including Green Destinations, Green Globe, TourCert, and Travelife for Tour Operators, have their courses available. You can learn about the specific criteria and recommendations on how to meet them. Also, Global Sustainable Tourism Council offers both online and in-person sustainable tourism courses for professionals, where you learn the basics of sustainable tourism and explore GSTC criteria in more detail.

Finally, there are courses for tourism practitioners, focusing on the practicalities of sustainability management in the business context and going straight to solving specific problems.

Sustainable Tourism Made Easy helps travel and hospitality organizations

ANULA GALEWSKA
Member of Skål International St. Petersburg

MORE INFO:
sustainabletourismmadeeasy.com
info@sustainabletourismmadeeasy.com

become more competitive by improving their environmental management and social responsibility. Using simple language and practical examples, the company assists tourism organizations in implementing sustainable tourism principles in daily operations. It shows them how to use sustainability in sales and marketing smartly.

Sustainable Tourism Made Easy offers a wide range of sustainable tourism management courses, starting from the very introductory Sustainable tourism Crash Course to Zero-to-Hero 8-week programs, which turn beginners into sustainability leaders. There are also theme-focused courses available: Developing sustainable tourism products, Sustainable tourism marketing, communication, and eliminating single-use plastics, Impact Tourism. All courses can be customized, delivered online or in-person, in English, Russian and Polish.

HOW TO AVOID GREENWASHING IN TRAVEL

As the industry looks toward recovery, now is the time to build back stronger. Consumer education - and demand - is a big part of the journey toward a more sustainable travel industry.

At **Impact Travel Alliance**, we've been talking about sustainability long before it was a buzzword. Our grassroots organization has grown to represent the world's largest community of socially and eco-conscious travelers.

We teach travelers how to explore in a way that has a positive impact on local communities and our environment - no matter your destination, travel style or budget.

I like to think of Impact Travel Alliance as a consumer's friend in the industry. We take complex issues like climate change, overtourism and greenwashing and translate them into accessible, down-to-earth and actionable resources for travelers to incorporate impact into their experiences.

In one of our latest articles, we've broken down **tips to avoid greenwashing in travel.** We also have an **upcoming event** as part of our ongoing Conscious Creator series on how as storytellers, we can uncover what makes a travel brand authentically sustainable, and how fact-checking as media plays a powerful role in building a stronger

industry. Skål International members can register for 50% off their ticket with code SKAL. To stay in the loop with our other upcoming events and articles, you can **sign up for our weekly newsletter.**

Tourism has the power to protect our environment, empower women and diverse communities, and create global citizens.

As we look toward recovery in a post-pandemic world, **there's an immense amount of potential to improve the world through travel** - but only if we rebuild our industry mindfully. I hope you'll join us in our journey to create a more impactful industry.

KELLEY LOUISE

Impact Travel Alliance Founder & Member of Skål International New York

4 SUCCESSFUL STORIES FROM SKÅL INTERNATIONAL SUSTAINABLE TOURISM AWARDS WINNERS



WESTERN UNIVERSITY (CANADA)

NECESSITY, THE MOTHER OF INVENTION

The well-known proverb “necessity is the mother of invention” is what comes to mind when I reflect on this past COVID-dominated year.

Along with so many other post-secondary institutions, Western University came together to **reinvent how to meet the culinary needs of the campus community safely**. At Western, we see food as a central part of social relationships and cultural rituals, a universal language that unites people; food sharing embodies hospitality, gratitude, sacrifice, and compassion.

The following summarizes how Hospitality Services at Western University reimagined food services during this unprecedented past year.

Conference Services

Like any in-person event or conference, virtual spaces at Western were developed to personalize

and customize the conference experience. With information sessions and presentations happening concurrently, our team now has the means to provide conference organizers with digital spaces for any event. This includes such services as virtual platforms, a lobby experience, event design, and connectivity.

conferences.uwo.ca

Great Hall Catering

With compliance and safety top of mind, the Great Hall Catering team developed several means to reinvent and sustain their business model. With the purchase of a food truck (The Angry Goose), and through the launching of themed culinary gift packs and ready-to-serve family meal kits, the Great Hall Catering team safely provided a culinary experience to the university community that has grown to expect and love.

greathallcatering.ca

Residence Dining

Throughout numerous lockdowns and quarantines, Residence Dining succeeded in providing students with safe, accessible dining opportunities. Packaged in biodegradable, single-use containers and travel bags, healthy and varied menu options were made available. When it became necessary to accommodate students in quarantine, virtually placed orders were filled and personally delivered to student rooms.

Supporting the University Community from a social sustainability perspective brought about unforeseen challenges that necessitated creative inventions.



ANNE ZOK

Nutrition Manager
Western University



**PHOTO.**

» Manyoni Private Game Reserve, South Africa.

MANYONI PRIVATE GAME RESERVE (SOUTH AFRICA)

Manyoni Private Game Reserve is a Big Five reserve that lies within Zululand, KwaZulu-Natal, South Africa. **In 2004 Manyoni was declared as a nature reserve under the Protected Areas Act** when the landowners of 17 properties dropped their fences to create a continuous landscape of 23,000 hectares.

The reserve is known for its extensive biodiversity, from riverbeds in the south to the mountains in the north; this diversity also extends to the park's flora and fauna. MPGR has become one of the premier Big Five safari destinations in Kwa-Zulu Natal with a strong focus on endangered species conservation and is also actively involved in the upliftment of six neighboring

communities. We have several vulnerable, endangered, and critically endangered species, including cheetah, wild dog, and black rhino. To maintain the sense of wildness, we manage the interrelationship between natural environmental biodiversity, human settlement, and economic development in the reserve and surrounding area.

The ongoing Covid-19 pandemic made our operation within the reserve and the neighboring communities more difficult; nonetheless, Manyoni could implement some **creative new projects to support the people around us and protect the wildlife and vegetation within the park.** Together with NPO's, we

implemented a food parcel project for our neighboring communities. We supported a vegetable garden project and a nursery that will grow plants and trees that will be planted in the communities. Generous donors primarily funded our wildlife operations, and we were able to run wildlife emergency operations, support our Anti-poaching unit and provide the necessary training for the reserve staff. The pandemic put the tourism industry on hold. **We hope that shortly we can welcome visitors from all over the world again and show them the magical beauty of Zululand and the magnificent wildlife of Manyoni Private Game Reserve.**



PHIPPS CONSERVATORY AND BOTANICAL GARDENS (USA)

Since winning the Skål Sustainable Tourism Award in 2018, **Phipps Conservatory and Botanical Gardens continue to make new advancements in sustainability.**

In 2019, Phipps restored dilapidated public works building into the Exhibit Staging Center (ESC), with a modernized design and the ambitious goal of achieving Living Building Challenge, LEED Platinum, and WELL Platinum certifications. Labor workers and grounds crew are a group of people whose well-being is often overlooked, and this remarkable building provides a healthy space for them to work. In addition to the workspace, the ESC features a yoga studio, fitness center, and meditation room to encourage employees' mental and physical wellness.

In September 2020, the ESC achieved the WELL Health-Safety Rating for Facility Operations and Management. This certification was created in response to the COVID-19 pandemic. Noticing the WELL Health-Safety Rating value, Phipps then pursued and achieved this certification for the entire campus. The ESC also achieved WELL Platinum certification in June 2021.

Meanwhile, Phipps continued to evolve programs to improve the health of people and the planet to adapt to the pandemic. Let's Move Pittsburgh shared many free virtual resources with the community to improve children's health in the region. The Homegrown program, which helps people grow their produce, continued to install vegetable gardens for families in

areas with poor access to fresh food bringing the total number of families served to over 300. Plus, the Center for Sustainable Landscapes earned two new certifications – BREEAM Outstanding In-Use and Fitwel 3-Star – to add to existing Living Building Challenge, LEED Platinum, WELL Platinum, and SITES Platinum certifications.

As time moves on, **Phipps is excited to be at the forefront of sustainability** and hopes to share the impact of our innovative programs and building design throughout the world.

PHOTO.

» Phipps Conservatory and Botanical Gardens (USA).
Photo by Lofty Views.





SIX SENSES LAAMU AND THE MALDIVES UNDERWATER INITIATIVE (MUI)

PHOTO.
» Maldives Underwater Initiative (MUI).

CORAL SPAWNING

The atolls of the Maldives are the seventh-largest reef system globally and are the foundation on which the country exists.

These reefs contain over a quarter of the world's known complex coral species, almost a fifth of all coral reef fish, as well as charismatic giants like manta rays, whale sharks, and sea turtles. They act as natural barriers protecting low-lying islands from erosion and are crucial resources for the country's key industries- tourism and fisheries.

Unfortunately, due to overexploitation and a changing climate, these reefs degrade and lose their capacity to provide support to those who depend on them. **In 2016, more than 75% of corals across the Maldives were killed in a mass bleaching event due to elevated sea temperatures.**

Over the last two years, **Six Senses Laamu's marine biologists have been studying coral spawning.** This is the sexual reproduction of coral and the best way for reefs to recover as it increases the natural abundance of corals on the reef, in addition to

genetic diversity, giving corals a chance to adapt through their next generation.

In the Maldives, not much is known about coral spawning events. From studies done elsewhere, it is predicted that the phenomenon only occurs once or twice a year and is linked to the lunar cycle. But, marine biologists in the Maldives don't know which local species are spawning, which is critical for understanding and effectively assisting the reef's recovery.

This year, Six Senses Laamu has been granted a research permit to take small samples of corals from the resort's house reef. Under the guidance of experts from the Horniman Museum and Gardens, the team examines these samples to determine if eggs are present and at what stage of development. When it seems that the gametes are fully developed, the team conduct night dive surveys to witness the spawning event first-hand and record precisely when different species are spawning.

During the full moon of April 2021, the team was rewarded when they

witnessed multiple colonies of a species monitoring successfully releasing eggs into the water column. In the month that followed, they already found more eggs developing in different species. This suggests that other spawning periods may be identified for specific species, showing a lot still to learn about the reef's natural replenishment.

The year-long project aims to inspire marine biologists situated elsewhere in the country to investigate natural replenishment. With a greater understanding of what species are reproducing successfully and where they settle, the team will also guide areas that need to be better protected from human interference.

The Maldives Underwater Initiative (MUI) is a conservation initiative based at Six Senses Laamu. MUI consists of marine biologists from the resort, as well as its three partner NGOs: The Manta Trust, Blue Marine Foundation, and The Olive Ridley Project, all of whom work together to reach research, guest education, and community outreach goals.

AN EXCELLENT EXAMPLE OF SKÅLLEAGUES WORKING ON A SUSTAINABILITY PROJECT

ALSO AN EXAMPLE OF MEMBERS COLLABORATING GLOBALLY



WOLFGANG HOFMANN

Skål International Düsseldorf Secretary

On 18 May 2021, Skål International Düsseldorf did welcome via Zoom two successful entrepreneurs from Skål International Thailand, **President Wolfgang Grimm**, and **Vice President Kevin Rautenbach**.

The key message of this Zoom Meeting was: **Skål International Thailand managed even in this challenging period to gain 40% new members through creative ideas and support for the clubs.** And The Pavillons Anana Krabi Resort, one of Thailand's most sustainable products, is a proud member of Skål International Krabi.

Kevin Rautenbach presented to the participants from Germany, Austria, Switzerland, and Luxembourg his project: **Rediscover Thailand**. The idea behind this project is that Skål International Thailand National Committee offers a platform for Skål International members to show their product to the local and international market. The National Committee will carry the cost. In these difficult times, the National Committee considers support for the club's members as their primary duty. **Access to the market is more critical than representative functions.**

Under the umbrella of Thailand, Skål International members in 6 regions can show their excellent products: Bangkok, Chiang Mai, Hua Hin, Krabi, Phuket, and Ko Samui. By bundling their efforts under one umbrella, they expect more traffic on their homepages for their product in the market through mutual social media campaigns.

If any of the Skål International regions worldwide would like to know more about this innovative concept, please contact **Kevin Rautenbach**.



PHOTO.

» Solar Electric Longtail Boat.
Preserving Maritime Heritage.

Wolfgang Grimm has gone a unique way. As a German-Australian Hotel professional with 50 years in the business, he worked 25 years for InterContinental Hotels in the Asian/Australian region in a managerial position.

Combining Hotel with natural concepts started with his first initiative to plant trees on the rooftop of the InterContinental Hotel in Sydney.

In 2012 he followed the call of the owners of the 3 Andamana Hotels Krabi. Inspired by the Thai culture and nature, **he opened 2019 his own Green-Globe certified EcoLuxe Resort, 'The Pavillions Anana Krabi Thailand', with a Bio-Farm of its own.** Designed for sustainable Tourism, it became within eight months the number one TripAdvisor Hotel in Krabi.

The resort is committed to: *"The Pavillions Anana Krabi prides itself on our ecological commitment and eco-sustainability. We believe that this shows our ongoing commitment to ensuring that we operate sustainably as possible, providing the best eco-experience for our guests without harming nature"*.

The first electric-powered long tail boat in Thailand, reducing plastic, waist and packaging, the consumption of energy and water, are some of the bullet points of the concept.

The Farm to Table concept offers products from the own Bio-Farm for the kitchen of the three hotel restaurants, including the best vegan restaurant in Krabi.

The excellent individual service standard, yoga lessons, an infinity pool, a close-by natural, almost private beach, sauna with a salt crystal room, cozy rooms, interaction with the local community leaders, to a relaxed, inspiring holiday.

The Ecopreneur and President of Skål International Thailand inspire touristic experts in Thailand to improve the sustainable standards for the benefit of the Thai community and their guests from all over the world.

For more information about the ecological concept or a good deal for Skål International members, you can contact **Wolfgang Grimm**.

PHOTO.

» The Pavillions Anana Krabi. [Visit web.](#)

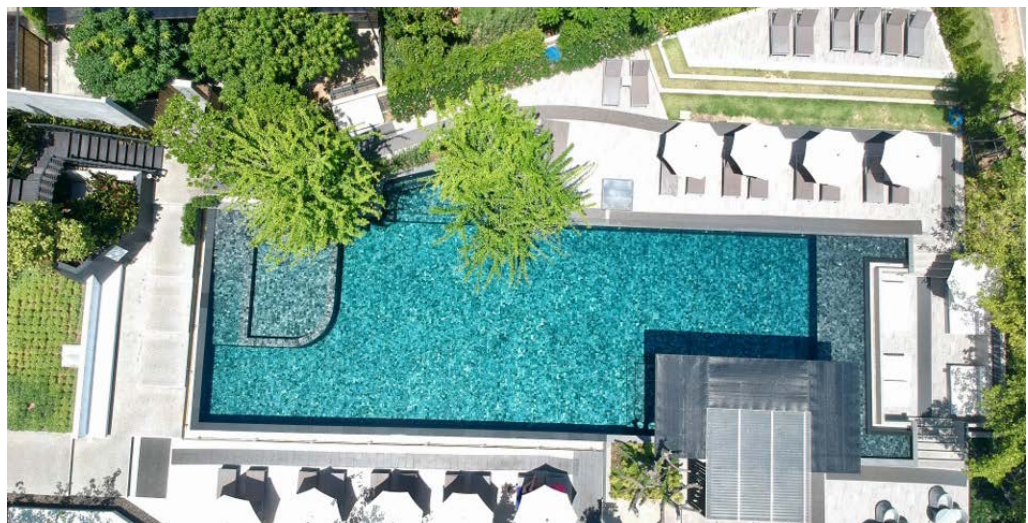


PHOTO.

» Volcantic stone, mountain water nature pool.

PHOTO.

» Cooper's Speciality Kitchen. Plant-based Cuisine.

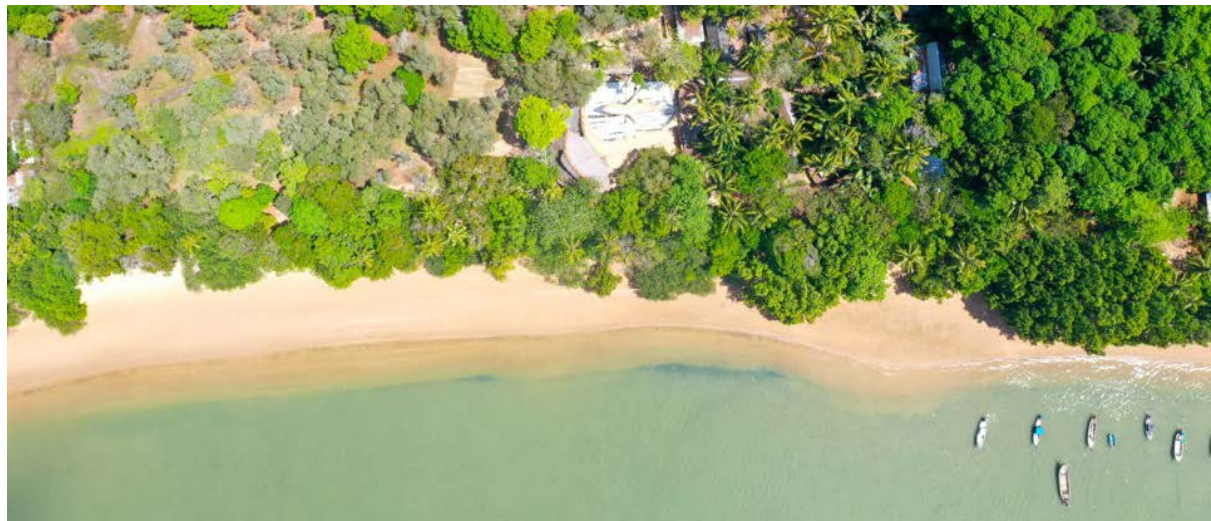


PHOTO.

» AQUA - Private Nature Beach.

SUSTAINABLE

TOURISM

AWARDS

HISTORY

SKÅL INTERNATIONAL IS AN AFFILIATED MEMBER OF THE UNWTO WHOSE MISSION IS TO PROMOTE RESPONSIBLE, SUSTAINABLE, AND UNIVERSALLY ACCESSIBLE TOURISM.

SKÅL INTERNATIONAL LAUNCHED THE INITIATIVE KNOWN AS ECOTOURISM AWARDS FOLLOWING THE UNITED NATIONS DECLARATION OF 2002 AS THE YEAR OF ECOTOURISM AND THE MOUNTAINS TO ACKNOWLEDGE BEST PRACTICES AROUND THE GLOBE.



BY B O T S H

THROUGHOUT THE YEARS

Since then, Skål International has been awarding companies from the public and private sector, NGOs, and government bodies implementing best practices in terms of sustainable and responsible tourism.

Eco and responsible tourism are only a small part of sustainable tourism. To have a more significant impact and recognition in the sustainable development domain in tourism, Skål International wanted to consider eco and responsible tourism as part of the greater picture of sustainable tourism.

Thus, the awards were renamed as Sustainable Development in Tourism Awards in 2011, and more recently as **Sustainable Tourism Awards**.

A total of **857 entries worldwide have entered this awards program** since the launch of these prestigious awards in 2002.

Throughout the years, the program has counted on the valuable experience and cooperation from prominent personalities related to Sustainability, who have acted as independent judges.

Skål International is proud to have had the precious collaboration of the UNWTO, PATA, Green Globe, Sustainable Travel International, the Responsible Tourism Institute, or The Centre for Responsible Travel, among others.

This year, in its 20th edition, we are delighted to count again with the support of **Biosphere Tourism** in the frame of the Sustainable Tourism Awards.

EVOLUTION OF THE LOGO

2009



2011



2020



30 JUNE DEADLINE
FOR RECEIPT OF APPLICATIONS!



SKÅL



INTERNATIONAL

Connecting Tourism Globally

SUSTAINABLE TOURISM AWARDS

SPECIAL AWARD 2021



RESPONSIBLE
TOURISM INSTITUTE



BIOSPHERE

OPEN TO ALL PUBLIC AND PRIVATE SECTOR
COMPANIES, EDUCATIONAL INSTITUTIONS, NGOS, &
GOVERNMENT AGENCIES RELATED TO TOURISM



SKÅL
INTERNATIONAL
SUSTAINABLE
TOURISM
AWARDS

**THE 2021 SUSTAINABLE
TOURISM AWARDS
ARE OPEN UNTIL
30 JUNE 2020!**



For 20 years, Skål International has recognized best practices in Sustainable and Responsible Tourism around the world.

As Affiliated Member of the UNWTO, whose mission is to promote reliable, sustainable, and universally accessible Tourism, **Skål International created the Sustainable Tourism Awards following the United Nations declaration of 2002 as the Year of Ecotourism and the Mountains.**

Since then, **over 850 participants** from all over the world have entered the competition.

In its **20th edition**, we expect to experience another resounding success.

WHO CAN PARTICIPATE

Tourism companies from the public and private sector, NGOs, government agencies, and educational institutions related to Tourism worldwide.

All sustainable operations and activities must be implemented by the entity applying for the award.

Projects or initiatives not yet in operation are not eligible.

AVAILABLE CATEGORIES



1. COMMUNITY AND GOVERNMENT PROJECTS
2. COUNTRYSIDE AND BIODIVERSITY
3. EDUCATIONAL PROGRAMS 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

It is effortless. Just fill in the **Application Form** before 30 June at 23.59 CET.

It is highly recommended that full content is in English.

A letter of endorsement supporting and confirming the sustainable initiatives reflected on the application form will be required. This can be provided by the Skål International local Club, another recognized Tourism organization, or a Tourism governmental body.

Incomplete applications will not be considered.

SPECIAL AWARD 2021

Skål International has established a partnership with **Biosphere©** and the **Responsible Tourism Institute** to give the '**Skål Biosphere Sustainable Lifestyle Special Award**' presented to one of the winners of the Sustainable Tourism Awards. The winner will be selected based on the Responsible Tourism Institute's pillars of sustainability. Biosphere© will present the winner with a one-year free subscription to the Biosphere Sustainable Lifestyle platform, where the winner will be able to create a personalized Sustainability Plan for continuous improvement and recognition of the efforts of his/her organization.

ANNOUNCEMENT OF THE WINNERS

The Sustainable Tourism Awards ceremony usually takes place during the Opening Ceremony of our annual Skål International World Congress.

Further updates will be provided at a later stage.



**CONTACT US
FOR MORE INFORMATION.**

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 worldwide.

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

To personally collect the award during the **Skål International World Congress** in attendance of an excellent opportunity to network with Tourism professionals from all over the world.

To have a chance of winning a complimentary **subscription to the Biosphere Sustainable Lifestyle platform.**





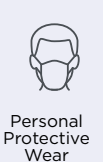
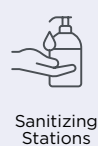
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