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**V. SALIH CENE
PRESIDENT
SKÅL INTERNATIONAL
2015**

MESSAGE from the PRESIDENT



DEAR FRIENDS, DEAR SKÅLLEAGUES,

FRATERNAL GREETINGS FROM ANTALYA, TURKEY.

IN THIS MESSAGE, I SPECIFICALLY WANT TO ADDRESS THE CLUB PRESIDENTS. FIRST, I WILL GIVE VERY BRIEF INFORMATION ON THE ACTIVITIES OF THE EXECUTIVE COMMITTEE.

After returning from Mexico City, I participated in the meetings of the Turkish National Committee and the Ankara, Istanbul and Marmara Skål Clubs. In between, Honorary President Uzi Yalon, former Presidents Hulya Aslantas, Nik Racic and Karine Coulanges and Vice President David Fisher joined me for the Skalitè Awards Ceremony in Istanbul where I was honoured to receive the special Skalitè awards from Skål International Turkey and Antalya. Before the New Year, we held a Board meeting via Skype to discuss and decide on pending matters.

meals and functions, as well as domestic flights were covered by Antalya, Ankara, Cappadocia, Istanbul, Marmara Skål Clubs and the National Committee of Turkey. I sincerely thank the Presidents, Past Presidents and the Boards of Skål International Turkey and the Clubs of Antalya, Ankara, Cappadocia and Istanbul for their great efforts and contribution. Thus, my special thanks go to Deniz Anapa, Munciye Cavusoglu, Ugursal Ugur, Yavuz Ungor, Sadik Altiparmak, ISC VP Kamer Rodoplu, Aydin Guney, Feza Colaklar, and Hulya Aslantas as well as to Turkish Airlines, Hotel Mardan Palace and Setur, Antalya; Kayakapı Premium Caves and Argeus Tourism, Cappadocia; Konak and Armada Hotels, Universal Travel and TAV, Istanbul for their very generous support.

On 15 February, Vice President, Nigel Pilkington and I travelled to Johannesburg, South Africa to participate as keynote speakers in the IIPT Symposium (16-19 February). Whilst there, we got together with Skål friends from Johannesburg and Pretoria. On 20 February I flew to Cape Town to meet with Skål friends from Cape Town and Cape Winelands. My very special thanks go to IIPT President Louis D'Amore, and the Secretary of International Council and the President of Skål International South Africa Lavonne Wittmann for all the arrangements and generous hospitality extended to us. I also extend my special thanks to William Cook, VP Skål International Pretoria, Joy Strydom, President Skål International Cape Town; Fiona Angelico, President Skål International Cape Winelands and

WE HOPE TO HOST
YOUR WORLD CONGRESS
IN 2017

Anne Lamb, Secretary Skål International Cape Town. I also thank the board members, members and the spouses of Skål International Johannesburg, Pretoria, Cape Town and Cape Winelands for their great efforts and hospitality.

In terms of our Skål Ambassador Programme we have appointed Former President Nik Racic as a Skål Ambassador to complete the project he initiated concerning the formation of a Skål Club in Slovenia. We have also appointed Former President Hulya Aslantas, our Ambassador to revise the criteria for the Skalitè Awards, in order to introduce them as an international awards scheme. At the same time we appointed current Skål UNWTO Ambassador Gracia Peregrin to also be our Ambassador for the FITUR trade show in Madrid.

The Vice Presidents and Directors have been working very hard to accomplish the tasks they have undertaken. I thank all of them from the bottom of my heart for their commitment and solidarity. My special thanks go to my Vice Presidents for their great assistance throughout our endeavours.

The 2020 Project is progressing under the leadership of Russell Butler and we expect to receive innovative projects and proposals from him soon.

Last but not least, we have strengthened our partnership with Best Western International and Sealed Air/Diversey. With Sealed Air we signed a partnership Agreement for 2015 in Antalya. My special thanks go to Lill Kleven and Mareike Schaumburg from Sealed Air/Diversey for their great cooperation and contribution in strengthening our partnership and planning joint projects between Sealed Air and Skål International. We have also increased the number of adverts on Skål Magazine.

The wonder team is working in harmony very productively and we shall have more good news for you along the way.

No matter, however, how much the Executive Team and the Committees we form may work and whatever we may plan, our goals can only be achieved by the commitment, cooperation, and contribution of Clubs and members. My following message, therefore, goes to the Club Presidents and, at the same time, it is a guideline for the members on what to expect from their Club Presidents and Boards.

DEAR CLUB PRESIDENTS,

You are the most important officers of our organisation. Your enthusiasm, your ambition and your focus on long-term goals of Skål International and your Club, will determine the overall Skål success, not only this year, but also in the years

to come. I have no doubt that you want to achieve as much as you can and I encourage you to think big, because your leadership will make the difference. When you pass your chain of office to your successor, your success will be judged not by what you yourself have achieved, but by how far you have brought your Club.

Think strategically and long-term, exchange views with as many of your Past Presidents and members as you can, share your experiences, plan together and look ahead to determine ambitiously but realistically what your Club can achieve. On planning I recommend you focus on projects that have the longest term impact so that the good you do during your term will still be felt long after your Presidency is over.

One of the greatest challenges for Skål as an organisation is, of course, membership and this is an issue, more than any other that must be addressed at the Club level. Every year, we bring in more than 2000 new members but unfortunately we lose more than we recruit and as a result we have, for many years, faced a decline in membership. This situation shows the importance of retention.

As Club Presidents, you are the ones best able to solve this problem by making sure that each member of your Club is involved and knows that their contribution makes the difference. I also ask you to plan for the future by reaching out especially to younger members so that your Club will continue to be strong and viable for many years.

I also recommend you draw up a Club Leadership Plan which will provide guidance for developing a strategic plan for short and long term goals covering; leadership and membership development; our vision, mission and objectives; and supporting the Florimond Volckaert Fund. The guidelines to assist you are available on our website (Membership Development Operational Plan; Future Leaders Programme, Membership Development Seminar Template, Public Relations guidelines and more). Long-term strategic plans should cover the next three to five years with updates along the way.

Some of you may think of going for a "once in a life time" project, but you must not forget that such efforts are generally destined to be left on your shoulders and perhaps on those of a few other board members. This may often cause fatigue, exhaustion and gradual disinterest, which may eventually drain the energy of the Club members, leaving very little interest for other "big ideas" that may be introduced by your successors thus resulting in stagnation.

You must realise that the times of "my big ideas" and

"projects for my year" are over; success is achieved by multi-year, sustainable plans and projects. These projects should engage members and especially the new, younger ones, thus increasing their commitment and loyalty to your Club and Skål International. Only with projects based on long term strategic planning can you achieve continuity and a lasting legacy. While planning for the future, we all need to keep pace with the changing world and the changing demands of our members and our prospective members. I trust that along this challenging road for progress, you will work in coordination, cooperation, and harmony with your Executive Board, your members, your National Committee, your Councillor and last but not least with the Executive Committee of Skål International. During your endeavours, you should always remember that we are at your disposal whenever you may need our support and assistance.

DEAR FRIENDS, FOR IMPROVEMENT, DO NOT FORGET TO ASK YOURSELF THIS QUESTION; "WHAT DID I DO FOR SKÅL TODAY?"

On behalf of the Skål International Executive Committee, I wish you all a very productive and successful year while we strive together to engage Skål International in changing the lives of our members and other tourism professionals around the world positively.

Cordially yours in friendship and Skål!

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WORLD CONGRESS



SUCCESSFUL 75TH SKÅL INTERNATIONAL WORLD CONGRESS IN MEXICO CITY

Nearly 550 participants representing 156 Clubs and 50 countries attended a very successful 75th Skål International World Congress in Mexico City from 25 to 30 October 2014. The Local Organising Committee, led by Yolanda Ruanova, Secretary of Skål International Mexico, together with Juan Ignacio Steta, President of Skål International Ciudad de Mexico, Jorge Moya, National President of Mexico, and the PCO, Manuel Viñas, local member and General Manager of Koch Overseas, with his fantastic team led by Laura Carmona and Pamela Pratt, did an outstanding job and made tireless efforts during two years in order to guarantee a successful event.

Prior to the Congress Karine Coulanges, President of Skål International 2014, attended a breakfast at the Miguel Aleman Foundation on Wednesday 22 October 2014 in Mexico City where she was invited as guest speaker. Director Nigel Pilkington was also present. The Miguel Aleman Foundation presented Karine Coulanges with a cheque for 50,000 Pesos (approximately Euros 3,000) for the Florimond Volckaert Fund and we take this opportunity to thank this prestigious foundation for their generous donation.



Pictured left to right: Juan Noriega, Director, Mexico City Secretariat for Tourism, Miguel Torruco, Mexico City Secretary for Tourism, Karine Coulanges, President 2014, Skål International, and Jean Berthelot, Councillor of the Miguel Aleman Foundation

A ceremony was held to commemorate the 75th Skål International Congress through a sustainable activity that will leave a mark on the city of Mexico. Skålleagues set themselves the task of planting 75 trees in different parts of the city before the congress leaving tree number 75 to be planted by President 2014 Karine Coulanges with the Vice President Nigel Pilkington, International Councillor Mexico Rafael Millán, Yolanda Ruanova, Chairman of the Organising Committee, Juan Ignacio Steta, President of Skål International Ciudad de Mexico and other Mexico City Skålleagues. The event was held in the central reservation of Avenida Alvaro Obregon, an important city avenue, where, in addition to the planting of the tree, a commemorative plaque was placed. Distinguished personalities from the City Government were also present.



SPONSORS:

The Congress would not have been possible without the generosity of the Sponsors, to whom Skål International once again extends its thanks: Fondo Mixto, Sectur DF, Sectur Federal & CPTM, José Cuervo, Coca-Cola, Puebla, Guerrero, Triángulo del Sol, Taxco, Secretaría de Fomento Turístico, Estado de México, Los Cabos, Estrategia en Línea, Egroup, Travel Studio, Heineken, Publisearch, Lockton, ACE, Alternativas en Riesgo and Orange Grupo. We are also grateful to Star Alliance and Copa Airlines, the Congress official carriers, whose support was very important to facilitate the attendance of participants.

GET TOGETHER PARTY:

The Get-together Party was held on Saturday 25 October at the magnificent building of the old college of San Ildefonso, located in the historic centre of Mexico City.

OPENING CEREMONY:

The Opening Ceremony was held on Sunday 26 October at the Sheraton Maria Isabel Hotel and local member Josue Meza acted as Master of Ceremonies. Guests of Honour present were Lic. Miguel Torruco Márquez, Sectur DF; C.P. Carlos Joaquín González, Undersecretary for Innovation and Tourism Development, Magda Sánchez, Fondo Mixto, and Cecilia Cruz Urquiza, Tourism Promotion Council. President 2014 Karine Coulanges welcomed, in Spanish, all Congress participants to the wonderful City of Mexico and officially opened the 75th Skål International World Congress. The ceremony included the roll call of nations and the parade of flags, as well as speeches of welcome by Skålleagues Juan Ignacio Steta, President of Mexico City, and Yolanda Ruanova, Chairwoman of the Organising Committee, and of the guests of honour Lic. Miguel Torruco Márquez and C.P. Carlos Joaquín González.



The results of the Skål Club of the Year competition were announced and the winner was Skål International Boston (U.S.A.). Second was Skål International Atlanta (U.S.A.) and in third place Skål International Tucson (U.S.A.).

The winners of the 13th Sustainable Tourism Awards, sponsored by Diversey Care, were also announced.

INTERNATIONAL SKÅL COUNCIL:

The **International Skål Council**, presided by Keith Murcott, held its annual plenary meeting and elections on Saturday 25 October and presented the tasks on which they had worked during the year. The new ISC board is formed by: President – Bernard Whewell (Australia); Vice Presidents – Kamer Rodoplu (Turkey) for two years and Bill Rheume (Canada) for one year; Secretary – Lavonne Wittmann (South Africa). The International Councillors selected Haarlem (Netherlands) as the venue for the Mid-Year meeting in 2015.

As is traditional the **Honorary and Past Presidents** held their annual meeting and dinner during the Congress, on Sunday 26 October. Before their dinner, President 2014 Karine Coulanges invited them for a drink in her suite.



Skål International Monaco, host of 2016 World Congress

GENERAL ASSEMBLY:

The General Assembly of Clubs was held on Monday 27 October at the Sheraton Maria Isabel Hotel where the reports on activities were presented and annual elections held. The following is the composition of the new Executive Committee for the year 2014-2015:

EXECUTIVE COMMITTEE:

- President of Skål International:** V. Salih Cene (Antalya, Turkey) – Tourism Consultant
- Senior Vice President:** Nigel Pilkington (Auckland, New Zealand) – De la Mer Communications | PR & Communications/Business Affairs/Coordinator Membership
- Junior Vice President:** David Fisher (Nairobi, Kenya) – Maniago Travel & Cruises | Finances/Florimond Volckaert Fund/Sponsorship
- Directors:**
 - Lou Conkling (Louisville, U.S.A.) – Knights Travel | Statutes/Manuals
 - Rafael Millan (Ciudad de Mexico, Mexico) – Brisas Hotel Collection | Membership Development & Young Skål (Americas)/Assistant to VP Finances
 - Susanna Saari (Turku, Finland) – Turku University Applied Sciences | Membership Development & Young Skål (Europe, Asia, Oceania, Middle East, Africa)

The distinction of **Membre d'Honneur** was conferred on Marianne Krohn (Hannover, Germany) who had completed her maximum term of two years as Vice President of Skål International. The General Assembly elected Russell Butler (Sydney), who was nominated by his National Committee, as Membre d'Honneur of Skål International.

Peter Neilson (Launceston, Australia) – Cable Hang Gliding – was re-elected **Auditor** for a second term; and Asuman Tariman (Antalya, Turkey) – Asuta Tourism – was re-elected **Deputy Auditor**. Frank Klare (Philadelphia, U.S.A.) – Hotel Interim Management – continues as Auditor.

FUTURE CONGRESSES:

Kenya Coast was reconfirmed as the site of the 2015 (18-23 October) Skål World Congress and **Monaco** was voted as the venue for the Skål World Congress in 2016 (29 October-2 November).

As a result of the exhaustive review of the legal documents undertaken during the year, Vice President Salih Cene presented a series of **Statutes amendments proposals**. The amendments approved became effective three months after the closing date of the Assembly (27 January 2015).

Non-delegates participated in a full day excursion to Taxco.

FORUMS:

The **Executive Committee Forum** was held on 28 October at the Sheraton Maria Isabel Hotel. This Forum is the opportunity to give the floor to the members to express their opinions and ask questions. At the end of the session the participants offered a standing ovation to President 2014 Karine Coulanges and her Executive Team. The Forum was very well attended and successful.

It was followed by a very interesting **Tourism Forum** which featured the following panellists and themes:

- Yolanda Ruanova, Archeologist: Teotihuacan, the City of Gods
- Stefan Phang, Sealed Air Corporation: The Dark Side of Tourism and CSR initiatives that counter that side of tourism
- Araceli Ramos, Mundo Cuervo: The Future of Tourism in Mexico



Diversey Care stand at B2B

BUSINESS TO BUSINESS:

The **Business to Business Workshop (B2B)** took place at the close of the Tourism Forum with 52 reserved tables where members could promote their company and do business with each other.

Participants were offered a choice of afternoon excursions to the Museum of Anthropology, Chapultepec Castle, Historic Centre or a sightseeing tour.

PRESIDENT'S GALA DINNER:

On Tuesday evening the **President's Gala Dinner** was held at the Sheraton Maria Isabel Hotel. During the formalities, President 2014

Karine Coulanges presented **Skål Order of Merit** to Ángel Trauwitz (Ciudad de México), Manuel Viñas (Ciudad de México), Clemente Torras (Barcelona), Francisco Muñoz, Maria Carmen Villanueva and the Club of Lanzarote, Nahid Olfati (San Francisco), Sylvia Liebisch (Wien) and Alison Partridge (London). She also presented a **Skål Corporate Order of Merit** to Galeria Plaza Reforma Las Brisas Hotel Collection.

For the first time President 2014 Karine Coulanges presented **Skål Ambassador of the Year** certificates to Lavonne Wittmann (Pretoria) and Gracia Peregrin (Granada) who received it officially during EIBTM in Barcelona in mid-November, **Skål Future Leader 2014** to Waltraud Katzgraber (Young Skål Wien) and **Skålleague of the Year to Past-President** Richard Hawkins (Singapore).

President 2014 Karine Coulanges presented the winners of the 2014 **Membership Increase Campaign** with a certificate. Skål International Var-Provence (France) was presented with the Platinum Award for the highest net increase in membership in 2014; Skål International Long Island (U.S.A.) was presented with the Gold Award for the second highest net increase; and Skål International Fortaleza (Brazil) was presented with the Silver Award for the third highest net increase.

President 2014 Karine Coulanges was the master of ceremony for two **Twinning Agreements** signed during the formalities prior to the Gala Dinner by the following Clubs: Atlanta (U.S.A.) & Izmir (Turkey) and Calgary (Canada) & Capricornia (Australia).

Karine Coulanges officially passed the **Presidential Chain** to the newly elected President Salih Cene, who presented his new Executive Committee.



On Wednesday 29 October all participants went on the **full day excursion** to Teotihuacan where they visited the Pyramids of the Sun and the Moon and the Roadway of the Dead.

FAREWELL PARTY:

The **Farewell Party** was held on Wednesday evening at the Sheraton Maria Isabel Hotel, where the Guest of Honour Maestro Armando López Cárdenas, General Manager of Fondo Mixto, addressed the participants at a very enjoyable event that closed the Congress.

MEMBERSHIP GET ACTIVE!

WHAT IS "ACTIVE INDIVIDUAL MEMBERSHIP?"



Introduced last year as part of the major revision of the membership classifications, the Active Individual Membership classification (AIM) opens up membership of Skål International to those travel and tourism professionals who reside in regions where a club does not exist.

In today's world of instant global communication the AIM member can take advantage of all the benefits Skål has to offer and plug into our worldwide network.

An AIM member has the same privileges as an Active member. To summarise an Active Individual Member has access to:

- **Skål Database:** networking with some 17.000 tourism professionals worldwide
- **Member Benefits:** travel discounts, special rates, access to airport lounges, upgrades all over the world
- **Receipt of all Skål International communications** including Skål Magazine, Skål news, E-Newsletters, updates etc
- **Skål stand at international trade fairs**
- **Skål Magazine:** ability to advertise their business at special rates.
- **Annual Skål World Congress, Trade Shows, Educational Workshops and Seminars** around the globe.
- **Young Skål:** network together with tourism executives.
- Experience the Skål amicable and friendship while "Doing Business Among Friends".

To be eligible for Active Individual membership a tourism professional must :

- Live in a country where a Skål Club does not exist or where, because of the laws of the country, Skål cannot be present.
- Live in a city/region where a Skål Club does not exist. The distance from the nearest Club is to be decided by each National Committee, and where there is none, the distance should be at least 100 miles (160 kilometres) from the person's residence or place of business.
- Be a former Active member of a Skål Club that has been suspended.

Active Individual members fall under the umbrella of the Skål General Secretariat and/or a National Committee; they do not pertain to any Club. However they are welcome to join club, national and international events on the same basis as Active members.

Annual Membership Fees:

- Countries with National Committees: Euros 60.00 + National Committee Fee all payable to the National Committee (The National Committee will remit the appropriate fee to the General Secretariat).
- Countries with no National Committees: Euros 100.00 payable to the General Secretariat.

To apply for Active Individual membership, please complete our online application form by visiting www.skal.travel and clicking on the Applications tab on the home page.

For more enquiries on membership, please contact sandra.vera@skal.org

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DIVERSEY CARE THE VALUE OF WATER

BUILD A UNIQUE VALUE MAP AND SUSTAIN THE WATER THAT KEEPS YOUR GUESTS RELAXED, REFRESHED AND HEALTHY

The hospitality industry uses water intensively to provide guests with a comfortable, safe and hygienic environment. Water can be a scarce commodity with limited availability yet it is a common touch-point for all of your guests. Unless managed correctly it can adversely influence guest satisfaction and put at risk your hotel's reputation.

Most water used in hotels contains embedded energy and chemistry which affects environmental and cost performance. Whether it is heated, softened, treated, chilled or converted to steam, water is a critical business necessity and a strategic resource.

VALUE MAP OF WATER MANAGEMENT

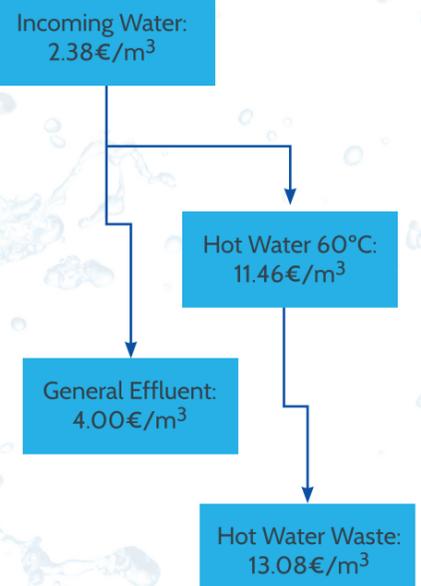
It is important to fully understand the value of the water in your hotel. This can easily be done by creating a value map to highlight all of the strategic points where your water gains cost.

In the example fig 1.0 we can see that water enters the hotel at a cost of €2.38 per cubic meter (m³). This could, for example, be the water used for cold taps, wash-down hoses and toilet flushing. With a waste water charge of €1.62 per m³, the total cost of cold water in the hotel becomes €4.00 per m³.

Now if we consider hot water, energy is needed to heat the incoming water to the required temperature, normally 60 degrees Celsius (°C) in most hotels. To understand the amount of energy (measured in kWh) to heat one cubic meter of water to the required temperature we need to know the temperature of the incoming water. In our example, water enters the hotel at 12°C which means it must be heated by 48°C (the delta) to reach the required 60°C. There are energy losses in all heating systems so we need to allow for heating inefficiencies - 80% efficiency is generous. By applying your own energy

unit cost you can assess the value of your hot water.

There are clearly other factors involved such as the cost of circulation by electrical pump and return heat loss but these can be considered as your value map develops.



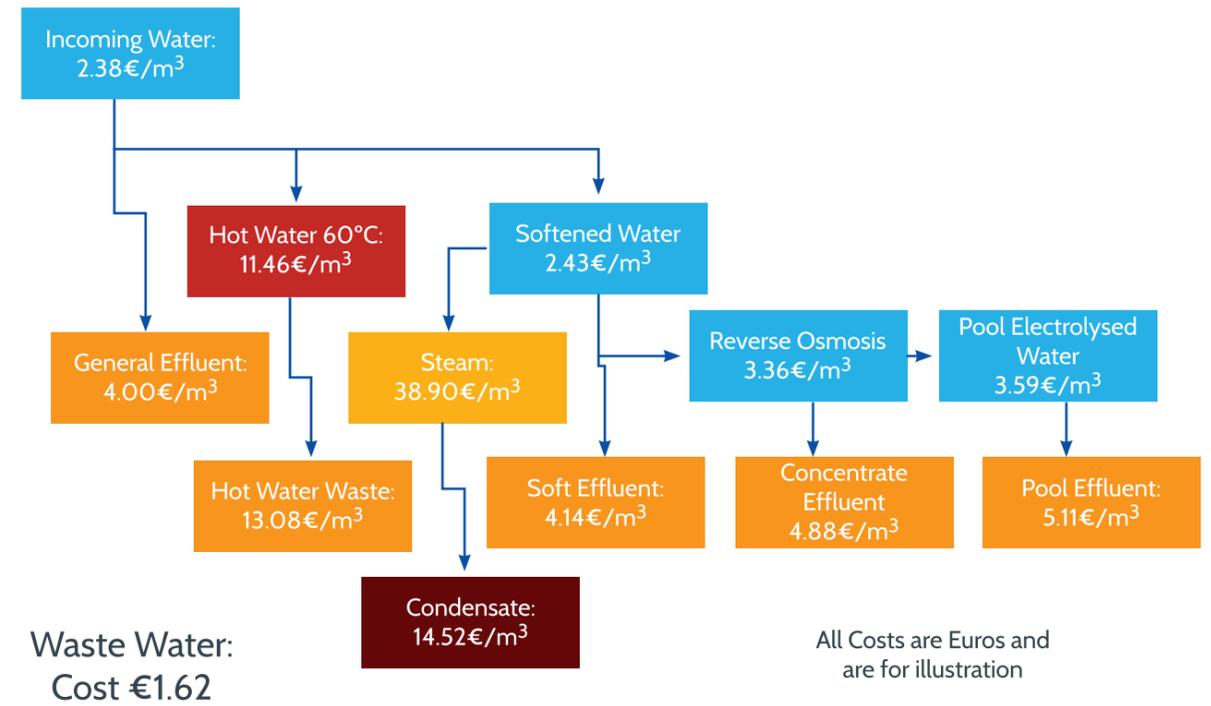
Next you should consider where you change the quality or condition of the water in the hotel. This might include softened water for laundry, reverse

osmosis water for glass machines and ice production, or chemical treatment for cooling towers, pool and spa, and waste water. With your finance and technical team it is easy to calculate the cost of the consumables such as salt, chemicals and replacement filter cartridges needed for these processes for each m³ of water.

It is also important to remember that there will be a yield loss in most treatment processes because they will either use new water to clean and regenerate themselves or, in the case of cooling towers, will discharge effluent and supplement the loss with new water. You can quickly build a unique value map like the one below for your hotel to provide a better appreciation of water and a clearer picture of the impact of your sustainability projects.

JOIN OUR WEBINAR TO FIND OUT MORE

We'll include additional tips in our next water management webinar on March 19 when we will discuss water use in your on-premises-laundry with examples of best-practice that you can easily implement. Visit www.diversey.com/webinar-water-management or email il-sustainable-solutions@sealedair.com to register.



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YOUNG SKÅL FAST FORWARD

DISCUSSIONS AROUND HOW YOUNG SKÅL IS THE FUTURE OF SKÅL INTERNATIONAL, HAVE BEEN GOING ON FOR MANY YEARS. THE DEVELOPMENT HAS BEEN CONSTANT BUT PERHAPS NOT ALWAYS AS VISIBLE AS IT SHOULD AND COULD HAVE BEEN. AS A DIRECTOR OF MEMBERSHIP DEVELOPMENT AND YOUNG SKÅL, I WOULD LIKE TO TAKE YOU ON A QUICK TOUR OF OUR FUTURE WITH THE HELP OF LLANA SMITH, COUNCILOR OF SIUSA; OANA PASCU, A YOUNG SKÅL MEMBER IN BUCHAREST; AND ROBERTO NECCI, COORDINATOR OF THE 2015 YOUNG SKÅL SYMPOSIUM IN ROME.



WHAT IS HAPPENING AT THE INTERNATIONAL COUNCILOR LEVEL WITH YOUNG SKÅL?

Llana Smith has been the lead Councillor of Young Skål for almost two years. She is the successful lead Councillor of a committee that has a lot of passion for Young Skål. The committee has nine members representing both young and more mature Skålleagues from around the world. Before the world congress in Mexico the team had been working in four development areas namely website development; social media;

university lecturers'-package and an academic tool kit; and Young Skål International Symposiums.

These four tasks were presented and deliberated during the Council meeting and plenary in Mexico City. " Our YS Programme needs to be clearly defined as forward thinking, fast paced and impatient young adults think globally, nationally and locally and in that order of priority," states Llana "thanks to the approval by the Executive Committee of an annual budget for the future development of Young Skål, a number

of important elements are now in place. The social media elements include Facebook, LinkedIn, Twitter and YouTube, which have greatly increased our visibility."

The team also plan to action a survey, specifically aimed at Young Skål Members, asking questions about how Skål International can provide better opportunities for them to become more involved. Perhaps the most exciting news is the development of the new website for Young Skålleagues around the world. Beta testing is ongoing and

the website www.youngskalnow.org will be launched during 2015. Each Skål International Club will receive a communication asking for information about their own local Social Media links so that this can be uploaded on to this website for use by any Young Skål member.

YOUNG SKÅL SYMPOSIUM BUCHAREST – A SUCCESS STORY FROM SPRING 2014

Over 50 specialists in tourism – participated at the second Young Skål International Symposium, organised between 24 and 27 of April 2014 in Bucharest, Romania. Eleven countries were represented at the event: Germany, Finland, Sweden, Italy, Bulgaria, Turkey, Spain, USA, Belgium, Croatia, and Romania.

"One of the main purposes of the symposium was to contribute to the development and promotion of tourism through the exchange of ideas, experiences and good practices among young tourism professionals", says Oana Pascu, a Young Skål member of Bucharest. The symposium included an interactive workshop, during which participants worked together to find creative solutions in order to transform Young Skål into a strong and representative voice for young professionals worldwide. Oana says that the solutions proposed by participants included twinning among clubs from different countries for an easier exchange of good practices, and the implementation of an international internship programme so that Young Skål members worldwide can apply for an internship in Skål-affiliated organisations in other countries.

As part of the Symposium, Bucharest became the first capital to be awarded the title of "Peace City" by the International Institute for Peace through Tourism (IIPT) and Skål International. The title was awarded in a ceremony organized on Friday, 25 April, in the Herastrau Park in Bucharest.

During the symposium discussions the participants suggested that international Young Skål Symposiums should continue to be organised in the years to come, thus establishing a tradition for the Young Skål international community. This is a great idea and will continue during spring 2015 when, according to the saying...



This great city was the host of the 3rd Young Skål Symposium from 11-13 March. "The program included topics like web marketing, hotel and tourism management and strategies" says Roberto Necci, who is member of the board at Skål International Rome and responsible for the organization of Young Skål symposium.

WHAT NEXT?

We will continue developing all the things introduced here - and more. As you all know the Skål 2020 project team also includes a team for Young Skål. We will surely hear more "out of the box" ideas from this team. In the meanwhile do not hesitate to contact Susanna Saari if you have any questions, comments or ideas regarding Young Skål - our future!

LINKS FOR YOUNG SKÅL:

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www.facebook.com/groups/YSInternational

LINKEDIN:
www.linkedin.com/groups?mostRecent=&id=3883951&trk=my_groups-tile-flipgrp

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YOUTUBE:
www.youtube.com/user/Skal1934

Story by: Susanna Saari with Llana Smith, Oana Pascu and Roberto Necci

UNWTO

WE ARE PLEASED TO COLLABORATE WITH SKÅL INTERNATIONAL, AN ACTIVE MEMBER OF THE AFFILIATE MEMBERS PROGRAMME OF THE WORLD TOURISM ORGANISATION (UNWTO), IN THIS SPECIAL PRINTED EDITION OF SKÅL MAGAZINE.

UNWTO is the United Nations agency responsible for the promotion of responsible, sustainable and universally accessible tourism. It is the only United Nations agency that, in addition to Member States, includes private companies as members.

made up of over 400 members representing companies, educational institutions and universities, tourism associations and local tourism authorities. Here, we encourage collaboration, creativity and innovation, exchanging experiences and ideas in order to find new paths and strategies to make tourism grow as one of the main forces of economic and social policy around the Globe.

ONE OF OUR NEW AREAS OF WORK

The Affiliate Members Programme, which incorporates the private sector, is

We are focusing on is the development of UNWTO Prototypes creating practical applications of public-private collaboration initiatives, developing products focused around a guiding theme. Examples include a project on overcoming seasonality,

a problem affecting many destinations as well as another dedicated to city tourism. We will be using the prototype of Punta del Este 365 and Madrid Precious Time as case studies. Punta del Este 365 brings together representatives from the public and private sector along the whole tourism value chain showing how innovative public-private partnerships can successfully develop a year-round tourism destination. Meanwhile, through MPT, Affiliate Members in the city of Madrid are working in synergy towards effectively addressing the development of new products for a specific sector.

We hope that these work areas allow us to continue addressing these and other issues related to tourism of interest to all, as well as strengthen the engagement with Skål International and all of its members internationally.



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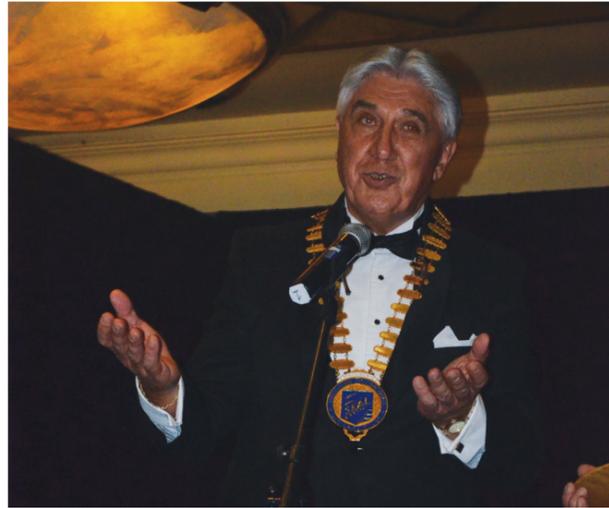


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IIPSYMPOSIUM

SALIH CENE AND NIGEL PILKINGTON FEATURED KEYNOTE SPEAKERS AT IIP WORLD SYMPOSIUM HELD IN SOUTH AFRICA



SKÅL INTERNATIONAL PRESIDENT SALIH CENE AND FIRST VICE PRESIDENT NIGEL PILKINGTON WERE FEATURED KEYNOTE SPEAKERS AT THE: **IIP WORLD SYMPOSIUM: CULTIVATING SUSTAINABLE AND PEACEFUL COMMUNITIES AND NATIONS THROUGH TOURISM, CULTURE AND SPORT HELD 16 - 19 FEBRUARY AT EMPERORS PALACE, EKURHULENI, SOUTH AFRICA.**

IIP was most honored to have Archbishop Desmond Tutu as Patron of the Symposium which honored the legacies of the world's three Champions of Peace and Non-Violent Resistance: Nelson Mandela, Mahatma Gandhi and Martin Luther King, Jr. Aim of the Symposium was to affirm their legacies by building bridges of tourism, friendship and peace in regions throughout the world.

The Symposium also commemorated the 50th Anniversary of the African Union, 20 years of South African Democracy and the 50th Anniversary of Civil Rights Legislation in the U.S.

Other keynote speakers included Dr. Taleb Rifai, Secretary General, UN World Tourism Organization (UNWTO); Mr. David Scowsill, President and CEO, World Travel and Tourism Council (WTTC); Hon. Alain St. Ange, Minister of Tourism, Seychelles; Dr. Geraldine Reymanants, General Representative of the Government of Flanders in South Africa; HE Vincent Karega, High Commissioner of Rwanda to South Africa and Prof. Geoffrey Lipman, President, International Coalition of Tourism Partners (ICTP).

With its First Global Conference: Tourism - A Vital Force for Peace, Vancouver 1988 and since, IIP has been promoting a "Higher Purpose of Tourism" paradigm - a paradigm that gives focus to the key role of travel and tourism in:

- * Promoting international understanding
- * Collaboration among nations
- * Protecting the environment and preserving biodiversity
- * Enhancing cultures and valuing heritage
- * Sustainable development for all
- * Poverty reduction
- * Reconciliation and healing wounds of conflict

The Symposium continued to promote this "Higher Purpose of Tourism" paradigm giving particular emphasis to the theme of cultivating sustainable and peaceful communities and nations. Towards this end, IIP together with Skål International announced four more IIP/Skål International Cities/Towns, and Villages of Peace in support of the World War I Centenary and its theme, "No More War." The announcements were made during a special Awards and Acknowledgement

luncheon hosted by South African Business Unit The Coca-Cola Company, Ms. Therese Gearhart, President.

The Village of Battir, Palestine - a UNESCO world heritage site in the midst of a conflict zone in Palestine was announced as an IIP/Skål Village of Peace with Mr. Akram Bader, Mayor of Battir, present.

Pietermaritzburg, South Africa - where Mahatma Gandhi was forcefully removed from a train 120 years ago - the incident that resulted in the worldwide Non-Violence Movement, was acknowledged as an IIP/Skål City of Peace with His Worship, the Mayor of Msunduzi Municipality (Pietermaritzburg), Cllr CJ Ndlela present.

Through the diligent efforts of Skål International Limburg, Mr. Peter Helleman, President, a "DrielandenPunt Peace Project Vaals" has been realized that includes the "Tri-Country" area of Germany, Belgium and the Netherlands in the Border Region of Maastricht-Heuvelland, has been declared an IIP/Skål Region of Peace. Mr. Mathieu Hoebregts representing Skål International Limburg was present.

The Metropolitan Municipality of Ekurhuleni, a major host of the Symposium, was declared as an IIP/Skål Municipality of Peace with Hon. Mondli Gungubele, Executive Mayor present.

Each of the above persons present, representing their respective Village, City, Region and Municipality of Peace, received a beautiful commemorative plaque with the internationally acclaimed artist Padre Johnson's image of the Global family and the IIP Credo of the Peaceful Traveler inscribed on the plaques following which they shared their reflections on what it meant to them to be acknowledged for their respective commitments to peace.

The commemorative plaques were presented by Skål International President and Senior Vice President, Salih Cene and Nigel Pilkington - and IIP Founder and President and IIP Board Chairman, Louis D'Amore and Timothy Marshall.

The special luncheon also featured the presentation of the IIP Scholarship Award to the University team of Inter-disciplinary students writing the best paper on the theme of the Symposium: PhD candidates Kennedy Obombo Magio and Carlos Alberto Rios Galvan Universidad de Occidente, México; Geoffrey Riungu Koome, Clemson University, USA; and Joseph Muiruri Njoroge, University of Hamburg, Germany, and the Launch of a World Record Setting Journey by Cassandra (Cassie) De Pecol who will set out in July travelling

as an IIP Ambassador for Peace to all 196 sovereign nations in less than three years as she promotes a "Culture of Peace through Tourism." Cassie will be welcomed by the National Skål President in each of the countries in which Skål has chapters as she enters into the country.

Other initiatives launched at the inter-active and action oriented Symposium included an internet based "Youth Platform for Peace" that will enable dialogue, the exchange of ideas and collaboration among youth of the world; and an IIP Young Professionals Network.

As well, IIP and Skål International expressed their continued joint commitment in promoting IIP/Skål Cities, Towns and Villages of Peace. Skål Chapter Presidents and members are invited to contact Nigel Pilkington for more information - nigel@delamer.com.

IIP was proud to welcome a large delegation from its newly launched IIP India Chapter that included fourteen university students who will be the next generation of Indian tourism leaders. Plans are already underway for collaborative initiatives between Skål India and IIP India.

Host Partners for the IIP World Symposium included South Africa Tourism, the Municipality of Ekurhuleni, City of Johannesburg, Gauteng Tourism, South African Airways and Emperors Palace.

Symposium Partners included the United Nations World Tourism Organization (UNWTO), World Travel and Tourism Council (WTTC), Pacific Asia Travel Association (PATA), Africa Travel Association (ATA), the International Coalition of Tourism Partners (ICTP) and Jamaica Business Resource Center.



FLORIMOND VOLCKAERT FUND

I HAVE HAD THE GREAT GOOD FORTUNE TO BE A TRUSTEE OF THE FLORIMOND VOLCKAERT FUND FOR SIX YEARS NOW AND A COUPLE OF THE THINGS IT HAS TAUGHT ME ARE THAT, NO MATTER HOW WELL YOU PLAN, THINGS CAN GO HORRIBLY WRONG AND THAT A CATASTROPHE CAN STRIKE ANY ONE OF US AT ANY MOMENT.



In the first case, I think of a Skålleague's wife who became seriously ill and her husband, out of love and compassion, took the decision to give up his job to nurse her. Sadly her health declined and she passed away. In the meantime her husband's health had also suffered to such a degree that he was no longer able to do the work he used to and he had in hand large medical fees that needed to be paid, with no income to speak of.

In the second instance, I can think of two separate cases where young Skålleagues died through accidents that they could not have avoided, each leaving a young wife with a family to support.

These are the sort of situations where the Fund is asked to step in and assist. We are not an insurance company and so we do not always cover all the costs and losses that unfortunate applicants for grants are suffering. What we do is to address the crisis and help the Skålleague or surviving partner deal with the immediate consequences. Usually, the assistance we give is sufficient to enable the applicants to get their lives back on the rails again.

The Trustees address all applications for assistance as soon as they arrive. These are almost always received by way of email or applications made through the Skål Website. We attempt to deal with these within 48 hours and sometimes we manage to achieve that. The Trustees believe we must do our best to help applicants as quickly and compassionately as we can but we are also very aware that we are Trustees of the Members donations and so we must act responsibly and with caution.

Consequently, we encourage Skålleagues to let us know when people are in real crisis and need help but we also ask that you give us as much supporting information as possible which will enable us to speed up the approval process. The information we receive will remain confidential.

Without member donations or through initiatives such as raffles and auctions we could not do our work. The Fund needs to be constantly replenished and so we appeal to Clubs and Members to think of us and of less fortunate Skålleagues when holding special events or considering making a donation to a cause.

Following the Congress in Mexico we have gathered together for the Fund some wonderful donated items – cruises, hotels, packages – and some of them are exceptionally valuable. These are to be auctioned through Skål International by way of silent auctions. Please keep your eye on the Skål Newsletter and when these auction items become available bid generously, knowing that every cent will go to our Fund to be used to assist those in crisis.

The Trustees wish all Skålleagues good health and long life.

Richard Hawkins | Coordinating Trustee | Florimond Volckaert Fund



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