



GITT MAGAZINE

governmental *p. 14*
AIRCRAFT

air transportation
used by
delegations
for their official travels

restoring *p. 18*
NORMALITY

Tourism and events
recover at a
favorable pace,
showing good health



GOVERNMENTAL TRAVEL ECOSYSTEM



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THE STRENGTH OF DIALOGUE

Diplomacy through travel.

Globalization is already an undeniable fact. Never before in history has the world been so connected. Undoubtedly, the interdependence between countries, regions and communities of the world is the main characteristic phenomenon of this century.

It is evident that the pretensions of the rulers to expand their influence over certain aspects or territories are not something new, however it is in the terms in which they are carried out today due to the multiplier effect generated by any type of action.

In this paradigm, the **development of diplomatic relations plays a fundamental role in the social and economic progress of States or territories** and, therefore, all of them wish to be represented in these forums and summits, with the aim of improving its geopolitical prestige and gaining international decision-making power, among other aspects.

A good example of the above can be found in the large number of supranational organizations of different nature that have been created: from those purely political (such as the UN or the EU), to others related to security (such as NATO, for name one), or related to a specific economic sector (take OPEC as an example), for example.

As a direct consequence of all this, the number of official governmental trips has multiplied by more than 50% in the last 20 years, becoming a specific segment framed within Tourism, this is the newly defined and developed GITT (Governmental and Institutional Travel and Tourism) sector; a sector that generates each year more than 12,400 million dollars directly, and many others indirectly.

It should be noted that, just as relations between States have changed, so has technology and, although at first sight it might be thought that the development and implementation of new forms of communication could lead to a decrease in GITT's turnover, the reality it is quite different. **Every year the volume of official trips that governments make increases** with the aim of continuing to gain visibility and negotiating prominence. Furthermore, the strict conditions of confidentiality that, in many cases, motivate this type of meeting, often means that the issues to be discussed can only be done in person. In addition, spending on this type of travel also increases annually, since they constitute an enhancer to attract investment and improve the stability of the international community.



Finally, I should not finish this introduction without clarifying my particular point of view on the current situation that the world is experiencing. In these convulsive moments, in which world peace is under serious strain, we can only bet on **dialogue and strengthen diplomatic relations, and for this, official visits and governmental trips are essential.** Tourism in general, and the GITT sector in particular, are without a doubt the greatest weapon of mass construction that exists.

I conclude by thanking the Tourism Optimizer Platform for counting on me to present, through this Editorial, the new edition of GITT Magazine and I take advantage y I take this opportunity to congratulate them for their pioneering work in the identification, definition, development and dissemination of the GITT sector, encouraging them to continue developing solutions for all the governments of the world in order to improve their travel experience, thus gaining value in the field of diplomatic relations and in the tourism sector.



Manuel González Buiza
COO, Tourism Optimizer Platform S.L.

AMBASSADOR OF SENEGAL

Interview with Mariame Sy, Ambassador of Senegal in Spain.



On FITUR, one of the most important international tourism fairs, we wanted to corroborate, through real experiences, the role played by embassies in the travel of their governments to the country where they exercise their representation.

The Ambassador of Senegal, Mrs. Mariame Sy, very kindly attended us at the stand that her country set up at IFEMA for the celebration of the International Tourism Fair, and answered our questions, confirming firsthand, that the importance of the role played by governmental travel in terms of investment and attracting tourism is of great value.

In addition, we were able to learn from his voice, the functions of the Embassy of Senegal in Spain when the Government, or the various institutions of his country, make a visit to ours, whatever it is.

We cannot fail to recognize the work of the authorities of Senegal, and more specifically, of Dakar, where thanks to its stability, its good infrastructure and its strategic location in Africa, a large number of events are organized and held that bring together a large number of leaders and reinforce the country's image at the international level.



Q: What role does your Embassy play in organizing the travel of governmental delegations?

A: The role of our Embassy is the traditional role. When a government delegation arrives, we must, first, make hotel reservations, **facilitate travel at the destination**, and help manage the agenda.

It also depends on the purpose of each trip. For example, at events like FITUR, if the government wishes to have a stand, we [embassy staff] accompany them at all times, make the stand reservations, as well as all the necessary items to be included in the stand.

Q: Does your embassy have specific protocols for organizing this type of trip?

A: Not specifically with respect to the COVID-19 pandemic. There are no specific protocols. That is, the same protocols are followed as before the pandemic, which is to make sure that the rules for entry into the country are respected at all times.

With respect to the COVID-19 pandemic, we provide all the relevant information, both to the bodies and institutions, as well as to the organizers of the events, such as IFEMA in this case, with respect to the sanitary rules and the context in which we find ourselves.

This information is important, since it is related to our experts who arrive with the Governmental Delegation, and so we check that all the important information is communicated, in order to be able to organize the trip properly.

Sometimes, we encounter visa problems. In that case, we have to intervene, together with the consulate, to facilitate the delivery of these visas. In any case, **we are always at the Delegation's disposal** to ensure that they arrive in the best conditions and that the trip is beneficial to the Government.

Q: Does the Embassy have specific staff or experts in the organization of this type of trips?

A: No, unfortunately not. We are a small Embassy. We do have, obviously, a team in charge of protocol and another one in charge of tourist activities, but, in the end, in our Embassy, when the Delegation that travels is large, everybody collaborates in the organization of the trips.

Q: Do you think that this kind of trips are important for the maintenance and development of institutional relations?

A: Absolutely. As far as these trips are concerned, I can give the example of FITUR. They are very, very important and positive trips. It is from these types of trips and events that we manage to **sign agreements with partners who will invest in our country**. For example, right now we are in conversations with a large tour operator that has a project to position Senegal as a destination country for clients who do not usually come to Senegal.

Two years ago, for example, through these trips we were also able to sign an agreement with a Spanish partner that today is going to digitize Senegalese tourism. Therefore,

I firmly believe that these types of trips and occasions allow us to make a good networking and have a positive impact on the development of our country, especially in terms of investment and technical support for Senegal.

Q: Are governmental events organized in Senegal on a regular basis?

A: Yes, of course. We have a very broad agenda of governmental events. For example, in March we will organize the World Water Forum, a global event.

In fact, Dakar is a very important destination for African forums, but also for global events.

Q: Do you think these kind of events and trips help to position a country on the world map?

A: Absolutely. In fact, one of the keys of Senegal in West Africa is to have achieved a high level of stability that allows us to attract business tourism; in fact, there are many events of this type that are organized in Dakar.

We must take into account that the geographical positioning of Senegal is also strategic because the country is close to Europe and not far from America. In addition, the stability of the country is based on its **good infrastructure, a good communication network and high levels of security**, which makes it easy to host institutional and business events in Dakar.



GITT Sector EVOLUTION

The transformation of governmental travel in the last century: from 1916 to 2020.

F. D. Gallegos

January 2022

Governmental and institutional travels have existed since the establishment of the first city-states at the dawn of civilization. Originally, they were carried out with the aim of concluding trade agreements or for military reasons. However, the development of states, kingdoms, countries and territories, along with their implications, throughout the world, as well as the emergence of diplomacy, meant that this type of travel became increasingly common.

Thus, trips related to trade, diplomacy, religion or representation multiplied, and to them were added, gradually, a multitude of elements related to security and protocol. In other words, this type of travels began to be institutionalized in an informal way.

Moreover, due to the very nature of these trips, and taking into account the status, rank and role of these travelers, other types of activities began to be added to their main representation ones. For example, those related to leisure or relaxation, which, due to the **status and rank** of these authorities, require significant logistics, especially in terms of security.

Although, as we have mentioned, the governmental and institutional travels have experienced -and are experiencing- a constant evolution and specialization, it was not until the early twentieth century when we really appreciate a significant evolution. However, and taking as an example two visits to the same place, by two heads of state, with a difference of just 100 years, we can see that this type of travel has evolved to such an extent that they require great logistics and professionalism on the part of each and every one of the agents involved.

Alphonse XIII and Philip VI: from a fleeting and improvised visit to Ecija, to a great deployment of security, protocol and media.

In April 1916, the then King and Queen of Spain, Alfonso XIII and Victoria Eugenia de Battenberg, paid a visit to the town of Ecija (Seville, Spain). During the visit, which lasted approximately one hour, the King and Queen made a tour through the streets of the town, being received by local authorities and citizens. They arrived and left Ecija in automobiles.

More than one hundred years later, in February 2020, their counterparts, Philip VI and Letizia, the current King and Queen of Spain, paid a visit to the same municipality. The visit lasted approximately two hours, and it boasted a significant deployment of security, protocol and media that shows the **significant evolution and complexity** that have reached the trips of Governments and Great Institutions today. It is interesting to make a comparison of both trips in order to appreciate these changes, which are, without a doubt, tremendously considerable in many aspects.

For example, the main difference between the two trips is their motivation. In 1916, the kings made a leisure trip, a simple tourist visit, guided by the Marquises of Peñaflo, who accompanied them on a walk through the town. However, in 2020, King Philip VI and Queen Letizia, made a trip motivated by an institutional act: the city council of Ecija was going to have the honor of awarding the King with the Baton of Command, and the latter, would bestow the Princess of Girona Award to the Sagrada Familia schools. This influenced the meticulous preparation of the trip, both by the Royal House and the people of Ecija, during the stage of considerations prior to it. Thus, the date was marked in the annual agenda of the Royal House for February 6, and the local and national media were informed about the reasons and the main details of the visit.

In contrast, there are no indications that there was a stage of prior considerations in the 1916 trip, as there is not much information prior to the visit in the media of the time, nor evidence of institutional planning in advance of the trip. This is due, in part, to the fact that this visit could be framed within what we now call private or unofficial trips, which are included in the category of GITT (Governmental and Institutional Travel and Tourism) trips, but which entail less

planning and protocol requirements than official ones; those in which the personalities exercise a certain institutional role, the latter being trips motivated by the exercise of their functions as members of a government or institution.

When it comes to private leisure trips, or for personal reasons of any kind, these people usually prefer to keep all details of the trip from being known. Well, in 1916, this was something that was not respected. The population had not been informed about the visit that was going to take place and, however, there was a leakage of information that was picked up in the press of the time -such as "La Opinión Astigitana"-, so that the people of Ecija did get to know certain details of the trip before it took place. This is one of the reasons why in the GITT trips great importance is given to which people receive or access to what specific information, as leaks can even endanger the physical integrity of the people who make up the Delegation.

But although the 2020 visit was planned and included in the official agenda of the Royal Household, the local authorities were notified not too much in advance, which did not provide much room for maneuver. Even so, the relevant delegations from the local, provincial and regional governments were designated and were present on the appointed day to attend and accompany the Royal Delegation. Besides, within the preparations for the visit, the corresponding **advance trip** was organized in which, a week before the visit, members of the security and protocol teams were transferred to Ecija in order to check all the important aspects of the delegation's route, to request the necessary information from the people who would be in contact with the King and Queen during the visit and to hold the preparatory meetings with the counterpart teams and the regional authorities.

"The 2020 visit, included in the Official Agenda, was carried out following industry standards, through significant preparations in terms of security, protocol and media."

In a different order of ideas, the differences between the means of transport used for both displacements are also remarkable. In 1916, the kings had been inaugurating the Great Circuit of the future Ibero-American Exposition of 1929 and visiting the finished pavilions of the same one in Seville, from where they moved to Ecija in a Hispano-Suiza 30, accompanied by a motorcade conformed by four more cars, in which the Maques de Viana, the Duke of Santo Mauro and two more unidentified authorities were traveling. Upon their arrival in Ecija, they rested in the Palace of Peñaflo, from where they were walked by the lords of the palace, the Marquises of Peñaflo, on a sightseeing tour of the city.

On the other hand, King Felipe and Queen Letizia traveled in the Dassault Falcon 900B to the airport of Seville, where a helicopter was waiting for them to take them to Ecija. It is also known that, in case of adverse weather conditions, there was an alternative plan, whereby the Falcon would land in the city of Cordoba, 52 kilometers from Ecija, and the monarchs would have been transferred by motorcade to Ecija.

In 1916, there was also no official reception as such for the monarchs; just the one given to them by the Marquises of Peñaflo when they arrived at the palace. However, in 2020, as it was an official visit of the kings, the authorities



of Ecija officially received them in the Municipal Historical Museum, where the handing-over ceremony of the Baton of Command took place. At the end of the ceremony, the kings, accompanied by the authorities went to the **different points marked on the route** to finally leave the city in the same helicopter that took them there, and embark at the airport of Seville in the Falcon to return to Madrid. This also contrasts with the device used in 1916; in that visit, King Alfonso XIII and Queen Victoria Eugenia left Ecija in the same vehicle in which they had arrived, accompanied by the corresponding motorcade that had escorted them on their arrival. Both visits coincide in using the same transports for the outward and return journeys, but these are completely different, due to the places of origin from which both retinues departed, as well as the different periods in which each of the journeys took place.

It is evident that the century that separates one visit from the other is enough for both to be very different; times change and the security of these people increases significantly with the passing of the years... However, it must be taken into account that, as we have mentioned, both trips do not have the same motivation and, therefore, their conditions change. Despite this, a trip by any member of a current royal family, with private motivation, would also have much more security than the one made by Alfonso XIII and Victoria Eugenia, back at the dawn of the last century and we wanted to use to make a comparison and, to visualize with examples, the evolution of GITT trips over 100 years of history.

RESTARTING DIPLOMACY

Barack Obama and Raúl Castro in Havana: The trip that renewed diplomatic relations after 50 years



E. González

November 2021

In the middle of the 20th century, during the early stages of the Cold War, the tension between the Western bloc, led by the United States, and the Eastern bloc, led by the Soviet Union (USSR), triggered a series of conflicts on all continents, one of the most important being the outbreak of the Cuban Revolution (1953-1959), which ended with the victory of the communist revolutionaries, the US trade embargo on the country and the consequent rapprochement of the new Cuban government to the postulates of the USSR.

This triggered the practically total rupture of diplomatic relations between the Cuban and US governments, even involving **third countries aligned with the US**. The long and important crisis between Cuba and the US was also punctuated by moments of great tension between the two

countries, such as the Bay of Pigs Invasion in 1961, the Cuban Missile Crisis in 1962 or the Invasion of Granada in 1983.

The constant disputes between Cuba and the U.S. led to a large number of diplomatic meetings with the aim of easing tensions between these two neighboring countries. However, and in spite of the fall of the USSR in 1991, both the Cuban regime and the US continued to maintain an important armed peace, in which there were constant disagreements.

The US and Cuba did not abandon their **diplomatic relations**, but continued to maintain a tense and limited dialogue with the objective of staying out of it, avoiding an escalation of the diplomatic conflict.

BEGINNING OF THE CUBAN THAW

"More than 80 years later, a U.S. president visited the island, attracting countless investors in tourism, technology, and industry, among others."

However, both the arrival of President Barack Obama to the White House and the replacement of Fidel Castro by his brother Raul eased the tension between the two countries, and what has come to be known as the "Cuban thaw" began. The Obama Administration initiated a series of diplomatic tactics that brought Cuba and the U.S. to a significant rapprochement, with the reopening of embassies in Washington and Havana. In other words, the two countries, which had been at loggerheads for more than 50 years, officially reestablished diplomatic relations.

In 2015, at the Seventh Summit of the Americas, held in Panama, Barack Obama and Raúl Castro staged, in person, the rapprochement between Cuba and the US, with a small meeting between the two, in which certain economic relations were restored and certain aspects of the historic US embargo were eliminated. Both presidents, to reestablish dialogue, cordiality and normality between the two nations, used this meeting, within the framework of a trip to a **multilateral summit**.

The historic moment came soon after, when the following year, in March 2016, and 88 years after a U.S. president last set foot on Cuban territory, Barack Obama, along with First Lady Michelle Obama and part of his family, landed at Havana International

Airport at noon, with the aim of holding an important bilateral summit with his counterpart Raúl Castro. Upon alighting from Air Force One, which was accompanied by two U.S. Air Force C-17 aircraft, the U.S. delegation was received with honors by Cuban Foreign Minister Bruno Rodríguez, Foreign Ministry officials and members of the U.S. Embassy in Havana.

The size of the delegation was also historic, as the U.S. President was accompanied by **more than 800 people**, including advisors, protocol personnel, security team, businessmen and even kitchen staff. They were joined by more than 1,500 press reporters from all over the world, which caused a real collapse of hotels in Havana and surrounding areas.

The visit began with a stroll through the historic center of Havana and a visit to the Cathedral, where they were received by the archbishop. Shortly later, after a guided tour of downtown Havana and a large deployment of Cuban-US security, the Obamas had dinner in private at the San Cristobal restaurant.

After staying at the US Embassy, the next day began the meeting with Raul Castro, as well as a meeting in which US and Cuban businessmen also participated. The meeting also attracted numerous diplomats from

other countries, as well as the British rock band Rolling Stones, who gave a free concert in Havana's Sports City. The result of this historic summit, in addition to the thaw between the two nations, resulted in the arrival of more than 250,000 U.S. tourists in 2017, bringing in more income than, for example, Cuba obtains with its sugar exports. In addition, hotel chains such as Marriott and Starwood began operating in Cuba, as well as telephone companies such as AT&T, which reflects that this type of travel not only has a positive impact at the diplomatic level, but also, to many other effects, on the destinations.

MICRO STATES

Microstates: the major players in international diplomacy

A. Pedrajas

December 2021



EUROPE, THE CONTINENT OF MICROSTATES

The best example of a Microstate is the smallest of them in surface; the **Vatican City**. Despite its small population (618 people in 2018) and its scarce 0.44 km of territory, its theocratic government as an absolute monarchy is one of the most influential in the world, even though not being a United Nations member, but a permanent observer of the General Assembly of the United Nations. All this means that both the international relations of the Vatican City and the GITT trips of its head of state, the Pope, are quite common.

In addition, Vatican City is home to the highest institution of the Catholic Church: the Holy See. It is the latter that maintains diplomatic relations with the other countries of the world, with the Pope as Head of State and highest authority, holding executive, legislative and judicial powers. It is for this reason that, practically every day, the Vatican receives visits of the GITT type; ministerial, Heads of State, etc., thanks to the expansion of the Catholic Church at a global level. Also, given its geographical location (this Microstate is located within the city of Rome, the

The so-called Micro-States or Mini-states are sovereign states with a very small population or territory (or both). In spite of this, these countries exert a wide influence in the United Nations General Assembly, since the structure of the Assembly establishes that each State has one vote. In addition, it should be noted that microstates are also known for issuing and receiving governmental and institutional travelers. Countries such as Monaco, the Vatican or Singapore, maintain extensive international relations with

“Despite their small geographic size, they are some of the most influential players in international relations.”

capital of Italy), governmental and institutional movements to the Vatican City are, therefore, also received by the city of Rome, which is also the logistical host of the delegations.

Meanwhile, the **Principality of Monaco** is one of the European microstates with the greatest historical significance in terms of foreign relations. In the modern age, the principality was linked to Italy, Spain, France and the Kingdom of Sardinia. Its independence was formally recognized around 1861, although, after the IGM (First World War), it once again became a French protectorate. It is currently governed by a constitutional monarchy, with Prince Albert II of Monaco (Albert Alexandre Louis Pierre Grimaldi) as Head of State.

The Grimaldi, a dynasty that has reigned in the principality for more than seven centuries, maintains close relations with the other royal houses of Europe, as well as with other non-royal heads of state. This means that official or private trips of governmental and institutional personalities to the principality are very frequent and that official receptions, GITT events and meetings between

a large number of countries, which promotes the increase of this type of travel to their territory, as well as of their own leaders to other countries.

The most important microstates worldwide are located on the European continent. However, scattered throughout the rest of the world, there are also different microstates of great importance in the international relations panorama.

high-ranking officials are repeated with a certain regularity.

With respect to its diplomatic missions, only three countries maintain embassies in the principality: France, Italy and the Sovereign Order of Malta. However, the number of consulates in the country is more than seventy.

Despite this, Monaco actively participates in the United Nations and joined the Council of Europe in 2004. In addition, it is a member of several international organizations such as UNESCO, Interpol or WHO, so the GITT-type trips that both its government and its head of state make are quite constant.

For its part, the **Principality of Andorra** is governed by a parliamentary co-principality, whereby the head of state is divided between two people who hold office jointly and undivided. This means that the international relations of the Pyrenean country are intensified, especially with Spain and France. This is due, in addition to being geographically located on the border between these two countries, to the fact that the

offices are always held by the Bishop of La Seo de Urgel (Spain) and the President of the French Republic. In this way, both assume, from the moment of their respective appointment, the title of co-princes of Andorra, and therefore, the function of highest representation of the Principality with the international community, and especially, with its neighboring countries.

However, Andorra may not have the international importance of the previous examples, but, in spite of this, it has made an important effort to open up over the last 10 years, culminating this process with the first visit of a Spanish head of state to the Pyrenean country in 2021. King Philip VI wished to recognize Andorra's efforts in complying with the improvements in fiscal transparency that the European Union had been demanding of them, and it was considered the prelude to the XXVII Ibero-American Summit of Heads of State and Governments to be held in the Pyrenean micro-State, in April 2021, on a semi-presential basis.

Another principality that is part of the six European microstates is **Liechtenstein**. This country is strongly linked throughout its history to the Holy Roman-Germanic Empire and, more recently, to Austria and Switzerland, countries between which it is geographically located. The principality is currently governed by a constitutional monarchy, currently headed by Prince John Adam II, Head of State. Regarding the international relations of this principality, it is worth mentioning its membership in the European Economic Area, through the European Free Trade Association and the Schengen Agreement, even though it is not a member of the European Union, which makes it the only Microstate member of this Association.

In addition, both the Prime Minister of the Principality and its Head of State make numerous official trips, since the pillars of its international relations are the maintenance of ties with neighboring countries, cooperation with the European Union and the great commitment taken with multilateral organizations. However, given its status as a micro-State, Liechtenstein has few permanent embassies and

representations, and no resident ambassadors from other countries on its territory.

ASIA AND OCEANIA, THE OTHER MAYOR PLAYERS

As we mentioned in the introductory part of this article, outside the European continent there are also microstates of great importance on the international scene, such as **Singapore**. With a total area of 730 km², it is home to a population of over five and a half million inhabitants and has hosted important events at international level, such as the first meeting between a sitting US president, Donald Trump, and the leader of North Korea, Kim Jong-un, in 2018. In addition, Singapore hosts numerous events related to a large number of different fields and welcomes heads of state from all over the world with some regularity.

This Asian micro-state also maintains bilateral relations with many countries; is a member of the UN (United Nations) since its independence in 1965; and has been a member of the WTO (World Trade Organization) since 1995. Singapore has also become the first associate member of the Pacific Alliance by signing a free trade agreement with this association, composed of Chile, Colombia, Mexico and Peru. All this contributes to both the reception and the issuance of governmental and institutional trips, which strengthen ties between nations

“Singapore, Seychelles, Marshall Islands... locations for major and important multilateral summits.”

and bring closer together positions on issues related to trade, immigration, technology, and a long etcetera.

Other examples of micro-States outside the European continent are the **Marshall Islands, the Seychelles or Barbados**, States that also have a good presence in governmental events at the international level.

But despite these examples, not all micro-States enjoy the status and success of the above. Some of them, such as **Nauru or Tuvalu**, which are far

away from everything and very limited in their air and maritime communications, maintain levels of tourism and economy that are far from those of their fellow micro-States mentioned above.



Although most of these micro-States enjoy good economic and touristic health, and maintain international relations with a large number of countries. Moreover, they are important players in global geopolitics and actively participate in summits, forums, symposiums, etc., both as guests and hosts. All this confirms, once again, the importance of GITT (Governmental and Institutional Travel and Tourism) for the economy, tourism and the international presence of all countries.

R. Merás
October 2021

STATE AIRCRAFT

Aerial government headquarters



On a long- or medium-distance GITT (Governmental and Institutional Travel and Tourism) trip, it is most common for the delegation to use air transport to travel between the departure and destination points. On many occasions and depending on the country and the type of delegation (head of state, minister, institutional figure, etc.), these flights may be carried out with **commercial airlines and aircraft, or with private airlines and aircrafts or charter flights.**

When it comes to presidential travel, most countries have private aircraft (airplanes and helicopters) owned by the State and used exclusively by heads of state, the royal family or presidents of the government.

The best known of these are the aircraft used by the United States government and operated by the U.S. Air Force. These are two Boeing 747s with license plates 82-8000 and 82-9000, which are indistinctly called Air Force One when the President of the United States is on board. They also have 7 Sikorsky VH-3D Sea King (S-61B) armored helicopters, which are called Marine One when used by the President. In addition, they have several other models of helicopters and airplanes that are often used as escorts for presidential travel.

In cases where the **plane or helicopter** is transporting the vice-president of the United States, the designations are Air Force Two and Marine Two, respectively.

The future Air Force One is currently being built by Boeing. This new GITT airplane, whose model is called VC25B, will be built on the Boeing 747-8, the latest variation of the Jumbojet. It will be a more modern aircraft to transport the president and his or her delegation globally, and will also serve as a crisis center when needed.

The government of the People's Republic of China uses three Boeing 747-400 aircraft operated by Air China which, when not being used

COMMERCIAL AIRCRAFT, PRIVATE AIRCRAFT AND CHARTER FLIGHTS.

by the president, are flown commercially by this airline. On the occasions when the Chinese president needs to use the plane, it is carefully checked by the government **security service**, and is remodeled by removing the seats to make way for a lounge, a bedroom and an office.

In Spain, the Royal House, the presidency, vice-presidency, ministries and other members of official bodies rely on two specialized units of the Spanish Air

"Air Force One, Marine One, Group 45, Volo Papale: codes, designations and logistics in authorities transfer."

Force called Grupo 45 and Escuadrón 402 (belonging to the Ala 48 group) for their travels. The first one is in charge of the aircraft fleet, consisting of two Airbus A310 and several Dassault Falcon 900. The second unit, the Escuadrón 402, only operates helicopters, with a fleet consisting of several Eurocopter AS332 Super Puma and Eurocopter AS 532 Cougar. Both army units are based in Torrejón de Ardoz (Madrid).

For their part, the German government has a fleet of twelve aircraft, including the "Konrad Adenauer" and the



Since 1962, when President John FitzGerald Kennedy, better known as JFK, became the first president to fly in a jet built specifically for use as a presidential aircraft, many other presidents around the world have joined him. In fact, almost every country in the world today uses aircraft exclusively for presidential flights.



Motorcade departure after a runway pickup of a presidential delegation | 18.01.2020



Reception on the runway of the president of the German republic | DW | 11.04.2019

"Theodore Heuss", the main aircraft, of the Airbus A340-313X V.I.P. type. The most interesting thing about these aircraft is that they can be **quickly converted into air hospitals.**

Finally, it is interesting to note that, curiously, the Vatican City uses planes chartered by the Alitalia company for the travels of its Head of State, the Pope, on his outbound flights to the destination to which he is going. However, on return flights, the Pope uses, as dictated by Vatican protocol and as a courtesy, aircraft chartered by a flag airline of the country he has been visiting. This sometimes varies, depending on whether it has been a **multi-destination** trip, in which case, the head of the Vatican State usually uses planes chartered by Alitalia

again. The code used for papal flights is "Volo Papale", followed by the number of flights each pope has made.

However, in October 2021, Alitalia ceased operations, giving way to ITA Airways (Italia Trasporto Aereo SpA) as the flag carrier of the Italian country. Since that date, the Head of the Vatican State travels by air with the

new company in the same way as before, i.e., with flights chartered by ITA Airways, but without having his own aircraft, as is the case with other heads of state.



DIPLOMATIC TOOL

Governmental travel: an essential diplomatic tool

E. González
December 2021

In the last five decades approximately, and thanks to phenomena such as **globalization**, the creation of international organizations such as the UN, continental organizations such as the European Union or the African Union, economic organizations such as the OECD or defense organizations such as NATO, have led to both an increased and a continuous **diplomatic relationship** between countries, territories and institutions.



"Diplomacy, economics, culture, emergencies... these are some of the many reasons that are dealt with in the context of these displacements."

This has led to a more than evident development of International Relations and, therefore, of the trips that heads of state, prime ministers, ministers and all types of governmental and institutional representatives, and of the public-private sector, carry out in the exercise of their functions.

Many of the motivations for this type of travel tend to lie mainly in diplomatic, economic and cultural approaches. However, diplomatic meetings tend to be the most common, both for official visits by **heads of state, prime ministers and foreign ministers**, and for bringing countries closer together,

negotiating conditions of all kinds, or mediating in moments of tension between two or more states.

Thus, governmental and institutional travels have become the main diplomatic tool in this regard. The meeting of two or more authorities, at a certain destination, not only stages the specific diplomatic action to be carried out, but is also essential for these to be developed in the best possible way in terms of **protocol, diplomacy and security**.

Although certain dialogues can sometimes be established by telephone or telematic means, they are merely low-level approaches, aimed at an initial contact and subsequent meeting. In practice, security requirements in terms of communication and the topics usually addressed at diplomatic

meetings and summits make it necessary for them to be held face-to-face.

Recently, and due to the vicissitudes caused by the COVID-19 pandemic, or the armed conflicts that have taken place in Eastern Europe, we have observed that although certain movements, such as domestic and 'corporate' ones, are temporarily paralyzed, this is not the case for governmental and institutional ones. Specifically, the reason for this lies in the fact that, in order to reach certain agreements, **the presence of these representatives is required** at a certain destination, even with the complexity in terms of logistics, security and protocol that these trips entail.

Similarly, we can observe that this type of bilateral and multilateral meetings, summits, events or forums have been essential, in practically the entire world, to carry out joint



programs in the achievement of the **Sustainable Development Goals** included in the 2030 Agenda, in health coordination and the fight against the pandemic caused by COVID-19, in the evacuation of civilians and diplomatic personnel in Afghanistan or, in the humanitarian crisis coordination caused by military conflicts.



RESTORING NORMALITY

A WORLD FOR TRAVEL, COP26, TIS '22 y 24th UNWTO GENERAL ASSEMBLY

W. Mertens
January 2022

THE LAST THIRD OF 2021 SETS THE TONE FOR THE NEW NORMALITY

Tourism and events are recovering at a favorable pace and are in good health.

The uncertainty caused by the COVID-19 pandemic, has been especially profound in the Tourism industry, which has experienced how domestic and corporate travel has plummeted due to the confinements or access restrictions that took place, internationally, between 2020 and 2021.

While it is true that **governmental and institutional travels did not cease**, and if they did it was very brief, a large part of them have been related to events, forums or summits where the public-private sector actively participates.

The figures reported in 2020 to this effect were devastating, despite the fact that at the end of the same year domestic travel began to resume timidly, and certain events that had been postponed due to the pandemic were also resumed.

The good pace of vaccination in certain regions, mainly in the northern hemisphere, laid the groundwork for the recovery of most events during 2021. Although the variants of COVID-19, together with the different waves in certain countries, generated some uncertainty, the hygienic-sanitary protocols, the high vaccination rates and the need to resume activities of all kinds, motivated most fairs, events and summits returned to normality in the last third of 2021.

Although the number of **forums, events, summits, meetings and assemblies have multiplied** in recent months, we have analyzed a series of events that, due to their unique characteristics, have been fundamental in terms of Tourism and Governmental and Institutional Travel.

A World for Travel, starting shot

Focusing on the tourism industry, and more specifically on those events involving governmental and institutional representatives, who travel in the exercise of their functions, we must make a first stop in Évora (Portugal), with A World for Travel, held in September 2021.

An essential meeting point for **public-private sector** agents, A World for Travel is one of the best examples of hybrid events, since it brought together governmental and institutional representatives, who traveled to Évora from their respective countries, together with representatives of companies in the tourism industry, with the aim of following the necessary guidelines to make tourism an increasingly sustainable and responsible activity.

Despite being the first edition of the event, it was a real success, with the attendance of tourism ministers from all over the world, leading institutional representatives, scientists, and the concentration of leading companies in the sector that allowed all the agents involved to continue

designing solutions, while at the same time reinforcing the relational capital of all of them.

COP26, the first and necessary major GITT event since the pandemic started

The United Nations Climate Change Conference, held in Glasgow (United Kingdom) between October and November 2021, has been one of the most eagerly awaited events since the pandemic started. The importance of the COPs is more than evident, as these major events bring together most of the world's leaders to discuss the challenges facing the international community in the field of the environment.

In addition, the 2021 edition had two fundamental components attached:

- First, it was, for all practical purposes, the first major gathering of international leaders since the pandemic started. Although it is true that there have been meetings within the framework of the European Union,



NATO, WHO or the UN, this event meets each and every one of the requirements of what we understand as a multilateral GITT (Governmental and Institutional Travel and Tourism) summit.

- Secondly, the 26th edition of the COP was also marked, how could it be otherwise, by the impact of the COVID-19 pandemic on a global scale, which resulted in one of the most important and decisive events in recent years, especially when the 2021 edition of the World Economic Forum was postponed to the following year at the last minute.

The result was a complete success, and COP26 was not only fundamental in terms of keeping most of the world's countries in tune with the environment and sustainability, but also allowed a new and **necessary rapprochement** between representatives of the public-private sector.

Tourism Innovation Summit 2021, a second edition full of novelties

The first edition of the Tourism Innovation Summit (TIS) took place in Seville (Spain) at the end of 2020. The event became, on its own merits, one of the pioneering tourism fairs in Europe. This was due to its courage to face the organization of such an event in the very year of the pandemic and to its hygienic-sanitary protocols, as well as to its commitment to a 2.0 **Tourism industry**, which is becoming increasingly necessary.

For its second edition, in November 2021, the experience gained, together with the containment of the virus, the high vaccination rates and the normalization of travel, the TIS stood out as a purely hybrid event, attended by a huge number of companies, as well as governmental and institutional representatives from around the world.

With TIS 2021, Seville consolidates in FIBES an event that constitutes a firm commitment to the **innovation, renewal and recovery** of the sector, and in which the public-private sector, and the relational capital derived from it, plays a fundamental role.

24th UNWTO General Assembly, back to normality and new perspectives

UNWTO's 24th General Assembly, held in Madrid (Spain) in December 2021, was one of the most important General Assemblies in recent years. This is due, firstly, to the fact that it was a **purely ordinary General Assembly** after the onset of the pandemic; secondly, the venue had to be changed from Marrakech (Morocco) to Madrid at the last minute, because of the COVID-19 pandemic; and thirdly, a series of important decisions and votes were taken during the Assembly regarding the organization of the UNWTO itself, which led to unprecedented media coverage.

Ministers of Tourism from a large number of countries, governmental and institutional representatives, as well as a large number of companies and Affiliate Members attended the 24th Assembly, making the General Assembly one of the key events that would close 2021.

In addition, the issues addressed at the Assembly, the commitment to the recovery of Tourism, Sustainability and cooperation among all stakeholders were essential in shaping the post-COVID industry.

COMPLUTENSE UNIVERSITY OF MADRID

M^a Concepción García Gómez, Vice Chancellor UCM

M^a Concepción García Gómez, Vice Chancellor of the Complutense University of Madrid, and former Dean of the Faculty of Commerce and Tourism, discusses with us some of the **most important aspects and keys facing Tourism** today, explaining how government and institutional travel play a decisive factor in these challenges.

In this interview, we talk about the depth and impact that Tourism has today on a global scale and why, in this scenario, both its recovery and reinvention are now more important than ever.



Q: Tourism, in spite of the vicissitudes experienced in the last two years, is configured as one of the most important industries at an international level, for all intents and purposes. From your point of view as Vice Chancellor of the Complutense University of Madrid (UCM) and, previously, Dean of the Faculty of Commerce and Tourism, what are the keys that have transformed tourism into a fundamental activity on the international scene?



A: In my opinion, tourism has been a fundamental activity for many years, but, although it may seem paradoxical, it is precisely the pandemic that has opened our eyes to the fact that tourism has become a necessity in advanced societies.

Once basic needs have been met in developed countries, travel has become another necessity, in its many facets of leisure, business, sports, health, etc. The last two years

have **reinforced** this feeling and have turned tourism into a sector with an even better outlook for the future. Perhaps the high growth rate of the tourism sector during the last pre-pandemic years had made it "comfortable" and, therefore, it was not incorporating innovation and technology at the same pace as other economic sectors. The pandemic has radically changed this and we are living a spectacular moment of transformation of the traditional tourism sector.

On the international stage, travel is increasingly necessary to help tourists and residents understand each other better and help make the planet a better place to live and travel. SDG 17 speaks of the necessary partnerships and tourism has the potential to be even more of an essential vector to achieve them.

Q: There are many different segments within the tourism industry, one of which is governmental and institutional travel, known as Governmental and Institutional Travel and Tourism (GITT). From your point of view, why do you consider that this sector, in particular, lacks seasonality and, for example, has not ceased its activity during the hardest months of the pandemic?

A: The GITT segment is essential because of what we have just discussed, and in uncertain times even more so. During the most difficult times of the pandemic, as with the international upheavals we are currently experiencing, governmental and institutional travels become more necessary than ever.

Face-to-face is fundamental in personal relationships and, in making complex decisions, they become the only guarantee of carrying them out in a safe and committed manner.

Another interesting point that has been pointed out is the lack of seasonality of this segment, since GITT trips are not concentrated in the high seasons, so they can have a deseasonalizing effect in many touristic destinations. Not only in the capitals or the busiest destinations, but they can also be used in lesser-known places and allow, in addition to the seasonal adjustment, to bring new destinations closer to potential tourists and national and international visitors.

Q: Continuing with governmental and institutional travel, from your extensive experience and perspective as Vice Chancellor and Dean, do you consider that this sector requires specialization in academic terms? If so, why?

A: Of course it does. In general terms, from the Center for Lifelong Learning, under the UCM Vice-Rector's Office for Employability and Entrepreneurship, which I have the honor of heading, we encourage specialization as one of the key elements during lifelong learning. In this context, the Center offers and coordinates numerous Lifelong Learning courses that allow specialization, which is

currently in great demand by companies, institutions and other entities.

In this sense, the GITT segment has two characteristics that make specialized training essential: its novelty and its high specificity. For this reason, **next year the UCM will offer its own Master's Degree in Government and Institutional Travel**, in collaboration with the GITT Institute, which responds to this need through the necessary University-Business collaboration.

This is such a specific segment that the usual teaching and courses in Tourism cannot cover it. Just as we can specialize in the diplomatic school, it is necessary to specialize in GITT.

Q: On many occasions, governmental and institutional travels involve a significant security deployment due to the status, rank and role of the members of their delegations. This can lead to certain mobility and access restrictions but, on the other hand, they also place the destination in an undeniable media spotlight. How do you think this impacts them?

A: In general terms, we must bear in mind that tourism is a positive and enriching activity that brings different people together and allows exchanges between them. As we have mentioned before, this allows to open the minds of tourists and local people, being positive for both of them and contributing to a better understanding between cultures.

In the specific case of GITT trips, although they may entail certain restrictions for security reasons, these will always be temporary and announced well in advance, allowing for good coordination and preparation. Finally, the images disseminated internationally give the chosen destinations a **differential status that is positive for the destination** and that last beyond the restrictions imposed.

Q: Finally, taking into account the importance of UCM both nationally and internationally, what do you predict or what prospects do you think tourism as an industry and academic discipline will have in professional terms in the future?

A: With the exception of the last two years, marked by the pandemic, international tourism has had a very positive evolution, with growth in tourists and derived expenses well above other economic indicators.

Now that we are emerging from the situation created by the virus, the forecasts are spectacular and put the focus back on the **undeniable dynamism of tourism**. Therefore, as an economic activity, there seems to be no end in sight for the upcoming years.

As I mentioned earlier, tourism had joined innovation and entrepreneurship later than other sectors, but this situation has turned around with the health crisis and we are living an exciting time of changes and opportunities, in which tourism is reinventing itself through technology, but also with the emergence of new business models applicable to both destinations and tourism companies. All this is a challenge for tourism professionals, but also for academics, since it opens up new lines of research and at the same time we must **respond to the new training needs** of the sector, derived from the emergence of different professional profiles.

Therefore, as an academic discipline, tourism enjoys excellent health, both in Spain and internationally. A fact that has not even been impacted by the pandemic, because the interest in UCM's degrees in tourism, whether at the undergraduate, double degree, master's, doctoral or continuing educational courses level, has not been diminished, quite the contrary. We continue to grow both in terms of training offerings and the number of students.

Tourism has a bright future ahead of it and tourism professionals need this quality training that the University can offer them.

GITT AMBASSADOR

On December 3, 2021, during the 24th UNWTO General Assembly, M^a Concepción received the title of Ambassador of the Government and Major Institutions Travel sector from Diego Fuentes.



CIMA Luxury INTERVIEW

Federico Giudice, COO at Cima Luxury

Cima Luxury, a **luxury chauffeured services company** based in Rome (Italy), has been providing this type of service for more than sixty years, and some of the most important world leaders of the last decades have passed through the seats of their cars.

Although they are located in **Rome**, precisely in the luxurious Waldorf Astoria Rome Cavalieri, they offer service throughout Italy and even beyond. In fact, about a year and a half ago, Cima Luxury absorbed the Italian part of Elite Ret-a-car, becoming the most important chauffeured services company in Italy, while increasing its international presence.



Q: What is your experience working with governmental and institutional delegations?

A: Working with these types of clients is not easy at first, as they require a very particular attention from us, as well as an exclusive dedication. This is not a problem, since this type of services always provide a great experience, as well as important benefits and a good repertoire of anecdotes.

In our case, Cima Luxury usually performs a **monitoring** from the moment the Delegation requests the service until the end of it. This is not only translated into the provision of the service, but we are at their disposal from that moment for anything they need. For example, we coordinate the **advance trip** and the site inspection of vehicles, facilities, etc.

During the trip, we pay maximum attention to every detail of the service, as there are usually constant last-minute changes, such as the total number of clients, number of vehicles or itineraries, among other aspects. This requires us to be prepared for any need that the client may have and was not initially contemplated.

Q: Given that Cima Luxury is currently the most important luxury chauffeured services company in Italy, we are sure you have a good number of anecdotes to your credit. From complete anonymity, is there one that stands out in particular?

A: In a service for a very important international governmental figure, I was personally in charge of monitoring and managing the whole service. It was a one-week service, **24 hours a day**.

Every night, the Delegation's reference contact would contact me when most of the Delegation members would no longer need the vehicles, allowing a large part of the staff, including myself, to finish the day and get some rest.

One night it was taking longer than usual and both the drivers and I did not understand what was going on, as we had been waiting in the parking lot inside the cars for quite some time, knowing that most of the service should have been completed. In order to find out if they needed all the vehicles, I tried several times to contact the reference person, but it was impossible. This caused us to spend many hours inside the vehicles.

In the end it turned out that the reference person, for reasons beyond his control, was unable to notify us and went to sleep, notifying us the next morning when we were to start the next service. Fortunately, we foresee this type of situation, and we **double our staff** when it comes to this type of service.

These types of situations are not the most common, but they are some of those that occur in these services, especially because they involve a large number of changes. For this reason, it is necessary both the

specialization and the professionalization of all the agents involved in governmental travel, since a large part of these operations could be streamlined.

However, apart from these rare situations, we love working with these delegations. It is an **incredibly interesting and incentive-filled industry**. Among many other things, there is no seasonality, which means that we work with governments on a very frequent basis. On the other hand, it is a tremendously profitable sector, as services are paid on time and on budget. And, last but not least, they indirectly force you to improve both at a business and labor level, since this type of delegations demand highly qualified professionals. So, at least in the case of Cima Luxury, working with governmental and institutional delegations is a constant motivation.

Q: We are all aware of how the COVID-19 pandemic has hit the entire world, for all intents and purposes. One of the most affected industries has been precisely the tourism industry. In the case of Cima Luxury, how have you faced these two very complicated years?

A: As we all know, unfortunately, our sector has been hit hard during the hardest months of the pandemic. It has been **hard to hold on** with little room for maneuver to change the situation.

However, armed with patience, confidence and dedication, we have been able to weather the storm and wait for better times, which are already coming. Now we seem to see **the light at the end of the tunnel** and, at last, we have total freedom to do what we like best: work and provide a great service to our customers.



CIMA Luxury has more than 60 years of experience in these travels.



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GOVERNMENTAL AND INSTITUTIONAL TRAVEL AND TOURISM

