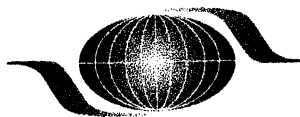




**WORLD TOURISM ORGANIZATION
EXECUTIVE
COUNCIL**



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AFFILIATE MEMBERS

(a) Report of the Chairman

Note by the Secretary-General

In the present document, the Chairman of the Affiliate Members informs the Executive Council of the arrangements and decisions adopted with a view to the future implementation of the programme of the Affiliate Members, as well as the internal adjustments in the organization of this area of activity.

AFFILIATE MEMBERS

(a) Report of the Chairman

I. A new outlook for the Affiliate Members of the World Tourism Organization

1. The 16th General Assembly of the World Tourism Organization, at its session held in Dakar on 28 November-2 December 2005, adopted a series of decisions that will give rise to a new outlook for the Affiliate Members of the Organization.

2. The amendments to Articles 4, 6, 7 and 9 of the Statutes, whose entry into force is pending their ratification by the Member States in accordance with the legally stipulated procedure, will give rise to a substantial change in terms of the member categories of the Organization. Once this modification comes into force, the Organization will be composed of Full Members, the States, and the Associate Members, a category that will comprise hitherto Affiliate Members in addition to those that already possessed Associate Member status.

3. Accordingly, the new Article 7 of the Statutes regulates the Committee of the Associate Members and the three groups it comprises: destinations, education, and business.

4. With the aim of moving forward along the path laid down by this reform, the Assembly decided to create, effective immediately, a new Council, the Destination Council, that completes the existing structure alongside the Business Council and the Education Council, thus accommodating the three groups mentioned above. The Destination Council is composed of Affiliate Members representing management or marketing organizations or institutions of local, regional and national destinations "without political power subordinate to territorial entities" and the current Associate Members. The Assembly also invites the Full Members to participate in the work of the Council and to directly benefit from its activities.

5. The Destination Council held its constitutive meeting in Berlin on 9 March 2006, thus replacing the Task Force on Destination Management that had been active since 2002. As proposed by the UNWTO Secretary-General, André Vallerand, Special Adviser of Tourisme de Montréal was unanimously elected Chairman of the Council by the participants of the meeting. The representatives of the Pacific Asia Travel Association (PATA) and of the Caribbean Tourism Organization (CTO) were elected as Vice-Chairmen, with the election of a third vice-chairman being postponed to the next meeting of the Council.

6. Moreover, during the Dakar General Assembly, a new Board of Directors of the Affiliate Members was elected, and I was elected Chairman in representation of Cendant Vacation Network Group (CVNG)/RCI. This unanimous election was adopted in the context of the General Meeting of the Affiliate Members, which was also held in Dakar on 29 November.

7. With all the above, a new phase has begun in which the objective is to strengthen the role of the Affiliate Members in the Organization: a more active and integrated role in the objectives and actions of the different Departments of the Organization, whilst ensuring that the Organization itself is able to offer more opportunities and services, such that collaboration between the public and private sectors can effectively be achieved. In short, to make the voice of the non-governmental sector and civil society heard in order to respond to the Organization's own recognition of the fact that the private sector is the driving force of growth and development in tourism, and to ensure that this recognition is sufficiently reflected in its programmes of work.

8. This push for collaboration between the public and private sectors requires additional efforts on the part of all involved. It entails more active participation by the Affiliate Members in the actions of the Organization and, on the part of the Organization itself, the adaptation of its administrative and budgetary structure to this new reality. It is to this that we have dedicated our efforts during these first few months of my term of office.

9. Furthermore, in this context of seeking greater coordination in day-to-day operations, from the internal perspective, the Committee of the Affiliate Members is committed to coordinated action among the three Councils, avoiding hermetic compartmentalization and seeking synergies in their activities in order to strengthen and add value to their results. The administrative structure is being adapted in order to meet these objectives.

II. A new internal structure for the Affiliate Members

10. The Committee of the Affiliate Members has had the executive support of a Secretariat within the organic structure of the Organization, traditionally a unit with very limited resources.

11. In addition, the Education, Training and Knowledge Management Department has been providing its support to the Education Council, outside the structure of the Affiliate Members.

12. In order to meet anticipated needs, to ensure that all three councils of the Affiliate Members work in a coherent manner, and to carry out projects initiated in this new phase, it is necessary to strengthen the existing structure by defining posts and roles so as to ensure the efficiency of the work of each Council and their coordination within the framework of the Committee of the Affiliate Members.

13. To this end, we have worked during the past several months on the design of a new structure of the Secretariat, which has been agreed with the Secretary-General and was recently presented to the Board of the Affiliate Members at the meeting held in Madrid in late May.

14. The key to the change is the consolidation and stabilization of the support structure for the three Councils of the Affiliate Members, with the creation of an Executive Secretary for each of them, given that such a post can be made compatible with another post in the internal administration of the Organization and will contribute to strengthening the role of each of the Councils both internally and with respect to the Affiliate Members.

15. Furthermore, to maintain consistency with the name of this new position, the title of the chief executive of the Secretariat of the Affiliate Members will be changed from CEO to Executive Secretary of the Affiliate Members, thus making use of terminology that more closely reflects the functions these officials carry out and the UNWTO's organizational structure itself.

III. The programme of work

16. The Programme of Work approved by the General Assembly establishes that the mission of the Affiliate Members is to create a platform for dialogue between governments and the non-governmental sector comprised of the business sector, academic institutions, destinations and other stakeholders in tourism such as unions, social organizations and NGOs.

17. To fulfil this mission, the programme for 2006-2007 focuses on the following goals:

- Promoting private sector participation in UNWTO programmes and facilitating cooperation and partnership between governments and the private sector.
- Facilitating and promoting the development and dissemination of knowledge for the advancement of competitive and sustainable tourism worldwide.
- Assisting local destinations in achieving a sustainable development of tourism, thereby maximizing economic, social, and cultural benefits for the local communities through close synergy of interests of all stakeholders and reinforcing their global competitiveness.

III.1 Activities of the Affiliate Members

18. In order to accomplish these objectives in the current period, the Board of Directors of the Affiliate Members, at its meeting in Berlin held last March, decided to carry out a reorientation of its activities, reducing their number in favour of greater quality and greater impact, both internal and external.

19. With this objective in mind, we decided to pool efforts with the commitment to design a strategy and a joint programme of work that makes it possible to provide greater coherence to the three Councils: the Business Council, the Education Council and the Destination Council. Each and every one of the Members will be able to benefit from this mutual cooperation to find common interests while respecting the specific objectives of each one.

20. In this regard, the decision was made to unify the Tourism Policy Forum and the Leadership Forum, events that had traditionally been organized separately at the initiative of the Education Council and the Business Council, respectively. The conviction that all the Affiliate Members share a common interest has led us to decide to hold, beginning next year, in 2007, a large event for all Affiliate Members centred on a subject of general interest to the non-governmental sector within the framework of the objectives of the Organization's Programme.

21. The Secretariat of the Affiliate Members will continue to provide its support to seminars, workshops and activities proposed by the Members themselves. For the coming months, we are organizing, in conjunction with the Colombian Hotel Association (COTELCO), and in collaboration with the Sustainable Development of Tourism Department and the Regional Representation for the Americas, the seminar/workshop: "SUSTAINABLE TOURISM: A FUNDAMENTAL FACTOR FOR THE ERADICATION OF POVERTY IN COLOMBIA", which will take place in Bogotá, Colombia, on 22-23 June 2006. The subject of this seminar/workshop is the improvement of the supply chain of hotels as one of the most effective ways to promote sustainable tourism and contribute to poverty reduction.

22. Furthermore, we are collaborating with the Brazilian Federation of Hotels and Restaurants for the holding of an International Seminar on "Regional Gastronomy: A Tourism and Cultural Product of Brazil", whose aim is to contribute to the conservation, valorization and dissemination of gastronomy as an asset that is an integral part of cultural heritage, as a tourism attraction, and as an instrument for economic and social development.

23. Likewise, in close collaboration between the Destination and Education Councils, we are working on the holding of a seminar this year on low-cost airlines and their impact on destinations, to be held in Croatia in all likelihood.

24. At the wider level, it has been decided to hold the 2006 General Meeting of the Affiliate Members in Porto Alegre, coinciding with the World Tourism Forum (29 November to 2 December), as well as the meetings of the Business, Education and Destination Councils. The meetings of the Councils, aside from tackling internal matters, will have a segment that is open to the public, through working meetings or seminars on subjects of general interest.

25. This also represents an important new development, as until now, the General Meeting of the Affiliate Members had only been held coinciding with the General Assembly. At the Dakar meeting, it was decided that it would be advisable to organize an annual meeting of the Affiliate Members, coinciding with a major event at the world level, which in this case is the World Tourism Forum organized by the Government of Brazil.

III.2 New studies and publications

26. The Affiliate Members, in this new phase that is beginning, have decided to broaden the subjects dealt with in both the monographic studies undertaken by the Councils as well as in the development of the general programme of work within the framework of the general objectives indicated through forums for dialogue and various activities for the dissemination of knowledge. This broad field of subjects is currently in the process of being specified and delimited.

27. The aspects to be addressed are related to matters of special interest to the private sector due to the effects they are having on tourism in the short term, as well as foreseeable future effects such as the following:

- changes in consumer behaviour, in the broadest and most varied sense,
- global warming and its impact on tourism, and
- new prospects arising as a result of these global trends and changes in investments related to the tourism sector.

28. The study initiated in March 2005 on the economic importance of Meetings Tourism (business travel, meetings, incentives, congresses, trade fairs, etc.) and its measurement in the Tourism Satellite Account, undertaken by the Business Council in conjunction with the Statistics and Economic Measurement of Tourism Department and the Market Intelligence and Promotion Department of the UNWTO, in collaboration with various Affiliate Members is currently in the final phase of production and will be published during 2006.

29. Within the framework of the active collaboration with the Department for Improving Competitiveness: Quality, Investment, Trade, Health, Safety and Security, the IH&RA has been working since 2003 on a study on the possibility of establishing an international hotel classification system, under a collaboration agreement signed in February 2003. In the last meeting of the Quality Support and Trade Committee, held last April, it was decided to create a working group composed of Member States, in which this Affiliate Member will participate actively in order to achieve the objective of creating a "National Hotel and Resort Classification Guide", one of the commitments included in UNWTO's Agenda 2010 adopted by the General Assembly at its last session.

30. Moreover, at the Secretariat of the Affiliate Members, we are working with the UNWTO Publications Department to find the most appropriate way for members to access the services of the WTOelibrary under the best possible terms. We understand that this represents value added of the first order to the Affiliate Members and is thus an element that contributes to the consolidation of the presence of Affiliate Members in the Organization, while at the same time serving as a draw for attracting new members.

