



General Assembly

Twentieth session
Victoria Falls, Zambia/Zimbabwe, 24-29 August 2013
Provisional agenda item 6

A/20/6
Madrid, 9 July 2013
Original: English

Report of the Chair of the Affiliate Members

I. Introduction

A. Highlights since the 19th session of the General Assembly:

1. The reform of the Rules of Procedure of the Committee of Affiliate Members had been under debate and pending for some considerable time. The new Rules of Procedure approved by the 19th session of the General Assembly have the objective of strengthening the role of the Affiliate Members (AM) within UNWTO and accentuate their integration and regionalization. In that regard, it established a new and more participatory means of electing the Board, with the adoption of the system of voting by mail and the creation of ten regional vice-chairmen, and the possibility of more participation of the AM in the organs of the Organization, among other aspects. The Secretariat has been committed to fostering more participation of the AM in the general programme of work of the Organization.
2. The research work carried out by the AM Programme has continued and generated more reports on relevant tourism issues, called AM Reports, produced with the active engagement of AM and other stakeholders, as well as Regional Reports, jointly produced with the respective regional programmes of the Organization.
3. Coming from previous years, the work on the increasingly important segment of Youth Travel, in collaboration with an AM, the WYSE Travel Confederation, gained renewed impetus with additional research, the publication of the AM Report "Youth Travel Matters" and UNWTO's participation in their 2011 and 2012 Conferences held, respectively, in Barcelona, Spain and San Diego, United States of America (please see Annex I of this document).
4. The City Tourism Project, that has initiated a continuous work with 22 major cities around the world, triggered the publication of the Affiliate Members Report No. 6 on City Tourism and generated "The Istanbul Declaration" on City Tourism. At the same time it activated the organization of annual global summits on City Tourism where different cities exchange experiences in the field of public-private partnership, the role of tourism in their overall development and how tourism impacts, demands, benefits and contributes to them. Furthermore, it spawned a project to develop a common methodology for measuring the economic impact of tourism on cities and also instigated a prototype project, at the moment being developed in collaboration with the Madrid Visitors and Conventions Bureau and several other AM, for the creation of new tourism products in urban areas.



5. The AM Programme has continued to support and participate in a number of technical events organized by different AM and also by UNWTO's operational and regional programmes as a means to contribute to the discussions on relevant issues and use such opportunities to introduce this unique platform of the Organization for the engagement of tourism stakeholders.

6. Since its official launch in 2011, the UNWTO Knowledge Network Programme has been developed to serve as an extensive research body of UNWTO and to support current tourism policy, governance and research issues of interest to UNWTO Member States as a unique and powerful network bridging tourism theory and practice.

In 2012, with a view to further strengthening its value within the UNWTO Programme of Work, UNWTO Management decided that the Knowledge Network Programme should be structured within the Affiliate Members Programme and thus invited the current Knowledge Network (KN) Members without Affiliate Membership status to join the Affiliate Members Programme in the course of 2013 and 2014. Therefore, all KN members should request their Affiliate Membership by the 98th session of the Executive Council to take place in the first semester of 2014.

As of 1 June 2013, the Knowledge Network is composed of 135 institutions, organizations and enterprises from 53 different countries and territories, 77 of them are AM.

B. The work of the Affiliate Members Programme

7. The work of the AMP is organized through an annual Work Plan that addresses the interests of the members and which is also aligned with the general programme of work of the Organization. The plan is discussed by the Board of the Affiliate Members, and includes work areas ranging from research on segments, publication of reports to pilot projects or prototypes aimed at pragmatic application of the knowledge of the members and of the Organization with mutual learning applicable later elsewhere. These activities are carried out with the participation and collaboration of companies, institutions, academia and destination management organizations that compose the Affiliate Members. There are very few forums where companies from different sectors, universities and destination promotion entities can synergize transparently under the umbrella of a prominent international organization such as the UNWTO. This unique characteristic of the Programme generates innovation resulting from the interaction among companies from diverse industries (technology, accommodation, transport, insurance, retail, etc.) while naturally providing a framework where public-private partnerships can beget tangible manifestations in everyday practices.

II. General situation of the Affiliate Members

A. Regional distribution and areas of activities

8. As of 1 June 2013, the total number of AMs is 425 and their geographic distribution is as follows:

Africa (24 AMs, 6% of the total), Americas (91 AMs, 21%), Asia and the Pacific (42 AMs, 10%), Europe (246 AMs, 58%) and the Middle East (22 AMs, 5%).

9. Their main areas of activities are:

University, other Research Programmes: 122 Tourism Business Management & Consultancy: 32

Amusement / theme parks: 3

Mass Media: 6

Professional Associations: 35	Destination Management Organization: 26
Hotels / Accommodation: 21	National, Regional, Local Promotion Board: 52
Information and communication technologies: 5	Travel Agencies & Tour Operators: 42
Trade Fairs & Exhibition Management: 22	Air, Rail & Road Transport: 16
Research Social, Economic and Cultural Impacts of Tourism: 10	
Other activities: 33	

10. At the Executive Council session in Belgrade, Serbia, last May, 39 AMs were admitted to the Organization and two more completed their documentation before 1 June. These new Members come from 19 countries and 3 regions (Americas, Europe and Africa).

11. In spite of the broad regional coverage achieved by the affiliate membership, it is essential that the Secretariat, with the support of the National Tourism Administrations and other stakeholders, continue to pursue the objective of having at least one AM from every Member State.

III. The 2012 and 2013 Work Plans

A. Work Plan 2012

12. The Affiliate Members Work Plan for 2012 gave continuity to the activities carried out over the previous two years. It was coherent with the recommendations of the Organization's 2012-2013 General Programme of Work.

13. The objectives of the 2012 Work Plan were to (i) develop a more effective collaboration between the Affiliate Members and the other Operational and Regional Programmes of UNWTO as well as within the Affiliate Members; (ii) implement a more effective process of regionalization in accordance with the new Rules of Procedure of the Affiliate Members; and (iii) ensure that the collective knowledge of the Affiliate Members can benefit the Organization's General Programme of Work and the achievement of its key objectives. In that regard, the Secretariat started the integration of the Knowledge Network into the AM Programme.

14. Research and publications

Three new AM Reports: AM Report No.3 'Global Report on LGBT Tourism', launched at FITUR 2012 and also presented at ITB 2012, counted on the widest participation of stakeholders to date for such reports. It was followed by the publication of AM Report No.4 'Global Report on Aviation: Responding to the Needs of New Markets and Destinations' and the launching in Baku, Azerbaijan of the AM Report No.5 on 'Tourism and Gastronomy'.

Regional Reports: Following the success of the Regional Reports series in 2011 (covering South America and Asia-Pacific), Regional Report No.3 (Europe), started in 2012, is being jointly prepared with the Regional Programme for Europe and will count on the involvement of European Member States and several AMs to give an appropriate public-private view of the current situation in European tourism.

15. Affiliate Members institutional meetings: During 2012 the Affiliate Members Programme organized three institutional meetings of the Affiliate Members: an Extraordinary Plenary of the Affiliate Members in

March (Berlin, Germany); also in March, the 30th Board Meeting of the Affiliate Members (Madrid, Spain); and a General Meeting of the Affiliate Members (Istanbul, Turkey).

B. Work Plan 2013

16. The Work Plan 2013 continued with some of the activities that had been initiated in 2012 while introducing new activities as presented and discussed at the General Meeting in Istanbul, Turkey last November and with the Board of the Affiliate Members in Madrid, Spain in January 2013.

17. The objective of the Work Plan 2013 is to provide both a regional focus and a global perspective in areas which can contribute to increasing competitiveness, enhancing sustainability, making tourism a priority in national policy decisions, increasing cooperation between the public and private sectors and fostering competitive and responsible business models and practices. Public-private partnerships, coupling theory with practice, the Global Code of Ethics for Tourism, and the UNWTO's General Programme of Work establish the framework for this year's Work Plan. Its objective is set around two main ideas: retaining existing members by meeting their expectations and gaining new members by highlighting the benefits of membership.

In order to meet the expectations of the members summarized in action 38 of the Implementation Plan for the White Paper, action has been taken to apply a pragmatic approach to enhance the exchange of knowledge, experience, best practices, know-how and market intelligence with a commitment to effective communication through appropriate channels. To this end, a new modus operandi has been adopted which relies on the UNWTO Affiliate Members Prototypes.

Segments of increasing importance have been targeted, such as City Tourism, Youth Travel, with reports already published. Other segments and areas for research are being envisaged. Seasonality, the Meetings Industry and Mobile Apps, in particular, will be analysed in relation to tourism. For each topic, Prototypes, reports, specific studies or seminars, will follow as appropriate.

18. City Tourism

The Madrid Prototype: "Implementing innovative strategies to design specialized products with high added value for specific market niches that enhance the visitor's experience" is another priority stipulated by the Istanbul Declaration.

Addressing this challenge through a case study conducted in collaboration with Affiliate Members in the city of Madrid determines the purpose of this prototype, wherein companies from different fields collaborate with public institutions under the umbrella of the UNWTO. All of them are working synergistically towards the effective application of a high added-value concept, as defined by the AM Madrid Visitors and Convention Bureau for the City of Madrid. It is worth noting that this initiative also covers other aspects highlighted by the Istanbul Declaration, such as human capital formation, communication, tangible and intangible heritage, new forms of collaboration between the actors involved in the project, the importance of content and the technological component linked to the product.

The fact that this project is backed by the local and national authorities makes it an exceptional case study that not only is relevant for the City of Madrid and all other actors involved, but will provide a methodology for other destinations to develop similar initiatives as well.

The impact measurement project: The objective of this project is to set a methodology for measuring the economic impact of tourism on cities that allows comparison between cities, encourages the development of best practices and provides relevant information for decision-making. The project is

being developed through a tripartite workgroup consisting of city tourism organizations, universities and government representatives to develop a set of agreed factors/benchmarks/indicators that constitute the economic impacts that cities experience through their involvement with the tourism sector. This approach will assist in the construction of benchmarks that can be used for comparison over time and between cities.

19. AM Regional Reports on the Americas and on Europe are being prepared with the respective regional programmes of the Organization and will be issued along 2013.

20. Affiliate Members institutional meeting: the 31st Board Meeting of the Affiliate Members was held in Madrid, Spain last January at UNWTO headquarters and the main item of the agenda was a final discussion of the Work Plan 2013 so as to advise the Secretariat on it and discuss some parameters for the preparation of the Work Plan 2014.

C. UNWTO Affiliate Members/Knowledge Network-TedQual Joint Membership Benefits Plan

21. Having recognized the need and opportunity to bring closer together the KN Members within the Affiliate Members Programme as well as the institutions with TedQual certified programmes under a joint membership in order to generate more synergies among them, the UNWTO Affiliate Members/Knowledge Network-TedQual Joint Membership Benefits Plan was submitted (document CE/95/6(c)) by the Secretariat to the ninety-fifth session of Executive Council and approved for its ratification at the General Assembly, according to decision CE/DEC/20(XCV).

D. Other activities, events and meetings of the Affiliate Members Programme during this period

22. The first Global Conference of the Affiliate Members was held in Istanbul, Turkey, in November, 2012 in collaboration with the Union of Chambers and Commodity Exchanges of Turkey (TOBB), an Affiliate Member. This Conference brought together Affiliate Members from around the globe to network and debate specifically on the theme of city tourism. A General Meeting of Affiliate Members was also held during this conference, as well as a conference for the members of the Knowledge Network.

23. The International Conference on “Current Challenges and Issues for African Tourism – Solutions to Ensure Competitiveness”, on the occasion of the 54th Regional Committee Meeting for Africa held in Tunis, Tunisia in April 2013, addressed the action required in point 40 of the Implementation Plan for the White Paper which stated the need to organize back-to-back meetings with the private sector during regional commission meetings. It was organized in collaboration with the Regional Programme for Africa.

24. The 1st UNWTO Regional Conference on Tourism Partnerships: Future Tourism for Asia and the Pacific took place in Seoul, Republic of Korea, in June 2013. The event, jointly organized with the Korean Tourism Organization (KTO) in collaboration with the Ministry of Culture, Sports and Tourism of Korea, was held on the occasion of the Korea World Travel Fair (KOTFA), one of the major travel fairs in Asia, and set special emphasis on creating a platform for the participants to dialogue and share their vision on how to use ethical and sustainable development strategies to advance tourism in the context of a technology-driven world. The Conference was planned in line with the UNWTO Affiliate Members' Meeting for Asia and the Pacific. With the objective of meeting the increasing weight of Asia and the Pacific in the global tourism picture, the Affiliate Members' future projects in the region were discussed while touching on issues such as Smart Tourism and City Tourism. One of the outcomes of the Conference was to address a report on Hong Kong as a case study on the impact of Chinese outbound tourism on a specific destination.

25. The 2nd Global Summit on City Tourism in Moscow, Russian Federation, will be held in collaboration with the City's Committee on Tourism on 20 September 2013. This Summit will serve as a platform for the presentation of the Madrid prototype project and a forum for the exchange of success stories of different cities in the field of public-private partnership and on the role that tourism has to play in the development of cities and its relationship to the infrastructure, local visitors and culture.

26. **The list of the other events which the AM Programme organized, supported, or participated can be [seen here](#)**

IV. Programme of Work of the Knowledge Network for 2012-2013

A. Introduction

27. For the initial period of the Knowledge Network, its Programme of Work for 2012 and 2013 carries two main objectives, each organized into three areas of the activities, as below:

- (a) Strengthening the New Structure: (i) Smoothly integrate the Knowledge Network within the Affiliate Members Programme; (ii) structure Knowledge Network activities within UNWTO's statutory meetings; and (iii) balance KN members by region and share expertise via a Member State "think tank" approach.
- (b) Advancing the Value Proposition: (i) Establish proactive linkages with UNWTO Member States and AM to address priority knowledge management needs; (ii) provide knowledge management support to conduct studies and advisory activities for UNWTO regional and operational programmes; and (iii) create linkages between knowledge related activities of the UNWTO Themis Foundation and the Affiliate Members.

B. The 2012 edition of the UNWTO Awards for Excellence and Innovation in Tourism

28. Since 2003, the UNWTO Awards for Excellence and Innovation in Tourism have honoured tourism initiatives that have contributed to the advancement of tourism through knowledge creation and innovation, in line with the UNWTO Global Code of Ethics for Tourism and the United Nations Millennium Development Goals (MDGs). By granting these Awards, UNWTO means to acknowledge and encourage knowledge dissemination and application. The UNWTO Knowledge Network is responsible for managing the UNWTO Awards.

29. For the 2012 edition of the Awards, two new categories were established; the UNWTO Award for Lifetime Achievement, to individuals who have demonstrated visionary leadership and made a significant contribution to tourism throughout their career, and the UNWTO Ulysses Award for Innovation in Research and Technology, to a research project or technological innovation that has demonstrated how research has been applied effectively to tourism in a practical context. The 2012 edition of UNWTO Awards ceremony took place in the framework of the Global Summit on City Tourism, the UNWTO Knowledge Network Session and Symposium in Istanbul, Turkey last November. Award winners in the six categories were from Argentina, Aruba, Austria, Bosnia and Herzegovina, Brazil, China, Flemish Community of Belgium, Kenya, Malaysia, Mexico, Serbia and Spain.

30. The call for nominations for the six categories of the 2013 UNWTO Awards has been published and the deadline for submission of applications is 1 October. The Awards ceremony will take place at FITUR in Madrid on 22 January 2014 and the day after a KN Symposium will stage the best practices awarded.

31. In the framework of the Global Summit on City Tourism, the first UNWTO Knowledge Network Session took place with the objective of establishing a dialogue between KN members on the vision and strategic directions of the Knowledge Network in order to discuss its concept, current issues and the Programme of Work for 2012-2013. Additionally, a Knowledge Network Symposium was held on the occasion to highlight the best practices showcased by the 2012 UNWTO Awards winners and provided a valuable opportunity to hold a high level panel discussion on knowledge management in tourism to bridge theory and practice.

C. The First Meeting of the Knowledge Network in the Americas

32. The meeting was held in the context of the XIV National and VIII International Congress on Tourism Research in Campeche, Mexico in October 2012, in collaboration with the government of Mexico and the Centro de Estudios Superiores en Turismo of Mexico (CESTUR). The meeting had the objective of presenting the KN and connecting tourism stakeholders involved in knowledge generation and management in the Americas.

D. Knowledge network quarterly newsletter (K-FOCUS) and bimonthly bulletin (K-ALERT)

33. With the objective to communicate with the KN Members and to raise awareness of the ongoing Programme of Work, a new quarterly newsletter (K-FOCUS) and a bimonthly bulletin (K-ALERT) have been created to highlight the recent and planned activities of the Programme, featuring events, interviews and publications.

E. Knowledge Network Research Series & Issue Papers

34. In collaboration with the KN Members, AM and other tourism stakeholders, the Knowledge Network Research Series and Issue Papers are currently being developed on Policy Issues for Future Tourism Development. Furthermore, based on the cases of the UNWTO Awards winners and nominees, three research topics are being prepared: Tourism Competitiveness and Consumer Satisfaction, Sustainable Tourism in Action and Knowledge Management in Tourism.

35. The Knowledge Network is supporting several research areas of the Affiliate Members Programme, such as City Tourism, and joint research is being carried out to showcase Hong Kong's experience with the Chinese outbound market.

V. Actions to be taken by the General Assembly

36. The General Assembly is requested:

- (a) To take note that the new Rules of Procedure approved in the 19th session of the General Assembly are being implemented especially with a view to integration, regionalization and the broader participation of the Affiliate Members in the General Programme of Work of the Organization;
- (b) To support the overall Affiliate Members Programme of Work and all actions that further its goals and contribute to the success of this endeavour;
- (c) To encourage the research work carried out by the AM Programme;
- (d) To encourage the Cities project that has been initiated with 22 cities around the world and the organization of annual global summits on City Tourism;

- (e) To endorse the Recommendations on Youth Travel;
- (f) To recognize the benefits of structuring the Knowledge Network Programme within the Affiliate Members Programme and support the joint research work that is being carried out with the participation of Affiliate and Knowledge Network Members;
- (g) To endorse the Joint Membership Benefits Plan for the better integration of Affiliate Members, Knowledge Network and TedQual certified institutions as presented in the 95th session of the Executive Council held in Belgrade, Serbia; and
- (h) To encourage Member States to help identify potential Affiliate Members from their countries, in particular from those countries not represented within the Committee of the Affiliate Members.

Annex I. Recommendations on Youth Travel

A. Background – Work of the Secretariat*

1. For many years now UNWTO has developed work and research on Youth Travel, long perceived as an important and promising segment of tourism. The first specific work prepared by the Secretariat on Youth Travel was the Final Report with the conclusions of the WTO International Conference on Youth Tourism, held in New Delhi, India in 1991.

2. Since then various conferences, declarations, documents and research have addressed or been dedicated to Youth Travel, such as the UNESCO Lisbon Declaration on Youth Policies and Programmes (1998), the UNWTO Global Code of Ethics for Tourism (1999) and the joint UNWTO-WYSE Travel Confederation publication “Youth Travel Matters” (2008), to mention just a few.

3. More recently, UNWTO’s research on Youth Travel gained new momentum with the publication of the AM Report No. 2 “The Power of Youth Travel” in 2011, also jointly prepared by UNWTO and the WYSE Travel Confederation, and UNWTO’s active participation in WYSE Travel Confederation’s 2011 and 2012 Annual Conferences.

4. At WYSE Travel Confederation’s 2012 Annual Conference held in San Diego, United States of America last September, the participants adopted the “San Diego Declaration on Youth, Student and Educational Travel” in which it was requested by the signatories that, at the invitation of the Secretary-General of UNWTO, the text be presented to the 94th Session of the UNWTO Executive Council in October 2012 (document CE/94/5(a) Add. 2) with a view to its eventual endorsement by the 20th UNWTO General Assembly in August 2013.

5. The Executive Council at its 94th session held in Campeche, Mexico in October 2012, through its decision CE/DEC/15 (XCIV), encouraged *“the Secretariat to pursue specific actions of cooperation, such as supporting the efforts of Affiliate Member “WYSE Travel Confederation” in the context of the San Diego Declaration on Youth, Student and Educational Travel ...”*.

6. Given the above and the present relevance and potential of Youth Travel to further contribute to tourism development, host communities, destinations and countries, as demonstrated by the research conducted by UNWTO, the draft Recommendations were prepared by the Secretariat addressing four core areas:

- (a) The focus of the first area of recommendations is that measures should be taken to highlight the positive impact of young travellers on host communities, destinations and countries.
- (b) The second area of recommendations emphasizes the need to facilitate and stimulate Youth Travel.
- (c) The third area of recommendations relates to the issues that must be identified and addressed in order to advance the understanding, servicing and visibility of this important segment.

* For the complete text please [see here](#).

- (d) The final recommendations refer to the important link between education and tourism to the benefit of the youth.

7. The Recommendations have no binding implications.
8. The Secretary-General submits the draft Recommendations to the General Assembly at its twentieth session for its endorsement.

B. Draft Recommendations

Youth Travel

Youth Travellers have a positive impact on host communities, destinations and countries

9. National Tourism Plans shall recognize young travellers as a segment to be targeted for the social benefits they bring in terms of cultural interaction, mutual understanding and the laying of foundations for world peace.
10. National Tourism Plans shall recognize the positive impact of youth travel on economic growth and job creation at the local and national levels.
11. National Tourism Plans shall recognize the benefits for tourism development of young travellers in identifying new tourism destinations and in demanding new products.
12. Governments and educational institutions shall highlight the importance to young people of their engaging in activities that contribute to the sustainable development, in its social, cultural, environmental and economic pillars, of host communities, destinations and developing countries.

Facilitating and stimulating Youth Travel

13. Provisions shall be made to facilitate the entry of foreign young travellers for temporary visiting, including for educational purposes, through adequate policies and measures.
14. Provisions shall be made to ensure that visas and other governmental formalities for young travellers are processed in a timely and efficient manner.
15. National and local authorities shall devise and implement appropriate procedures to ensure the safety and well-being of young travellers.
16. Provisions shall be made to provide travel incentives, favourable fares and adequate tourism products for young travellers.

Identification of key issues of Youth Travel

17. Tourism development strategies shall encompass the relevant information and analysis for understanding the profile, characteristics and interests of young travellers.
18. Joint initiatives and partnerships among public and private tourism stakeholders regarding youth travel shall be encouraged in order to foster information sharing, knowledge development, policy measures, investment and the supply of the best possible services to benefit youth travel.

19. Stakeholders of youth travel shall seek common positions, have a public voice and speak with unity on the issues involved in Youth Travel.

The educational significance of Youth Travel

20. Governments and educational institutions shall highlight the importance to young people of their engaging in activities that will enhance their personal and professional development, particularly when these involve travel.

21. Governments and educational institutions shall consider the value of incorporating travel in curricula as a means of enhancing the skills and personal development of young people.