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Report of the Chair of the Affiliate Members

I. Introduction

1. The purpose of this report is to present an analysis of the current situation and the initiatives carried out by the Affiliate Members Programme since the date of the last report, which was presented to the 20th session of the UNWTO General Assembly in Victoria Falls, Zambia/Zimbabwe, up to the date of the present report (10 July 2015).

2. The various initiatives in the action plan are being carried out with active engagement of a growing number of Affiliate Members in the different initiatives under way, utilizing various tools such as prototypes, reports, joint projects with other programmes, technical seminars and specialized events. These different initiatives contribute to the practical application of public-private collaboration by way of encouraging interaction and networking as well as the exchange of knowledge and innovative initiatives.

II. Affiliate Members Programme: enhancing public-private partnerships

A. Implementation of the Action Plan of the Affiliate Members Programme

3. Since the last General Assembly, a series of actions based on the work areas detailed in the Action Plan approved by the Board of the Affiliate Members have been carried out. These actions are the following:

1. Events

(a) **The 2nd Global Summit on City Tourism:** held in Moscow, Russian Federation, was held in collaboration with the City's Committee on Tourism on 20 September 2013. This Summit served as a platform for the presentation of the Madrid Precious Time 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.

(b) **1st Conference on Innovative Approaches to Overcome Seasonality:** Held in Punta del Este on 2 May 2014, the conference provided a forum for the exchange of experiences of different destinations in the area of collaborative models, micro-segmentation strategies and new product development.



- (c) **UNWTO Seminar on Public-Private Partnerships: Tangible and intangible heritage and innovative tourism products:** Held on the occasion of the 98th session of the Executive Council, it provided a perspective on the role of tangible and intangible world heritage in putting together innovative tourism products.
- (d) **UNWTO Seminar on Public-Private Partnerships: Developing specialized tourism products:** held in the framework of the 57th meeting of the UNWTO Commission for the Americas in Cartagena de Indias, this seminar was attended by Affiliate Members of the region and served to examine how the sector can foster innovation and incorporate sustainability throughout its value chain.
- (e) **12th UNWTO-Cotelco International Seminar,** with the support of FEDEC (Colombian Federation of Ecoparks, Ecotourism and Adventure Tourism) and the Ministry of Trade, Industry and Tourism of Colombia, the 12th UNWTO International Seminar was held on 27 June 2014, in Bogotá, with this latest edition focusing on the concept of “Tourism and Peace”.
- (f) **Presentation of the Punta del Este 365 Prototype:** Held during World Travel Market in London, UK, on 5 November, 2014, the event highlighted progress on the “365” prototype, an initiative that has been carried out with the participation of the Affiliate Members to generate innovative products and services to mitigate this phenomenon in Punta del Este and to be applied elsewhere.
- (g) **1st UNWTO Conference on Shopping Tourism, 29 January 2015:** organized together with FITUR Shopping and Affiliate Member Value Retail and held during the framework of Fitur, it highlighted the importance of shopping as one of the major categories of tourists’ expenditure, representing a significant source of income for destinations.
- (h) **The 1st UNWTO World Forum on Food Tourism** held in San Sebastian, Spain, from 27 to 28 April 2015, and jointly organized by UNWTO and the Basque Culinary Center, provided a valuable platform to exchange experiences, enhancing the understanding of food tourism and how to successfully manage this growing tourism segment worldwide.
- (i) **3rd UNWTO Conference on Overcoming Seasonality:** held in Torremolinos, Spain, on 3-4 June 2015, it provided a platform for experts and participants to collaborate on the analysis of an integrated approach to seasonality, where best practices and new developments were shared by stakeholders from the perspective of the public-private sectors.

2. Publications

4. The Affiliate Members Programme has published the following Regional Report and four Global Reports of the AM Report series:

- (a) **AM Regional Report Volume three: Working together in Europe – A shared Leadership:** Presented at the Regional Commission for Europe on 4 April 2014 in Baku, Azerbaijan, the Report describes the current situation for tourism in UNWTO’s European Member States and examines how they are adapting and planning for emerging trends. It discusses varying performance and opinion across different areas of Europe, based largely on a survey conducted among Member States and Affiliate Members. 8 Affiliate Members contributed to the Report in the form of case studies.

(b) **AM Reports: Volume seven - Global Report on the Meetings Industry:** Presented at UNWTO Headquarters on 20 March 2014, this Report explores the scope, impact, and opportunities for economic growth and development of the meetings industry. Highlighting the importance of public-private collaboration and the relevance of implementing processes of continuous innovation, it includes experiences and success stories by Affiliate Members from around the world. 9 Affiliate Members contributed to the Report in the form of case studies.

(c) **AM Reports: Volume eight - Global Report on Shopping Tourism:** The report on shopping tourism was presented on 21 May at the UNWTO Headquarters. It highlights the key role cities play in the development of Shopping Tourism, while presenting updated statistical information on the relevant trends. 9 Affiliate Members contributed to the Report in the form of case studies.

(d) **AM Reports Volume nine - Global Report on Adventure Tourism:** Presented at the ATTA Global Summit in Killarney, Ireland, on 7 October, the UNWTO Global Report on Adventure Tourism, published jointly with the Adventure Travel Trade Association (ATTA), is the first of its kind by UNWTO on the topic of adventure tourism. The report provides insight into the close relationship between adventure tourism and responsible tourism. 7 Affiliate Members contributed to the Report in the form of case studies.

(e) **AM Reports Volume ten - Global Report on City Tourism for Global Benchmarking:** Presented at the 3rd Global Summit on City Tourism on 10 December 2014, this Report is a practical application that originates from the "CITIES" project and the Istanbul Declaration. Based on the conclusions from this first City Tourism Summit, the UNWTO Affiliate Members Programme revised its strategic objectives to implement a specific plan to contribute to urban tourism's progressive analysis. 18 Affiliate Members contributed to the Report with case studies.

5. The following additional reports are underway:

(f) UNWTO Regional Report Volume four - Tourism Products: Building Development in Africa, to be presented during the Regional Commission for Africa to be held within the framework of the 21st session of the General Assembly

(g) UNWTO Global Report on Cultural Routes and Itineraries

(h) UNWTO Global Report on Emerging Tourism Economies: Public-Private Partnerships

(i) UNWTO Global Report on Transformative Tourism for Our Sustainable Future

(j) UNWTO Global Report on Power of Youth Travel

(k) UNWTO Global Report on Sharing Economy – Lodging Industry

3. Prototypes

6. UNWTO has developed a Prototype Methodology in order to establish a formal framework where the public and private sectors work together to share knowledge and implement tourism projects that improve competitiveness in an ethical and sustainable environment. This methodology has been applied to the two prototypes developed this past year, **365** and **Precious Time**.

7. The Affiliate Members Programme is currently undergoing the initial steps to develop two new prototypes, Wine Tourism and Multimodality.

B. Strengthening the collaboration with the Affiliate Members:

8. **Signing of memoranda of understanding with individual members:** Since the last session of the UNWTO Executive Council, 40 memoranda of understanding have been signed with various Affiliate Members of UNWTO. The memoranda are aimed at enhancing collaboration between UNWTO and the respective Affiliate Member (see Annex II for a brief description of each MoU)

9. **Consolidating the Knowledge Network within the Affiliate Members Programme:** In 2012, with a view to strengthening its value within the Programme of Work of UNWTO, the UNWTO Management resolved that the Knowledge Network should be structured within the Affiliate Members Programme. The integration process was fully completed by the 98th session of the Executive Council.

10. **The international internship initiative** of the Affiliate Members Programme has progressed as follows: The Affiliate Members Programme has incorporated 3 new interns from the following Affiliate Member Programme entities: University of Queensland, University of Bologna and Lucerne University of Applied Sciences and Arts.

11. In order to provide increasing value to the Members, by means of grouping them together by areas of interest and designing specific activities within the Action Plan, the Affiliate Members Programme has created the Gastronomy Network and the Shopping Tourism Working Group.

III. Activities of the Knowledge Network

12. **The UNWTO Knowledge Network Symposium**, (November 2013, Hong Kong SAR, China) organized in collaboration with School of Hotel and Tourism Management of the Hong Kong Polytechnic University, enabled the sharing of best practices in innovative tourism research, education and training to enhance tourism practices in both public and private sectors.

13. **The 2nd UNWTO Knowledge Network Global Forum: Bridging Theory and Practice** (May 2014, Mexico City, Mexico) taking place at the Universidad de Anahuac, it focused on innovation as playing a central role in advancing competitive and sustainable tourism development worldwide.

14. **Knowledge Network meetings:** The following meetings were held to exchange the views and ideas of the Knowledge Network community with the objective of closing the gap between regional research demand and supply: **Mexico (May 2014, Mexico City, Mexico) and Colombia (October 2014, Bogotá, Colombia)**

15. Knowledge Network (KN) Issue Paper Series: developed to strengthen the research component through the Knowledge Network and provide solution-based research studies with practical applications. The first KN Issue Paper on “Growth of Chinese Tourists to Hong Kong 2002 to 2014 – Implications and Way Forward” provides key recommendations on how to consolidate this important market and foster responsible tourism in Hong Kong, China, as well as in other destinations dealing with similar issues. The second KN Issue Paper on “Tourism experiences in emerging destinations: the case study of Bilbao” is currently being developed.

(a) **Fostering Talent through Partnership - Knowledge Network Talent Development Platform:** designed to promote young talent in tourism by connecting UNWTO Members of the public and private sectors with outstanding students and young professionals from the UNWTO Affiliate Members.

(b) 11th and 12th UNWTO Awards for Excellence and Innovation in Tourism and Knowledge Network Symposia: Held within the framework of Fitur in 2014 and 2015, the UNWTO Awards have recognized the pioneers and prominent leaders in the tourism sector by highlighting their innovative achievements as an inspiration for competitive and sustainable tourism development worldwide. Awardees, laureates and other prominent experts were given the opportunity to present their projects and initiatives as well as participate in panel discussions during the symposia. For a full list and description of those awarded see here: [2014](#), [2015](#)

IV. Other matters

16. Various modifications to the Rules of Procedure of the Committee of the Affiliate Members have been proposed as attached in Annex III.

V. Actions to be taken by the General Assembly

17. The General Assembly is invited:

(a) To acknowledge the constructive role of the initiatives implemented in the Action Plan of the Affiliate Members Programme as well as the growing number of Affiliate Members that participate and propose new ones;

(b) To support the Action Plan's aim of contributing to the grouping together of the different Members by area of interest, and encouraging interaction, the exchange of knowledge and innovation processes; and

(c) To approve the modifications to the procedure for the elections of the Affiliate Members Board in Annex III of the present document A/21/9.

Annex I. General situation of the Affiliate Members

- (a) The number of Affiliate Members is currently 454.
- (b) The total geographic distribution of the Affiliate Members is as follows:
 - (i) Africa: 31
 - (ii) Americas: 97
 - (iii) Asia-Pacific: 47
 - (iv) Europe: 261
 - (v) Middle East: 18
- (c) The Affiliate Members represent the following areas:
 - (i) University and Research Programs: 111
 - (ii) Professional Associations: 47
 - (iii) National, Regional, Local, City Promotion Boards: 54
 - (iv) Tourism Business Management & Consultancy: 36
 - (v) Destination Management Organizations: 23
 - (vi) Hotels / Accommodation: 22
 - (vii) Trade Fairs & Exhibition Management: 25
 - (viii) Travel Agencies & Tour Operators: 46
 - (ix) Air, Rail & Road Transport: 12
 - (x) Research Social, Economic and Cultural Impacts of Tourism: 19
 - (xi) Mass Media: 8
 - (xii) Other activities: 51
- (d) 84 research and innovation institutions are part of the Knowledge Network.
- (e) Since the last General Assembly, 92 Affiliate Members joined the Organization.

Annex II. Memoranda of understanding signings

The MoUs aim to enhance collaboration between UNWTO and the respective Affiliate Member in the areas of research and the promotion of best practices. Since the last session of the UNWTO General Assembly we had signed numerous Memoranda of Understanding with various Affiliate Members of UNWTO:

- (a) Hostelling International: Promote the UNWTO campaign against all forms of trafficking.
- (b) Destino Punta del Este: Collaboration in finding practical solutions to the problem of seasonality, exchange of experience, knowledge and success stories in the field of tourism hyper segmentation.
- (c) ATTA (Adventure Travel Trade Association): Joint report on Adventure Tourism.
- (d) AZTA (Azerbaijan Tourism Association): A strategic partnership in all matters that concern Value Chains in Tourism.
- (e) UBM: Collaboration in the Routes Africa 2014 event
- (f) IH&RA (International Hotel & Restaurant Association): Joint report on the Hotel Accommodation Industry
- (g) World Heritage Cities of Spain: Collaboration in the 1st Affiliate Members Programme Seminar on Public-Private Partnerships: The Role of World Heritage in shaping innovative tourism products.
- (h) Basque Culinary Center: Organization of the World Forum on Food Tourism
- (i) Innova Tax Free Group: To collaborate in the design of innovative products like the Affiliate Members Programme of UNWTO "Madrid Precious Time" prototype, as well as the visibility of the project.
- (j) Paradores de Turismo: Participation in the prototype of the Affiliate Members Programme "Madrid Precious Time".
- (k) Turismo de la Rioja: Research, exchange of knowledge and success stories in the field of tourism promotion.
- (l) WYSE (World Youth Student and Educational Travel Confederation): A strategic partnership in all matters that concern Youth, Student and Educational Travel.
- (m) AENOR: Participation in the "Madrid Precious Time" prototype.
- (n) IATA (International Air Transport Association): Develop the Talent Development Network, within the framework of the UNWTO Knowledge Network, as a mechanism for stakeholder collaboration to foster young talents in the sector through internships, knowledge transfer and research
- (o) ANATO: To organize annual ANATO/UNWTO training workshops.

- (p) AHT, COTELCO y FEHGRA: Comparative analysis of the situation of private accommodation - Informal in the world and search for solutions that promote technical, administrative and legal inclusion.
- (q) Federación Empresaria Hotelera Gastronómica de la República de Argentina: Collaboration in the field of tax and fiscal situation in the hospitality.
- (r) Universidad de Magdalena: Participation and support at the meeting of the Knowledge Network to be held in Bogota, Colombia, in October 2014, followed by a visit to the University of Magdalena, Santa Marta by the coordinator of the Knowledge Network.
- (s) Skat International: Promoting an internship programme for students from educational institutions belonging to the UNWTO Affiliate Members Programme in Skat associated companies.
- (t) Griffith University: Develop specific joint activities to produce further research on the importance of Asia and the Pacific Region with a special focus on China in the global tourism sector.
- (u) Advertising Agency "Great Silk Road": Promoting an Affiliate Members Prototype on Food Tourism, Cultural Tourism and Heritage
- (v) Université Du Québec À Montréal: Become further involved in the production of joint research activities and publications in the areas of mutual interest.
- (w) Madison MK: Participation in measurement projects such as "Project of the impact of tourism in the cities of the Affiliate Members Programme" and others that emerge over time.
- (x) The Global Wellness Institute: To prepare a joint report on Wellness Tourism, as part of our Affiliate Members Report Series
- (y) Ads Global and CTICO: Support UNWTO in social media to strengthen the connection among members and broaden the brand.
- (z) AMFORHT (Association For Hospitality And Tourism Education And Training): Promote the Global Code of Ethics for Tourism among the students and schools / universities / training centres of the institutions that are part of AMFORHT
- (aa) Basquetour-turismoaren Euskal Agentzia Agencia Vasca De Turismo: Participation in the report on adventure tourism and few subsequent reports relevant to BASQUETOIR.
- (bb) Consorcio Del Palacio De Congresos De Torremolinos: Organization of the "3rd UNWTO Conference in Overcoming Seasonality", in Torremolinos, Spain, 1-4 June 2015.
- (cc) Asociación Centro De Investigación Cooperativa En Turismo – CICTOURGUNE: Publication of the common methodology and its findings in the City Tourism Measurement for Global Benchmarking report Student Marketing: Cooperation in the publication of a Global Report on Youth Tourism;
- (dd) European Cities Marketing: Coordination of the publication of the Annual Global City Tourism Benchmarking report within the framework of the editorial board

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- (ee) Modul University Vienna: to open the ECM city tourism database on TourMIS also to non-European cities and UNWTO and ECM will jointly publish an annual benchmarking report implemented by MODUL University Vienna
- (ff) Institute for Tourism Of Croatia: Develop specific joint activities to produce further research on seasonality.
- (gg) AVIAREPS: to cooperate in the implementation of projects for UNWTO Member States, for the period of one year, in the areas of mutual interest.
- (hh) Student Marketing: to collaborate in the next AM Reports on Youth Travel.
- (ii) VIP World Events: Research on the high end segments of tourism;
- (jj) Universidad Internacional de la Rioja: Collaborative research of experiential marketing in wine tourism;
- (kk) Real Academia de Gastronomía de España: Development of gastronomic tourism and collaboration with the UNWTO Gastronomy Network;
- (ll) SpainCares: Research on health tourism, including collaboration in the publication of a Global Report on health tourism and public-private collaboration in specialized segments; and
- (mm) Amadeus: with objective to enhance cooperation between the two parties strengthening the link between technology and tourism.

Annex III. Amendments to the Rules of Procedure of the Committee of the Affiliate Members

- (a) To correct a pre-existing error in which regional Vice-Chairmen are separated into 5 regions and not the 6 UNWTO regions; the Board will now incorporate South Asia. Also, if there is an insufficient number of candidates for position of Vice-Chairman for a specific region, the position will remain vacant.
- (b) To establish English as the working language of the Board Meetings as it is unaffordable to have translators for all official UNWTO working languages and the organization cannot give preferential treatment to one over another.
- (c) To simplify the electoral process and the counting of ballots as previously requested by a large number of Affiliate Members and to allow for the new Board to be elected and announced sufficiently prior to the General Assembly in order to convene the new Board at its first meeting and proceed to elect the Chairman during the aforementioned General Assembly.
- (d) To clarify the role of the Vice-Chairmen.

CURRENT TEXT	PROPOSED NEW TEXT
CHAPTER 2	CHAPTER 2
THE BOARD OF THE AFFILIATE MEMBERS: DEFINITION, FUNCTIONS AND COMPOSITION	THE BOARD OF THE AFFILIATE MEMBERS: DEFINITION, FUNCTIONS AND COMPOSITION
Article 7	Article 7
<i>The Board of the Affiliate Members: definition, functions and composition</i>	<i>The Board of the Affiliate Members: definition, functions and composition</i>
<i>2. The Board of the Affiliate Members shall be composed of 23 members, of whom 10 Vice-Chairmen shall be elected by all Affiliate Members, three Vice-Chairmen shall be designated by the Secretary-General and 10 shall be elected exclusively by the Affiliate Members from the respective regions, the latter also being referred to as Regional Vice-Chairmen. The Board shall be chaired by one of its members, who shall be elected in accordance with Article 8(8) of these Rules of Procedure.</i>	<i>2. The Board of the Affiliate Members shall be composed of 23 members, of whom 8 Vice-Chairmen shall be elected by all Affiliate Members, three Vice-Chairmen shall be designated by the Secretary-General and 12 shall be elected exclusively by the Affiliate Members from the respective regions, the latter also being referred to as Regional Vice-Chairmen. The Board shall be chaired by one of its members, who shall be elected in accordance with Article 8(8) of these Rules of Procedure.</i>
<i>4. The Board of the Affiliate Members shall meet at least twice a year, with each meeting being convened with at least a two months' notice, and with the provisional agenda established by the Secretary-General in consultation with the Chairman of the Board.</i>	<i>4. The Board of the Affiliate Members shall meet at least twice a year, with each meeting being convened with at least a two months' notice, with English as the working language and with the provisional agenda established by the Secretary-General in consultation with the Chairman of the Board.</i>

<p>Article 8</p> <p>Participation in the elections for the Board of the Affiliate Members: voters and candidates</p>	<p>Article 8</p> <p>Participation in the elections for the Board of the Affiliate Members: voters and candidates</p>
<p>2. Every two years, the Affiliate Members shall elect 10 Regional Vice-Chairmen and 10 Vice-Chairmen for the Board of the Affiliate Members.</p>	<p>2. Every two years, the Affiliate Members shall elect 12 Regional Vice-Chairmen and 8 Vice-Chairmen for the Board of the Affiliate Members.</p>
<p>4. For the purpose of the composition and activities of the Board of the Affiliate Members and the election of its 10 Regional Vice-Chairmen, the five regions are Africa, the Americas, Asia and the Pacific, Europe, and the Middle East.</p>	<p>4. For the purpose of the composition and activities of the Board of the Affiliate Members and the election of its 12 Regional Vice-Chairmen, the six UNWTO regions are Africa, the Americas, East Asia and the Pacific, South Asia, Europe, and the Middle East.</p>
<p>5. The 10 Vice-Chairmen to be elected shall be voted by all Affiliate Members from all regions.</p>	<p>5. The 8 Vice-Chairmen to be elected shall be voted by all Affiliate Members from all regions.</p>
<p>8. In its first meeting, the members of the Board shall elect one of its members as Chairman.</p>	<p>8. In its first meeting, during the General Assembly the members of the Board shall elect one of its members as Chairman.</p>
<p>New text added</p>	<p>10. <u>The Members of the Board will abide by the following code of conduct:</u></p> <p><u>Commitment to protect the interests of all Affiliate Members, demonstrating loyalty to the organization, impartiality in decision-making and their absolute discretion regarding the issues discussed at the meetings.</u></p> <p><u>It is understood that purpose of the presence on the Board is to represent all Affiliate Members, whereby, this presence is not used to further individual interests of the delegates or only that of the Affiliate Member represented therein.</u></p>
<p>Article 9. Election procedure</p>	<p>Article 9. Election procedure</p>
<p>1. The election of the 10 Regional Vice-Chairmen and 10 Vice-Chairmen, referred to in Article 8(2) above, for the Board of the Affiliate Members shall be conducted by mail and in</p>	<p>1. The election of the 12 Regional Vice-Chairmen and 8 Vice-Chairmen, referred to in Article 8(2) above, for the Board of the Affiliate Members shall be conducted by mail in</p>

presence in accordance with Final Provision First, Paragraph 4.	accordance with Final Provision First, Paragraph 4.
4. In case any region fails to elect two Regional Vice-Chairmen, that position shall remain vacant <u>and the number of the Vice-Chairmen shall be increased so as to maintain the composition of 23 members in the Board of the Affiliate Members.</u>	4. In case any region fails to elect two Regional Vice-Chairmen, that position shall remain vacant. (text deleted)
Transitional provisions	Transitional provisions
<u>1. With the objective of having the next Board of the Affiliate Members formally constituted within the first quarter of 2012, the election procedure shall follow a timetable and such a procedure to make it possible.</u>	Text deleted
<u>2. Exceptionally, for the period between the Plenary session to take place in the framework of the 2011 UNWTO General Assembly and the constitution of the new Board of the Affiliate Members, the term of the outgoing members of the Board is accordingly extended on an interim basis.</u>	Text deleted
<u>Final provisions</u> <u>1. Instruments of cooperation with Affiliate Members or other organizations in force as of the date of the entry into force of these Rules of Procedure shall continue in execution for the period of time expressly specified, subject to stipulations contained in such instruments. Extension of these instruments or the formalization of new ones for cooperation after the entry into force of these Rules of Procedure shall conform to the mandates contained herein.</u>	Text deleted
<u>2. As for the responsibilities and functions of the Chairman and other members of the Board of the Affiliate Members, the</u>	Text deleted

<p><u>provisions contained in Article 13 of the Statutes of the World Tourism Organization and in Rule 17 of the Rules of Procedure of the General Assembly shall be applicable, mutatis mutandis, in all matters where they are not contradicted by or incompatible with the stipulations of the present Rules of Procedure.</u></p>	
<p><u>3. Without prejudice to such provisions as the Board of the Affiliate Members may adopt, these Rules of Procedure shall be applicable, mutatis mutandis, to subsidiary organs established by the Board of the Affiliate Members.</u></p>	Text deleted
<p><u>4. Once the General Assembly approves these Rules of Procedure, the Secretary-General shall call elections for the Board of the Affiliate Members, which shall be conducted by mail and in presence in accordance with these Rules of Procedure, with the “Guiding Principles for the Conduct of Elections by Secret Ballot” annexed to the Rules of Procedure of the General Assembly, and with the specific guidelines for the election procedure of the members of the Board of the Affiliate Members issued by the Secretariat.</u></p>	Text deleted
<p><u>Second:</u></p> <p><u>These Rules of Procedure shall replace the Rules of Procedure approved by the General Assembly in its 6th session in 1985 [GA/RES/171(VI)] and enter into force on the date of their adoption by the General Assembly.</u></p>	Text deleted