



Executive Council

103rd session

Málaga, Spain, 9-11 May 2016

Provisional agenda item 8(a)

CE/103/8(a)

Madrid, 16 March 2016

Original: English

Affiliate Members

(a) Report of the Chair of the Affiliate Members

I. Introduction

1. The purpose of this report is to present an overview of the latest initiatives carried out by the Affiliate Members Programme since the date of the last report which was presented to the 21st session of the UNWTO General Assembly in September 2015 in Medellín, Colombia up to the date of the present report (4 March 2016).

2. The activities of the 2015 and 2016 Action Plans are being carried out as indicated, with the support of an increasing number of Affiliate Members in the different initiatives under way. The Affiliate Members Programme is continuing to use various tools, such as prototypes, reports, networks, joint projects with other programmes and technical seminars. These different initiatives contribute to the practical application of public-private collaboration by engaging and grouping together different members according to areas of interest, encouraging interaction and networking, as well as knowledge exchange.

II. Activities carried out

3. In line with the Action Plan of the Affiliate Members Programme, a series of actions based on the work areas detailed in the previous report have been carried out since the last Executive Council. These actions are the following:

(a) Presentation of AM Regional Reports Volume 4, Tourism in Africa: A Tool for Development

(i) The report, presented at the Regional Commission for Africa on 12 September 2015, in Medellín Colombia was commissioned with the support and close cooperation of Affiliate Member, Casa África to assess the current situation of Africa's tourism product development. It proposes a UNWTO methodology for tourism product development that can be applied to African destinations. With this publication, the partners aim to trigger the vast untapped potential of African tourism, thus leading the sector to become an even greater force for development of the region.



(ii) Recent tourism performance across Africa is analysed and future prospects are identified, thus demonstrating the importance of a well-defined strategy for tourism product development, so as to explore and leverage the array of opportunities that the international tourism sector offers to African destinations. The report discusses the prospects and challenges of tourism development for African nations, describes a specific approach for developing unique tourism products and presents case studies of specific projects that are helping shape Africa's tourism context. These 19 case studies, 6 from Affiliate Member institutions, illustrate real-world success stories which can help to chart the course forward for tourism product development in other African destinations.

(b) Presentation of Affiliate Members Global Report, Volume 11, Public-Private Partnerships: Tourism Development

(i) Presented on 10 November 2015 at UNWTO Headquarters, the UNWTO Global Report on Public-Private Partnerships: Tourism Development, provides solid evidence on the importance of effective PPPs in tourism, illustrating how partnerships across different destinations and market segments can be used as development tools.

(ii) A valuable selection of 17 case studies, of which 12 were submitted by 12 Affiliate Members, provide not only an insight into the different types of PPPs across a broad range of geographic contexts, but also highlight how innovative initiatives can lay the pathway for successful tourism development. It is the intention of this report to disseminate these innovations and stimulate collaboration between tourism stakeholders around the world to develop effective partnerships. In turn, these partnerships will result in inclusive, sustainable and resilient tourism development to contribute to the UN Sustainable Development Goals.

(c) Presentation of Affiliate Members Global Report, Volume 12, on Cultural Routes and Itineraries

(i) The Affiliate Members Global Report, Volume 12, on Cultural Routes and Itineraries, presented on 17 December 2015 at UNWTO Headquarters, is a joint publication with an Affiliate Member, Agencia de Turismo de Las Islas Baleares (ATB). The report highlights current trends in cultural tourism providing insight on how cultural routes and itineraries contribute to tourism development as well as special insight on the Phoenicians' route in the Balearic Islands. Cultural routes have provided destinations globally with a notable competitive advantage among cultural tourists who benefit from more innovative tourism products and valuable visitor experiences.

(ii) This report compiles 25 successful case studies prepared by 20 Affiliate Members, providing a framework for designing and establishing cultural routes globally. This phenomenon is beneficial to the tourism sector as it generates sustainable socioeconomic and cultural benefits across the different destinations along formulated routes.

(d) Presentation of the 1st UNWTO Global Conference on Wine Tourism

(i) Held during World Travel Market in London, UK, on 3 November 2015 in collaboration with the Georgian National Tourism Administration, the event presented the 1st UNWTO Global Conference on Wine Tourism to be held in the Kakheti wine region of Georgia on 7-9 September 2016. This event is an initiative of the UNWTO Gastronomy Network.

- (ii) The launch of the 1st UNWTO Global Conference on Wine Tourism is an initiative within the Action Plan of UNWTO Gastronomy Network. Its aims are to encourage collaboration between UNWTO and other representative organizations in the field of gastronomy, to stimulate awareness of new trends in order to improve the development and management of Gastronomy Tourism, and to disseminate experiences of successful initiatives worldwide. This initiative is also linked to the Wine Tourism prototype currently being carried out by the Affiliate Members Programme which will be presented in May.
- (e) UNWTO Conference on Talent Development and Education in Tourism
- (i) The UNWTO Conference on Talent Development and Education in Tourism held in the University of Deusto, Bilbao, Spain, on 1-2 December 2015 debated the current challenges of education in tourism, the tourism labour market, talent development and tourism and labour policy development.
- (ii) The Conference provided an effective platform within the Knowledge Network of the AM Programme to build and strengthen strategic knowledge management and the application of competitive and sustainable tourism development theory in core areas. The Conference fostered dialogue and shared good practices in innovative tourism education and research which enhance tourism practices in both the public and private sectors and contribute to human resource development by nurturing future leaders in tourism.
- (f) 12th UNWTO Awards for Excellence and Innovation in Tourism
- (i) Since 2003, the UNWTO Awards have become the flagship event for the global tourism sector seeking to recognize and stimulate knowledge creation, dissemination and innovative applications in tourism and to bring to light the latest advances in the sector.
- (ii) In this year's edition, a total of 16 projects from Africa, Latin America, Asia and Europe were selected as finalists from a total of 109 candidacies. Their projects were presented at the UNWTO Awards Forum held in Palacio Neptuno on 18 January. All of the finalist projects were examples of how the principles of the UNWTO Global Code of Ethics for Tourism and the objectives set in the Sustainable Development Goals (SDGs) can inspire sustainable tourism worldwide.
- (iii) The Awards Ceremony held in the framework of FITUR 2016 on 20 January hosted 320 high-level participants from more than 50 countries including 80 ministers, ambassadors and travel & tourism CEOs. In addition, the live stream of the event was watched by around 1,000 virtual audiences all over the world.
- (g) Presentation of the 2nd UNWTO World Forum on Gastronomy Tourism
- (i) Following the success of the previous edition, PROMPERÚ and the World Tourism Organization, in collaboration with the Basque Culinary Center, presented during FITUR 2016 the 2nd UNWTO World Forum on Gastronomy Tourism which will take place on 27-29 April 2016 in Lima, Peru. This event is an initiative of the UNWTO Gastronomy Network.
- (ii) Gastronomy, as the essence of culture and a major element of intangible heritage worldwide, is a growing driver for tourists that remains often untapped by destinations. The development of gastronomy tourism is part of the Affiliate Members Action Plan as the interrelation between gastronomy and tourism provides a vehicle for the transmission of

culture which in turn, if properly managed, enhances local economic development, sustainable practices and food experiences. Hence, gastronomy tourism, helps to brand and market destinations, as well as assists in maintaining and preserving local tradition and diversity, harnessing and rewarding authenticity.

(h) UNWTO Seminar on the Future of Tourism: Innovation, Governance and Critical Paths

(i) Held in within the framework of FITUR and in collaboration with the Ulysses Foundation, this seminar discussed qualitative scenarios on the future of tourism up to the year 2040 and beyond. It also explored the innovations, critical paths and institutional changes required to approach the subset of intelligent scenarios.

(ii) The seminar included presentations and panel discussions by a host of highly-qualified tourism professionals from the public and private sector as well as academia, and was recorded on video for distribution.

(iii) The theme is highly relevant when approached from a time where tourism has seen dramatic advances in science, technology and innovation, resulting in lowered barriers to entry and policies to encourage sustainability, mitigate climate change and foster inclusive development, among many other issues.

(i) 2nd UNWTO Conference on Shopping Tourism

(i) The Conference held on 22 January within the framework of FITUR presented insights from leading shopping tourism stakeholders, offering insight from both from the public and private sectors, representing different levels of the value chain. This conference is an initiative of the Shopping Tourism Network.

(ii) In recent years, tourism has experienced continued growth and profound diversification to become one of the economic sectors with the highest growth rate in the world. Mindful of this, the UNWTO Affiliate Members Programme has launched a series of initiatives to fully harness the potential shopping has to offer and foster public-private partnerships.

(j) UNWTO/ICF Workshop on air connectivity

(i) During this event held at FITUR 2016, experts from ICF Aviation Advisory (formerly SH&E), an Affiliate Member, discussed techniques and methodologies that will enable destinations to talk to airlines in their own analytical language in order to provide holistic proposals that include business cases, incentive packages and stakeholder commitment.

(ii) Successful air service connectivity remains a critical challenge in the development of tourism and commerce around the world. Now more than ever, destinations, both local and national, must utilize comprehensive best practices when they engage with airlines.

(iii) The ICF team presented best-practice methodologies for developing successful air service programs and the ongoing activities involved. The presentation showcased examples of successes in work done for/by national tourism administrations, local tourist destinations, business markets and religious destinations.

(k) Presentation of Affiliate Members Global Report, Volume 13, on the Power of Youth Travel

(i) Presented at ITB, in Berlin, Germany on 10 March, during the *From Y to Z: Are you ready for Generation Z?* event hosted by WYSE, this latest version of the Power of Youth Travel report, prepared once again in collaboration with WYSE Travel Confederation, explores the dynamics of youth travel and provides a set of best examples of public-private initiatives that can help destinations to fully harness the immense opportunities youth travel has to offer. Dynamic case studies were received from 17 contributors of which 5 were Affiliate Members.

(l) Presentation of Affiliate Members Global Report, Volume 14, on the Transformative Power of Tourism: A paradigm shift towards a more responsible traveller

(i) Also presented within the framework of ITB on 10 March, 2016 and jointly produced with the Institute for Tourism, Zagreb, Croatia, this report explores the transformative value increasingly conferred to tourism. The notion of transformative tourism, or new tourism, refers to socially and environmentally conscientious tourists, who employ tourism as a transformative medium to reinvent themselves and promote sustainable practices that have a positive impact on local communities. This report aims at providing a better definition of the term, illustrated with real-life examples initiatives that best reflect the great potential of transformative tourism in contributing to tourism development. 23 case studies, including 13 case studies from Affiliate Members, identify key trends.

III. Actions to be taken by the Executive Council

4. The Executive Council is invited:

(a) To acknowledge the constructive role of the initiatives implemented in the Action Plan of the Affiliate Members Programme, including publications, events and prototypes as well as the growing number of Affiliate Members that participate in them;

(b) To encourage participation in the grouping together of the different Members by area of interest in the UNWTO Networks, promoting interaction, the exchange of knowledge and innovation processes;

(c) To take note of the further dissemination and visibility of the UNWTO Awards for Excellence and Innovation as a way of recognizing the importance of the contribution of tourism to society; and

(d) To continue supporting the importance of the Prototype Methodology and related materials developed by the Secretariat including its names and signs, acknowledging these as being under UNWTO's brand.

Annex. General situation of the Affiliate Members

- (a) The number of Affiliate Members is currently 469.
- (b) The geographic distribution of the Affiliate Members is as follows:
 - (i) Africa: 32
 - (ii) Americas: 101
 - (iii) Asia-Pacific: 50
 - (iv) Europe: 268
 - (v) Middle East: 18

The Affiliate Members represent the following areas:

- (i) University and Research Programmes: 113
 - (ii) Professional Associations: 49
 - (iii) National, Regional, Local, and City Promotion Boards: 56
 - (iv) Tourism Business Management & Consultancy: 38
 - (v) Destination Management Organizations: 22
 - (vi) Hotels/Accommodation: 22
 - (vii) Trade Fairs & Exhibition Management: 25
 - (viii) Travel Agencies & Tour Operators: 49
 - (ix) Air, Rail & Road Transport: 12
 - (x) Research Social, Economic and Cultural Impacts of Tourism: 19
 - (xi) Mass Media: 8
 - (xii) Other activities: 56
- (c) 87 research and innovation institutions are part of the Knowledge Network.
 - (d) At the last Executive Council session in September 2015, 27 Affiliate Members joined the Organization. These new Members come from 14 countries and 4 regions (Spain, 6; Portugal, 2; Italy, 1; Croatia, 1; UK, 1; Greece, 1; Monaco, 1; Ecuador, 1; Mexico, 2; Argentina, 3; USA, 3; Japan, 2; Iran, 2; Nigeria, 1).
 - (e) At the date of this report, 14 new entities have applied for affiliate membership in UNWTO (Spain, 5; Mexico, 2; USA, 2; UK, 1; Belgium, 1; Jordan, 1; Republic of Korea, 1; Malaysia, 1). Of these, we estimate at this point that 6 will be ready to be submitted for admission during this session.