



## Executive Council

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### Affiliate Members

#### (a) Report of the Chair of the Affiliate Members

##### I. Introduction

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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, presented at the 103rd session of the UNWTO Executive Council in May 2016 in Málaga, Spain, until the date of the present report.

2. The activities of the 2016 Action Plan are being carried out as indicated, with the support of an increasing number of Affiliate Members in the different initiatives underway. The Affiliate Members Programme is continuing to use various tools such as prototypes, reports, networks, joint projects with other programmes and technical seminars. These 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

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

(a) [2nd UNWTO World Forum on Gastronomy Tourism, Lima, Peru](#)

(i) The 2nd UNWTO World Forum on Gastronomy Tourism was held from 27-29 April in Lima, Peru, and more than 2,000 international and national experts, policymakers, industry stakeholders attended. Jointly organized by PROMPERÚ and UNWTO, and in collaboration with the Basque Culinary Center, the event provided the platform for experts to share current research and tendencies, shedding light on the latest trends.

(ii) Successful models and case studies were also presented on four main areas, each addressed in a specific session. These included the challenges of food tourism, best



practices, professional training and innovative product development. The Forum also contributed to boost the professional development of the sector for all food tourism destinations—from emerging to established—providing a space for the exchange of experiences and identification of best practices globally.

(iii) During the Forum, UNWTO and the Ministry of Foreign Trade and Tourism of Peru signed the agreement to develop a new UNWTO Prototype on gastronomic tourism product development. One week of fieldwork was conducted after the Forum in preparation of the new prototype.

(b) [Presentation of the UNWTO Wine Tourism Prototype, Málaga, Spain](#)

(i) Within the framework of the 103rd session of the UNWTO Executive Council, the official presentation of the UNWTO Wine Tourism Prototype took place on 11 May in Málaga, Spain, in collaboration with the Leading Brands of Spain Forum, the Georgian National Tourism Administration and Les Roches Marbella, International School of Hotel Management.

(ii) Five participating wineries, namely Barbadillo, Pagos del Rey, Freixenet, González Byass and Osborne which form part of the Leading Brands of Spain Forum, presented the preliminary findings, drawn from the prototype being carried out throughout Spain, and whose methodology can be applied internationally.

(iii) The final results of the Wine Tourism Prototype will be presented during the [1st UNWTO Global Conference on Wine Tourism](#), to be held on 7-9 September in Georgia.

(iv) The above initiatives are encompassed in the UNWTO Gastronomy Network Action Plan.

(c) [Presentation of the UNWTO Shopping Tourism Network at the Global Department Store Summit, Zurich, Switzerland](#)

The Global Department Store Summit (GDSS) is the world's leading discussion platform for department store CEOs, senior executives and their stakeholders, including brands, suppliers and service companies. For the first time, UNWTO was invited, and presented the UNWTO Shopping Tourism Network, sharing its knowledge on the role of shopping in tourism product development. GDSS 2016 took place on 26-27 May in Zurich, Switzerland, and was organized by Intercontinental Group of Department Stores in collaboration with Jelmoli, Switzerland.

(d) [Launch of the 13th UNWTO Awards for Excellence and Innovation in Tourism](#)

(i) The 13th edition of the UNWTO Awards for Excellence and Innovation in Tourism (UNWTO Awards) has been opened for organizations or businesses that are currently undertaking a tourism-related project/initiative with an innovative and sustainable approach.

(ii) The Affiliate Members Programme serves as the Secretariat of the UNWTO Awards and will receive the applications by 30 September 2016. The Awards Ceremony will take place on 18 January 2017, jointly organized with one of the Affiliate Members, IFEMA, during the International Tourism Trade Fair (FITUR), Madrid, Spain.

4. In line with the Action Plan of the Affiliate Members Programme, a series of actions are also planned in the following months and the preparation for these activities have been undertaken:

(a) [1st UNWTO Global Conference on Wine Tourism, Georgia](#)

(i) In collaboration with the Georgian National Tourism Administration, the 1st UNWTO Global Conference on Wine Tourism will be held in the Kakheti wine region of Georgia on 7-9 September 2016.

(ii) The Conference will have a unique and dynamic format in which the sessions will take place in different wineries. Expert speakers will provide snapshot presentations to lead the debates which will ensue at each of the tables. Participants will be requested to actively participate in the interactive debates with the expert speakers which will be rotating among the tables.

(b) [UNWTO/JATA Gastronomy Seminar, Tokyo, Japan](#)

At the invitation of the JATA Tourism Expo Japan, the UNWTO/JATA Gastronomy Seminar will take place on 23 September in Tokyo, Japan, as the first UNWTO Gastronomy event to be held in Asia. Further to its official launch in 2015, the UNWTO Gastronomy Network has been developed dynamically and has provided a forum where experts, destinations, academics and a wide variety of private sector stakeholders can work together in shaping the future of the Gastronomy Tourism sector.

(c) [38th UNWTO Affiliate Members Plenary Session, Yerevan, Armenia](#)

Hosted by the Government of the Republic of Armenia, the annual meeting of the UNWTO Affiliate Members Plenary will be held on 1-4 October 2016 in Yerevan, Armenia. The plenary session will take place during two consecutive days and the agenda will be comprised of six debates, aimed at generating productive discussion among members based on topics in the action plan. The overall event will be interspersed with three inspirational lectures given by internationally renowned personalities in various fields, as well as various social activities to offer participants the possibility to network while discovering the delights of Armenian culture.

(d) [UNWTO City Tourism Network](#)

(i) As the fourth thematic network within the Affiliate Members Programme, the UNWTO City Tourism Network will be officially launched on 1 November 2016 during the 5th UNWTO Global Summit on City Tourism in Luxor, Egypt.

(ii) The UNWTO City Tourism Network proposes to serve as the platform for knowledge transfer, development and implementation of innovative initiatives and prototypes as well as to benchmark and monitor city projects, with the purpose of forming transferable and adaptable methods and models for other cities across the globe. The activities of the network also comprise the "Mayors for Tourism Initiative", the objective of which is to acknowledge tourism as a driving force for economic growth and development so that it is explicitly included as a priority in the urban agenda at a global level. In order to achieve this goal, participating mayors will be invited to share best practices in managing the challenges and opportunities that tourism might present to local administrations and to propose formulas to align their tourism related policies with those of national governments.

Physical meetings will be organized on an annual basis to provide opportunities for interaction and discussion of relevant City Tourism-related topics on the occasion of UNWTO events. The “Mayors for Tourism Initiative” is open to any interested mayor from cities of any size and will hold its first meeting on the occasion of the launch of the City Tourism Network in Luxor, Egypt.

### **III. Actions to be taken by the Executive Council**

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5. The Executive Council is invited:
  - (a) To acknowledge the increasing relevance of the Gastronomy Network and the launching of the UNWTO City Tourism Network;
  - (b) To encourage participation of Member States in the UNWTO Gastronomy, Shopping and City Tourism Networks in order to foster innovation processes and the exchange of expertise;
  - (c) To invite Member States to support the “Mayors for Tourism Initiative” by informing and encouraging their mayors to be part of it;
  - (d) 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
  - (e) To continue supporting the importance of the Prototype Methodology and related materials developed by the Secretariat including its names and signs, such as the Wine Tourism exercise “The Joyful Journey”.

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**Annex: General situation of the Affiliate Members**


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- (a) The number of Affiliate Members is currently 476.
- (b) The geographic distribution of the Affiliate Members is as follows:
  - (i) Africa: 28
  - (ii) Americas: 105
  - (iii) Asia-Pacific: 56
  - (iv) Europe: 272
  - (v) Middle East: 15

The Affiliate Members represent the following areas:

- (i) University and Research Programmes: 119
  - (ii) Professional Associations: 50
  - (iii) National, Regional, Local, and City Promotion Boards: 58
  - (iv) Tourism Business Management & Consultancy: 38
  - (v) Destination Management Organizations: 20
  - (vi) Hotels/Accommodation: 22
  - (vii) Trade Fairs & Exhibition Management: 24
  - (viii) Travel Agencies & Tour Operators: 47
  - (ix) Air, Rail & Road Transport: 12
  - (x) Research Social, Economic and Cultural Impacts of Tourism: 18
  - (xi) Mass Media: 7
  - (xii) Other activities: 61
- (c) 87 research and innovation institutions are part of the Knowledge Network.
  - (d) At the last Executive Council session in May 2016, 31 Affiliate Members joined the Organization. These new Members come from 13 countries and 4 regions (Spain, 8; USA, 6; Japan 3; Islamic Republic of Iran, 2; Mexico, 2; Argentina, 1; Belgium, 1; Canada, 1; Colombia, 1; Jordan, 1; Malaysia, 1; Republic of Korea, 1; Saudi Arabia 1; Turkey, 1; UK, 1;).
  - (e) At the date of this report, 12 new entities have applied for affiliate membership in UNWTO (Spain, 3; Germany, 1; France, 1; Peru, 1; Ukraine, 1; USA, 1; Switzerland 1; China, 3).