

FOR DECISION

Agenda item 5(a)
Affiliate Members
Report of the Chair of the Affiliate Members

CE/109/5(a)
Madrid, 1 October 2018
Original: English

Executive summary

Since the presentation of the last report during the 108th session of the UNWTO Executive Council in San Sebastián, Spain, 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.

The 4th UNWTO World Forum on Gastronomy Tourism was held on 30 May-1 June 2018 in Bangkok, Thailand.

The 3rd UNWTO Global Conference on Wine Tourism was held on 6-7 September 2018 in Chisinau, Republic of Moldova. On this occasion, the Meeting of the Affiliate Members from the European region was held in order to present the new Director of the Affiliate Members Department.

The following publications are being prepared:

- UNWTO Global Report on Inclusive Tourism Destinations in collaboration with Globaldit
- UNWTO Knowledge Network Issue Paper Series: Talent Development, Key for Destination Competitiveness
- UNWTO Report on Gastronomy Tourism: The Case of Japan

Various Affiliate Members were also involved in other UNWTO events, activities and publications.

In line with the efforts of the Secretariat for a) optimizing the information on its work and b) making the proceedings of the session of the Executive Council less overloaded and more interactive, the present report will be merged in the future with the one on the General Programme of Work of the Organization.

Action by the Executive Council

DRAFT DECISION¹

The Executive Council,

Having examined the report of the Chair of the Board of the Affiliate Members,

1. *Acknowledges* the constructive role of the initiatives implemented in the Action Plan of the Affiliate Members Department, as well as the growing number of Affiliate Members that participate in them;
2. *Encourages* participation of the Member States in the existing UNWTO Networks and UNWTO Working Groups as well as proactive involvement of new areas of exchange of expertise; and
3. *Supports* the organization of future meetings, in collaboration with UNWTO Regional Departments, to formally introduce the Affiliate Members Department and encourages the engagement of new potential members.

¹ This is a draft decision. For the final decision adopted by the Council, please refer to the Decisions document issued at the end of the session.

I. Affiliate Members Department: Enhancing Public-Private Partnerships

1. Since the previous report, 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:

A. Events

2. 4th UNWTO World Forum on Gastronomy Tourism (30 May-1 June 2018): This event was held in Bangkok, Thailand, co-organized with the Government of Thailand and in collaboration with Affiliate Member the Basque Culinary Center. The Forum specifically focused on harnessing the power of technology as a driver for sustainable growth.
3. On this occasion, a joint meeting of the UNWTO Gastronomy Network and the Working Group on Technology and Tourism was held to allow new members to present themselves and to discuss the new priorities of UNWTO.
4. 3rd UNWTO Global Conference on Wine Tourism (6-7 September 2018): This event was held in Chisinau, Republic of Moldova, co-organized with the Government of the Republic of Moldova and in collaboration with the Investment Agency of Moldova and Wine of Moldova. The Conference focused on wine tourism as a tool for rural development stressing the contribution of tourism to the 2030 Universal Agenda for Sustainable Development and the Sustainable Development Goals (SDGs).
5. On this occasion, the Meeting of the Affiliate Members from the European region was held in order to present the new Director of the Affiliate Members Department and discuss the new priorities and vision of UNWTO.

B. Reports

6. UNWTO Global Report on Inclusive Tourism Destinations in collaboration with Globaldit: This publication provides a comprehensive compilation of real-life examples showcasing the power of tourism as a powerful tool for the inclusive development of tourism destinations.
7. UNWTO Knowledge Network Issue Paper Series: Talent Development, Key for Destination Competitiveness: This report will offer an extensive analysis of the importance of capacity building as a determining factor in the success of tourism destinations, with a special focus on Latin America.
8. UNWTO Report on Gastronomy Tourism: The Case of Japan, prepared in collaboration with the Japan Travel And Tourism Association (JTTA) and Gurunavi Inc: This report is being prepared with the UNWTO Tourism Market Intelligence and Competitiveness Department and will provide a global overview of gastronomy tourism in Japan and explore the potential of this segment as an instrument for the inclusive development of the region.

C. UNWTO Networks and UNWTO Working Groups

9. The Affiliate Members Department has launched UNWTO Networks and UNWTO Working Groups to group Affiliate Members together by areas of interest.
10. UNWTO Networks serve as a venue for active collaboration among UNWTO Members—stakeholders from NGOs, government and academia—to address pressing tourism-related issues of common interest. Thus far, there are four established UNWTO Networks: Knowledge Network, Gastronomy Network, Shopping Tourism Network and City Tourism Network.

11. In addition to Networks, UNWTO also supports Working Groups which serve as a crucial starting point for knowledge exchange and generation between Affiliate Members and Member States, from which further initiatives can be developed. Working groups have been established on the following topics: Accessible Tourism (led by Red Estable); Technology and Tourism (led by Google); Youth Travel (led by WYSE); Scientific Tourism (led by Fundación Starlight); Quality in Tourism (led by ICTE), Best and Next Practices in Air Connectivity Linked with Branding Elements (led by ICF) and SDGs Support (led by Hostelling International).

D. Support activities

12. Presentation of the 3rd UNWTO Global Conference on Wine Tourism at the Centro Riojano in Madrid, Spain (5 July 2018): The Conference was officially presented to the press and stakeholders together with the Embassy of the Republic of Moldova in Spain.

E. Other UNWTO activities with Affiliate Members

13. Briefing Paper: Global CO2 Emissions from Tourism. An updated estimate from a transport perspective is being prepared by UNWTO and OECD/ITF with support from Affiliate Member Amadeus. The paper aims at improving the understanding of the role of the different transportation modes for tourism and their contribution to CO2 emissions, now and in the future and will contain, among others, actionable policy recommendations as a key contribution of UNWTO to the tourism sector.
14. Affiliate Member Amadeus sponsored the 2nd UNWTO World Conference on Smart Destinations in Asturias, Spain, on 25-27 June 2018.
15. An MOU was signed with Affiliate Member Amadeus in September 2018.
16. Overtourism? Understanding and managing urban tourism growth beyond perceptions (September 2018): The UNWTO Report 'Overtourism? Understanding and managing urban tourism growth beyond perceptions' analyses the critical relations between visitors and residents in the context of congestion management and presents a set of strategies and specific measures to addresses the challenges of growing tourism flows in urban destinations. This report is the result of collaboration between the World Tourism Organization (UNWTO), the Centre of Expertise Leisure, Tourism & Hospitality (CELTH) of NHTV Breda University of Applied Sciences, which is a UNWTO Affiliate Member, and the European Tourism Futures Institute (ETFI) of NHL Stenden University of Applied Sciences.
17. UNWTO.QUEST Certification with Punta del Este Convention Bureau: The World Tourism Organization is implementing the pilot project of UNWTO.QUEST with Punta del Este Convention Bureau, UNWTO Affiliate Member. UNWTO.QUEST is a DMO Certification System consisting of three consecutive phases and includes training and capacity building activities to ensure that the DMO successfully meets the high criteria and standards of the Certification, thus contributing to the competitiveness and sustainability of the destination it represents. Punta del Este Convention Bureau is currently receiving training under phase 2, after which a final audit be conducted in phase 3. Further information on this initiative is available at <http://destination.unwto.org/content/unwtoquest>.
18. 7th UNWTO Global Summit on Urban Tourism (16-19 September 2018, Seoul, Republic of Korea): UNWTO organized the Summit with the Seoul Metropolitan Government. The summit is supported by the Ministry of Culture, Sports and Tourism of the Republic of Korea and the UNWTO Affiliate Members Korea Tourism Organization and Seoul Tourism Organization. The summit served as a platform to exchange experiences and expertise to set a shared vision on urban tourism that embraces innovation, digital transformation and sustainability. Further information is available at <http://marketintelligence.unwto.org/7th-global-summit-urban-tourism>.

19. UNWTO Conference on City Breaks: Creating Innovative Tourism Experiences (15-16 October 2018, Valladolid, Spain): The Conference was organized by the World Tourism Organization in collaboration with the Municipality of Valladolid and UNWTO Affiliate Member Madison MK and addressed different areas of specialization and segmentation that can contribute to the successful positioning of urban destinations as City Breaks. Further information can be found at <http://affiliatemembers.unwto.org/event/unwto-conference-city-breaks-creating-innovative-tourism-experiences>.
20. The 12th UNWTO/PATA Forum on Tourism Trends and Outlook: "THE FUTURE OF TOURISM: Road to 2030 (25-27 October 2018, Guilin, China): The forum is being organized by the World Tourism Organization (UNWTO) and the Pacific Asia Travel Association (PATA), at the invitation of the People's Government of Guilin of China. The Forum is being organized again in collaboration with The Hong Kong Polytechnic University, a UNWTO Affiliate Member. Further information can be found at <http://asiapacific.unwto.org/event/12th-unwtopata-forum-tourism-trends-and-outlook>
21. Draft agreement with the Basque Culinary Centre for hosting the 5th edition of UNWTO World Forum on Gastronomy Tourism in 2019: Following the previous editions of the UNWTO World Forum on Gastronomy Tourism, this forum will explore gastronomy as the essence of culture and an element of intangible heritage and the interrelation between gastronomy and tourism that can enhance sustainable local development. The next edition will return to its origins in San Sebastián, Spain, and its surroundings. The Basque Culinary Centre in San Sebastián is our co-organizer of UNWTO fora on Gastronomy Tourism and the World Forum is held there every second year.
22. UNWTO hosted the ETC Market Intelligence Committee meeting in Headquarters (7-8 June 2018) where ongoing ETC research was discussed as well as joint projects with UNWTO, with the participation of a group of European NTO representatives (Spain, Slovenia, Hungary, Ireland, Hungary, Portugal, Estonia) and ETOA.UNWTO. Current activities were presented.
23. Organization of the 2nd UNWTO World Conference on Smart Destinations, 25–27 June 2018, Oviedo (Asturias, Spain): Jointly organized by UNWTO, the Ministry of Energy, Tourism and the Digital Agenda of Spain and the Principality of Asturias, the Conference brought together important stakeholders from both the public and private sectors to share knowledge, build partnerships and advance in their understanding about the development and key elements of smart destinations. Affiliate Member SEGITTUR, a strategic partner in the organization of the Conference, played a valuable role in providing technical guidance on the content and elaboration of the programme.
24. Cooperation with the University Rey Juan Carlos on providing internships to students: As part of the Agreement signed with Affiliate Member University Rey Juan Carlos, the Regional Department for Europe has welcomed an intern for the period June 2018 – September 2018, who successfully contributed to the implementation of the programme of work. Another student will be joining the Human Resources Department in Fall 2018. This type of initiatives offers excellent development opportunities for young talents, while contributing to strengthen the existing ties between UNWTO and its Affiliate Members proceeding from the academic body.

F. Improving reporting to UNWTO Members

25. In line with the efforts of the Secretariat for a) optimizing the information on its work and b) making the proceedings of the session of the Executive Council less overloaded and more interactive, the present report will be merged in the future with the one on the General Programme of Work of the Organization. By doing this, the Secretariat will avoid duplicated information and give more clarity in the overview of its outputs and deliveries.

* * *

Annex: General situation of the Affiliate Members

- (a) The number of Affiliate Members is currently 524.
- (b) The total geographic distribution of the Affiliate Members is as follows:
 - (i) Africa: 26
 - (ii) Americas: 114
 - (iii) Asia-Pacific: 65
 - (iv) Europe: 304
 - (v) Middle East: 15
- (c) The Affiliate Members represent the following areas:
 - (i) University and Research Programmes: 134
 - (ii) Professional Associations: 27
 - (iii) National, Regional, Local, City Promotion Boards: 55
 - (iv) Tourism Business Management & Consultancy: 65
 - (v) Destination Management Organizations: 12
 - (vi) Hotels / Accommodation: 48
 - (vii) Trade Fairs & Exhibition Management: 29
 - (viii) Travel Agencies & Tour Operators: 21
 - (ix) Air, Rail & Road Transport: 50
 - (x) Research Social, Economic and Cultural Impacts of Tourism: 9
 - (xi) Mass Media: 19
 - (xii) Other activities: 55
- (d) 84 research and innovation institutions are part of the Knowledge Network.
- (e) New membership: The Affiliate Members Programme has received 13 complete applications which will be referred to the UNWTO Executive Council at its 109th session for approval.