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## **AFFILIATE MEMBERS**

### **(a) Report of the Chairman**

#### **Note by the Secretary-General**

In the present document, the Chairman of the Affiliate Members informs the Executive Council of the orientations and decisions adopted in view of the future development of the programme of the Affiliate Members, as well as the internal adjustments in the organization of this area of activity.

## **AFFILIATE MEMBERS**

### **(a) Report of the Chairman**

#### **I. Implementing the new strategy for the Affiliate Members**

1. In June 2008, the 83<sup>rd</sup> session of the Executive Council of the World Tourism Organization approved a new orientation for the Affiliate Members. A joint letter was sent to all Affiliate Members informing them of the last relevant decisions of the Executive Council.

2. Under the new approved framework it is indispensable to promote public-private partnerships, beyond the realm of the UNWTO Affiliate members and UNWTO Member States, to create a sustainable and competitive foundation, that will contribute to the United Nations objectives and other global strategic pursuits in contemporary world civilization such as peace, sustainable development and the growth of knowledge and culture.

#### **II. The programme of work for 2010-11**

3. As outlined in each Council's program of work below, Affiliate Members are implementing a number of activities, delivering outputs responding to member's needs. The UNWTO Affiliate Members Secretariat and its three Councils are pursuing strategic objectives integrated in their respective or common work programme:

4. UNWTO conducts a survey catered to members in order to assess what important activities should be built into the forth coming programme of work. The results of the last survey are highlighting the priority areas for Members States. While approving the Program of Work (PoW) for 2008-2009, the Executive Council (82<sup>nd</sup> session) and the General Assembly (17<sup>th</sup> session) requested that, in the future, the Organization should further concentrate its action in a smaller number of key priority areas and in which it can make a difference; this would allow the optimization in the use of resources and achieve, in those specific areas, a higher, better and deeper level of results. This approach is fully in line with new strategy proposed by the board of the Affiliate Members.

5. The results of the survey concerning priority areas have been evaluated: it has to be noted that there is an increasing important role for the Affiliates in those defined priorities for 2010-11 as; education – human resource development, competitiveness and excellence at tourism destinations, new tourism product development, macroeconomic analysis of tourism (TSA), poverty reduction through tourism, environmental issues, promotion of public-private partnerships, climate change and tourism, and innovation in tourism. Those areas play already a central role in the existing work program and will be highly considered and elaborated in the next work program. An adapted version of the survey will be sent to all Affiliate Members to obtain their input. Results will be consolidated for building the PoW 2010-11.

### **III Activities and projects of the Affiliate Members**

6. Since June 2008 the Affiliates are implementing several projects, involved in research with various partners, and preparing several events, we have:

- Engaged Affiliate Members in the new orientation, based on delivery of high value activities responding to Member needs and key actions to implement the strategy, as well as increasing the membership representation.
- Achieved support of the UN Secretary General for TOURpact.GC the first sectoral initiative of the Global Compact (Attachment I) This positive response of the UN Secretary General welcomes the innovative approach proposed by UNWTO. A first Declaration will be presented during the WTD in Peru on the 27<sup>th</sup> September and an advisory group will be created. The Global Compact represents an opportunity for identifying strategic alliances and partnerships to help the Organization in achieving the MDG's.
- Secured Euro 1.3 million for the EU project on energy efficiency submitted by the Business Council to the European Agency on Competitiveness and Innovation, which grant agreement has been signed by the UNWTO Secretary General in August 2008. The official launch of the project will be held during WTM in London during the World Tourism Responsible Day. The project duration is 30 months. It will be implemented with partners (UNEP, IHRA, EREC, ADEME) and it will enable to provide the industry and NTO's with best practices and practical solutions.
- Entered into positive discussions for Public Private Partnership's: "Patronato de Madrid" will be signing a MOU during the week of the World Tourism Day. We have consolidated a strong commitment from UNEP for joint industry focussed activities.
- Launched [www.climatesolutions.travel](http://www.climatesolutions.travel), as part of the EU project we are building a Internet platform with Microsoft: ClimateSolutions.travel, a central gateway for sharing best practices for the tourism sector, as an affiliate driven good practice portal and supported by research institutions.
- Various research projects:
  - i. Climate Change and the Industry: study carried out with the World Economic Forum.
  - ii. Coordination of a study to be published the last quarter of 2008 focussing on competitiveness and sustainability "Joining Forces": best practices in multi-stakeholder collaboration for sustainable tourism development".
  - iii. Publication of the papers of the 2008 UNWTO.Ulysses Conference, focused on Education in Tourism related to Climate Change and Innovation in Tourism Education.
- Upcoming Events organised:
  - iv. International Conference on "Destination Management and Marketing: Two Strategic Tools to Ensure Quality Tourism" Bordeaux, France, 16-17 September 2008

- v. During World Travel Market in London, the following activities are scheduled by the Affiliates:
  - 1. Associations Leadership Think Thank, 9 Nov
  - 2. UNWTO Affiliate Members Board Meeting
  - 3. EU project launch on Energy Efficiency for the industry 12 Nov
- vi. Climate Solutions for the Industry: two regional conferences for the Middle East (Sharm el Sheik 23-24 November) and the Americas (Bogota 3-4 December), with a focus on how the tourism industry can successfully adapt to the challenges of climate change, with a clear understanding that through innovation, the industry can be part of the solutions (tools, best practices, financing instruments, and other techniques and technologies).

#### **IV Management**

7. In accordance with the Agreement signed with the Spanish Government and UNWTO, a new Executive Director has been appointed for the Secretariat of Affiliate Members; Mr Javier Blanco has taken his function since the 15 September.