



Executive Council

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Affiliate Members

(c) UNWTO Affiliate Members/Knowledge Network-TedQual Joint Membership Benefits Plan

I. Background

1. The UNWTO Knowledge Network (KN), an initiative launched in January 2011, is an inclusive community of knowledge within the UNWTO Affiliate Members Programme (AM) where knowledge generators, policymakers and practitioners can proactively participate in sharing, interacting and accessing relevant resources to be able to foster the creation, dissemination and application of knowledge in tourism. By its nature, most of KN members are educational institutions.
2. The UNWTO.Themis Foundation, established in 1998, is responsible for implementing the work programme on Education and Training of the World Tourism Organization (UNWTO), with the objective of supporting Member States in the formulation and implementation of educational policies, plans and instruments which effectively contribute to an improvement in the quality, competitiveness and sustainability of the tourism sector through excellence in education and training.
3. At the same time, the UNWTO.TedQual Certification is, as its name implies, an exclusive certification issued by UNWTO to support the quality improvement of tourism education and training programmes. The TedQual Certification Programme—first awarded in 2000—is administered and managed by the UNWTO.Themis Foundation, the implementing arm of the work programme on Education and Training of UNWTO.
4. Presently, there are 76 TedQual certified programmes of educational institutions, with 36 of those institutions being part of the UNWTO Affiliate Members, and 35 of them being KN members, as shown on the diagram under paragraph 10.
5. The purpose of this launch is to propose (1) the integration of the Knowledge Network into the Affiliate Members and (2) an incentive scheme for the integration and expansion of institutions holding UNWTO.TedQual certified programmes into the Knowledge Network and the Affiliate Members Programme.



II. Integration of the Knowledge Network within the Affiliate Members Programme

6. The UNWTO Knowledge Network Program was established in January 2011 with the background of the former UNWTO Education and Science Council, in order to stimulate a more active and versatile role of educational and research institutions, not only among their peers, but also vis-à-vis the tourism community at large. This effort is aimed to strengthen the Knowledge Network as an extensive research body of UNWTO and to support current tourism policy, governance and procedure matters of close interest for the 155 UNWTO Member States as a unique and powerful network bridging tourism theory to practice.

7. In 2012, with a view to strengthening its value within the Programme of Work of UNWTO, the UNWTO Management resolved that the Knowledge Network Programme should be structured within the Affiliate Members Programme and thus invited the current Knowledge Network Members without Affiliate Membership status to join the Affiliate Members Programme in the course of 2013 and 2014. Therefore, all KN members should request their Affiliate Membership by the 98th session of the Executive Council to take place in the first semester of 2014.

8. KN requires its members to meet the following eligibility criteria:

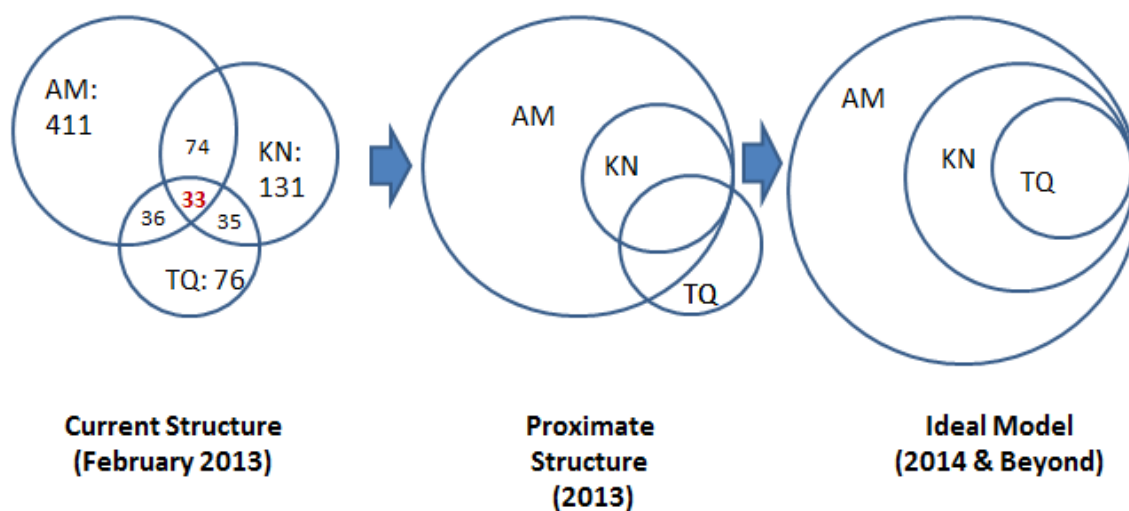
- Have corporate status as a public, NGO, commercial or public/private entity with a mission directly linked to tourism-related knowledge creation or application.
- Provide evidence of current or previous production or dissemination of tourism knowledge related studies or application activities.
- Demonstrate that a minimum of one full-time professional staff member is engaged in tourism knowledge research activities.
- Expressly declare in its statutes, mission, institutional objectives or other materials an institutional commitment to the UNWTO Global Code of Ethics for Tourism.
- Current AM or membership application submitted at the latest for the 98th session of the Executive Council to become an AM.

9. As of February 2013, the Knowledge Network is composed of 131 educational institutions, organizations and enterprises from 48 different countries, 74 of them are also Affiliate Members and 35 of them have one or more of their education programmes currently holding TedQual Certification.

III. Incentive scheme for the integration and expansion of institutions with UNWTO.TedQual certified programmes into the Knowledge Network and the Affiliate Members Programme

10. Most of the 76 institutions with TedQual certified programmes already comply with the criteria of Knowledge Network membership and, indeed, 33 of them are already part of both the KN and the Affiliate Members. Therefore, there is a need and an opportunity to bring closer together those different groups under a joint membership, as indicated in the diagram below, in order to generate more synergies among them, foster the relationship between them and both the UNWTO Secretariat and the UNWTO.Themis Foundation so that they can receive better services and conversely can better support the design and implementation of the General Programme of Work and the needs of UNWTO Member States. Moreover, these additional conditions and a special financial scheme to be put in place are

expected to help expand Affiliate Membership, the Knowledge Network and the UNWTO.TedQual certification programme.



11. At present, UNWTO.TedQual Programme has 80 different cost schemes based on the United Nations Development Programme (UNDP) Human Development Index of the country where the institution is located, as well as on the type of the concerned institution (public and private). Considering this scheme is also variable for 1~4 years of renewal period, there are 320 different possibilities of cost associated with the TedQual Programme. It is neither practical nor feasible to adjust this scheme.

12. Therefore, it is proposed to apply a 33% discount on the Affiliate Membership annual fee (€2,400), equivalent to €800, to benefit present and future TedQual institutions that become Affiliate Members. This benefit would also be extended to the 36 TedQual institutions which already are Affiliate Members and would only be applicable and maintained to any institution while holding a UNWTO.TedQual Certification. In case of withdrawal or inability to renew it, the full amount of the Affiliate Membership fee will apply.

13. As the TedQual Certification programme is managed by the UNWTO.Themis Foundation which receives all income from it, the Foundation will transfer to UNWTO the amount of €200 per annum equivalent to each institution holder of a TedQual certification that is also an Affiliate Member in order to partially offset the corresponding income reduction of €800 incurred into by UNWTO, thus making the net benefit granted equivalent to €600 from the perspective of UNWTO.

14. In case part or all the 40 TedQual institutions that are not Affiliate Members at the moment do become Affiliate Members, the new income generated will partially offset or more than offset the total benefit granted to the 36 TedQual institutions that already are Affiliate Members, equivalent to €21,600 per annum. Nevertheless, it is expected that this incentive will help increase the number of TedQual institutions and Affiliate Members in the coming years which will certainly generate much additional income besides all other programmatic benefits.

15. This proposed model of integration and incentive scheme was presented at the Plenary Session of the Affiliate Members on the occasion of the 1st Global Summit on City Tourism in Istanbul in November 2012 and was also presented at the 34th Affiliate Members Board Meeting held in Madrid on 1 February 2013. No further suggestions or amendments were proposed or received by the Secretariat from the members of the Board of the Affiliate Members.

16. If this proposal is approved by the 20th session of the General Assembly in August 2013, the Secretariat will submit an assessment of its implementation to the Executive Council Session of the 1st semester of 2017 so that it can be considered by the 22nd session of the General Assembly in 2017.

IV. Actions to be taken by the Executive Council

17. The Executive Council is requested:
- (a) To recognize the benefit that this proposal represents to all participating parties, UNWTO Affiliate Members, the Knowledge Network and the UNWTO.Themis Foundation;
 - (b) To endorse this proposal so as to strengthen UNWTO affiliate membership as part of UNWTO's plan to further support its members; and
 - (c) To approve the above proposal for its ratification by the General Assembly so that it can be implemented as of 1 January 2014.