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Affiliate Members

(a) Report of the Chair of the Affiliate Members

I. Introduction

1. The purpose of this report is to present an analysis of the current situation and the management carried out by the Affiliate Members Programme since the date of the last report, which was presented to the 98th session of the UNWTO Executive Council in June 2014 in Santiago de Compostela, up to the date of the present report (end of July 2014).

2. The action plan is being carried out as planned, with the support of a growing number of Affiliate Members in the different initiatives under way. These initiatives contribute to grouping together different members by area of interest, encouraging interaction and the exchange of knowledge and innovation processes.

II. Analysis

A. Affiliate Members Programme: at the apex of public-private partnership

1. Action plan of the Affiliate Members Programme

3. 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) 1st UNWTO Affiliate Members Conference on Innovative Approaches to Overcome Seasonality: The Punta del Este Prototype

(i) Held in Punta del Este last 2 May 2014, the conference was organized in collaboration with Affiliate Member Destino Punta del Este and the Ministry of Tourism and Sports of Uruguay.

(ii) The Conference, which is intended to be an annual event, provided a forum for the exchange of experiences of different destinations in the area of collaborative models, micro-segmentation strategies and new product development. The panels presented success stories of destinations that have dealt with the problem of seasonality in various



settings and different climates, and held discussions about its suitability in a variety of formats and alternative destinations.

(iii) The Conference considered the problems generated by seasonality for the tourism industry in its various forms and how better integration of tourism with other economic activities can help mitigate difficulties and allow more consistent economic growth.

(iv) The meeting allowed the exchange of ideas, experiences and information among actors in different areas, both public and private, for the creation of a platform for the exchange of knowledge and innovative approaches to this problem of global concern.

(v) The Conference falls within the work area of seasonality, a major problem for most destinations in the world, which suffer significant fluctuations in the volume of visitors throughout the year. Destination managers, promoters, tourism businesses and others affected by this issue need to find innovative and creative ways to overcome these fluctuations, in order to reinforce the sustainable development of their destinations and to enable the tourism industry to operate in a more predictable and economically successful manner.

(vi) The event served as a launching point for the “Punta del Este 365” prototype, an initiative that will be carried out over the span of a year with the participation of the Affiliate Members to generate innovative products and services to mitigate this phenomenon in Punta del Este.

(b) Presentation of the *Global Report on Shopping Tourism*

(i) The report on shopping tourism was presented on 21 May at the UNWTO Headquarters. It is the eighth volume of the AM Reports series, which deals with areas of crucial importance for the tourism sector relative to cooperation and partnerships between the public and private sectors.

(ii) The publication provides a set of practical guidelines and principles for all destinations interested in promoting shopping tourism and includes a wide range of case studies of UNWTO Affiliate Members and other stakeholders in the sector worldwide.

(iii) Shopping tourism has emerged as an increasingly important element in the travel experience, either as a principal motivation or as one of the main activities undertaken by tourists in destinations. The *Global Report on Tourism Shopping* analyses the most recent trends in this segment and provides details on the key success factors for destinations whose aim is to develop this area.

(iv) During the presentation of the report special emphasis was placed on how the public-private partnership can channel the many positive effects of this tourism segment.

(v) The publication forms part of the “Cities” project of the UNWTO, in light of the direct relationship between shopping tourism and urban tourism.

(vi) The content of the report on shopping tourism has served as reference in developing the Madrid Precious Time city tourism prototype, another initiative linked to “Cities” project.

(vii) The study was developed with the cooperation of Alma Mater Studiorum University of Bologna - Rimini Campus, the City of Venice, Deloitte Canada, the European Travel

Commission (CET), Global Blue, Innova Taxfree, the School of Higher Studies in Tourism Sciences of the University of Applied Sciences and Arts of Lucerne, New West End Company, NYC & Company, Pacific Asia Travel Association (PATA), Tourism Malaysia, Tourism Observatory of São Paulo, Tourism & Transport Forum Australia, Turisme de Barcelona, Value Retail and the Vienna Tourist Board.

(c) 2nd UNWTO Knowledge Network Global Forum - Innovation in Tourism: Bridging Theory and Practice

(i) Following up on the Declaration adopted at the 1st World Tourism Organization (UNWTO) Knowledge Network Forum held in Algarve, Portugal, in 2011, the UNWTO and Universidad Anahuac Mexico Norte, in collaboration with the Institute for Tourism Competitiveness of the Secretariat of Tourism of the Government of Mexico, jointly organized the 2nd Knowledge Network Global Forum -- Innovation in Tourism: Bridging Theory and Practice, from 28 to 30 May 2014.

(ii) The Forum hosted important discussions to bridge the fields of theory and practice and to create a two-way transfer of knowledge and know-how. The main focus of the debate was on innovation in recognition of its central role in increasing tourism's socio-economic contributions to sustainable development worldwide.

(iii) These specific objectives directly align with the UNWTO programme of work and policies and significantly set the stage for comprehensive policy and development strategies, business and operational groundwork, research and education systems for preparing the future workforce of the tourism sector.

(iv) The forum was the venue for the presentation of original papers on three areas of innovation in tourism: products and services, competitiveness and technology. Three of them were given awards by the Scientific Committee of the event.

(v) The event also provided a setting for the meeting of the members of the UNWTO Global Knowledge Network, an inclusive community within the UNWTO Affiliate Members Programme, where generators of knowledge, policy makers and professionals of the sector participate proactively by interacting as well as exchanging and accessing relevant resources to stimulate the creation, dissemination and application of knowledge in tourism. The network consists of a diverse range of institutions, organizations and businesses with demonstrated competence in research and extensive experience in tourism development and innovation.

(d) UNWTO Seminar on Public-Private Partnerships: Tangible and intangible heritage and innovative tourism products

On the occasion of the 98th session of the Executive Council, the Affiliate Members Programme, in collaboration with Affiliate Member Ciudades Patrimonio de la Humanidad España, organized the seminar on the role of tangible and intangible world heritage in putting together innovative tourism products.

(e) UNWTO Seminar on Public-Private Partnerships: Developing specialized tourism products

Held in the framework of the 57th meeting of the UNWTO Commission for the Americas in Cartagena de Indias, this seminar was attended by Affiliate Members of the region and

served to examine how the sector can foster innovation and incorporate sustainability throughout its value chain.

(f) UNWTO-COTELCO seminar on “Tourism and Peace”.

(i) In collaboration with Colombian Affiliate Members COTELCO and ANATO, and with the support of FEDEC (Colombian Federation of Ecoparks, Ecotourism and Adventure Tourism) and the Ministry of Trade, Industry and Tourism of Colombia, the 12th UNWTO International Seminar was held on 27 June, in Bogotá, with this latest edition focusing on the concept of “Tourism and Peace”.

(ii) The event was designed to contribute to the debate and offer alternatives for the development of destinations that have tourism potential in the post-conflict stage.

(iii) Entrepreneurs from the various areas of tourism gathered together to discuss the sector’s role in building peace and to identify possible contributions of agencies, hotels, guides, operators and all tourist service providers towards the consolidation of the process, employment generation and social integration.

(iv) The *International Handbook on Tourism and Peace* of the UNWTO, in collaboration with the Government of Austria and the University of Klagenfurt, served as a starting point for the event.

(g) Initiatives for promoting innovation in tourism: Launch of the 2015 edition of the UNWTO Awards.

(i) In July the nomination period opened for the eleventh edition of the UNWTO Awards for Excellence and Innovation in Tourism, aimed at recognizing tourism initiatives that contribute to the advancement of tourism through knowledge and innovation.

(ii) The deadline for the submission of candidate initiatives ends on 31 October 2014 and the awards ceremony will take place on 28 January 2015, at the FITUR International Tourism Fair, organized by IFEMA from 28 January to 1 February next year, at the Feria de Madrid.

(iii) These awards, which since their institution in 2003 have distinguished more than 60 tourism initiatives in both the public and private sectors of tourism, cover four categories of tourism initiatives:

- Innovation in Public Policy and Governance;
- Innovation in Enterprises;
- Innovation in Non-Governmental Organization; and
- Innovation in Research and Technology

(iv) Awards are also given to individuals in two categories, Excellence in the Creation and Dissemination of Knowledge in Tourism and Lifetime Achievement.

(v) After the ceremony for the UNWTO Awards for Excellence and Innovation in Tourism, and as part of the programme of events and activities of FITUR, a Symposium will be held presenting the award-winning initiatives.

4. The advances in the area of Prototypes of the Affiliate Members Programme have been the following:

(a) Madrid Precious Time: The methodology document with the roadmap for replication in other locations has been drafted and sent to those destinations that have expressed interest in carrying out an initiative of this nature.

(b) Punta del Este 365: The launch document drafted on the basis of 1st Conference on Innovative Approaches to Overcome Seasonality held last May in that destination was submitted to Affiliate Member Destino Punta del Este in July for the development of Phase 2 of the prototype. The invitation to all Affiliate Members worldwide has also been sent, and creative development is under way.

5. The International internship initiative of the Affiliate Members Programme has progressed as follows:

The pilot project to define a protocol for integrating educational and research institutions on the one hand, with public and private sector organizations on the other, through an international initiative of internships for students is at an advanced stage and has been joined by various Affiliate Members such as IATA, SKAL International, Value Retail and Innova Taxfree.

B. Integration of the Affiliate Members Programme into the UNWTO General Programme of Work

2. Activities of the Affiliate Members in statutory meetings

6. Regional Commissions

The Affiliate Members Programme actively participated in the Regional Commission for the Americas held in June in Cartagena de Indias by organizing the UNWTO Affiliate Members Seminar on Public-Private Partnerships: Developing specialized tourism products.

7. Executive Council

Following the 98th session of the Executive Council in Santiago de Compostela, the Affiliate Members Programme played a major role by organizing the UNWTO Affiliate Members Seminar on Public-Private Partnerships: Tangible and intangible heritage and innovative tourism products.

C. General structure of the Affiliate Members

8. The structure in terms of the number of members, their geographical distribution and sectoral representation is set out in Annex I.

III. Actions to be taken by the Executive Council

9. The Executive Council is invited:
- (a) To recognize the role of the initiatives implemented in the Action Plan of the Affiliate Members Programme in the growing number of Affiliate Members that participate in them, contributing to the grouping together of the different Members by area of interest, and encouraging interaction, the exchange of knowledge and innovation processes;
 - (b) To take note of the methodological contribution of the Affiliate Members Programme's prototypes carried out through the active collaboration of its Members;
 - (c) To welcome the development of the Punta del Este 365 prototype to serve as a reference for other destinations affected by marked seasonality;
 - (d) To encourage the 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;
 - (e) To welcome the contribution of the Affiliate Members at UNWTO events where the Affiliate Members Programme has had the opportunity to actively participate, such as the last meeting of the Regional Commission for the Americas and the event following the Executive Council session of Santiago de Compostela; and
 - (f) To encourage Member States to help identify potential Affiliate Members from their countries that could be contacted by the Secretariat, particularly in countries that do not have any companies, organizations, academic institutions or destination management organizations as Affiliate Members.

Annex I. General situation of the Affiliate Members

- (a) The number of Affiliate Members is currently 432.
- (b) The total geographic distribution of the Affiliate Members is as follows:
 - (i) Africa: 23
 - (ii) Americas: 94
 - (iii) Asia-Pacific: 38
 - (iv) Europe and Central Asia: 251
 - (v) Middle East: 26
- (c) The Affiliate Members represent the following areas:
 - (i) University and Research Programmes: 103
 - (ii) Professional Associations: 46
 - (iii) National, Regional, Local, City Promotion Boards: 51
 - (iv) Tourism Business Management & Consultancy: 36
 - (v) Destination Management Organizations: 23
 - (vi) Hotels / Accommodation: 21
 - (vii) Trade Fairs & Exhibition Management: 25
 - (viii) Travel Agencies & Tour Operators: 42
 - (ix) Air, Rail & Road Transport: 13
 - (x) Research Social, Economic and Cultural Impacts of Tourism: 14
 - (xi) Mass Media: 5
 - (xii) Other activities: 53
- (d) 80 research and innovation institutions are part of the Knowledge Network.
- (e) At the last Executive Council of June 2014, 34 Affiliate Members joined the Organization. These new Members come from 17 countries and 4 regions.
- (f) At the date of this report, 10 new entities have applied for affiliate membership in UNWTO. From these, we estimate at this point that 6 will be ready to be submitted for admission during this session.