



UNWTO Commission for the Middle East

Forty-fourth meeting

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Agenda item 4(b)

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4. Implementation of the general programme of work for 2017-2018

(b) Update on Affiliate Member activities

I. Introduction

1. The purpose of this report is to present an analysis of the current situation and the initiatives carried out by the Affiliate Members Programme since the presentation of the last report during the 22nd session of the UNWTO General Assembly in Chengdu, China, up to the date of the present report.
2. The various initiatives in the Action Plan are being carried out with active engagement of Affiliate Members, utilizing a variety of tools in coordination with other UNWTO programmes to enhance public-private collaboration by encouraging interaction and networking, as well as the exchange of knowledge and expertise.

II. Affiliate Members Programme: Enhancing public-private partnerships

3. 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

- (i) [2nd UNWTO Global Conference on Wine Tourism](#) (29-30 September 2017): This event, was held in Mendoza, Argentina, co-organized with the Ministry of Tourism of Argentina and held in collaboration with the region of Mendoza and the Chamber of Tourism of Argentina. The event highlighted the relevance of wine as a key component of tourism development and focused on strengthening the relationship between sustainability and wine tourism. On this occasion, two back-to-back meetings were held:

- a. The UNWTO Gastronomy Tourism Network Meeting brought together all Network participants present on this occasion to foster the development of new initiatives and alliances around the topic of gastronomy tourism.

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b. The Meeting of the Affiliate Members from the Americas region aimed to share the details of the 2018 Action Plan with all Affiliate Members and potential members.

(ii) [2nd UNWTO Global Conference on Talent Development in Tourism: Strategies for Competitive Destinations](#) (8-10 October 2017): Held in Marbella, Spain, participants explored the decisive role of talent development and education in defining the competitiveness of tourism destinations. The conference was organized by UNWTO and Les Roches Marbella, with the support of Marbella Town Council, Costa del Sol Tourism Board and Turismo Andaluz. Held within the framework of this conference, the Meeting of the Affiliate Members from Europe aimed to share the 2018 Action Plan in order to obtain their feedback.

(iii) [Global Conference on Jobs and Inclusive Growth: Partnerships for Sustainable Tourism](#) (27-30 November 2017): Organized by UNWTO, the Government of Jamaica, the World Bank Group and the Inter-American Development Bank, the event, which gathered 1500 participants and over 150 speakers, aimed to set a new collaborative framework for guiding future tourism initiatives that contribute to the 2030 Agenda for Sustainable Development and the achievement of the Sustainable Development Goal (SDG).

(iv) [14th UNWTO Awards on Excellence and Innovation in Tourism](#) (15-17 January 2018): Hosting over 500 high level participants, the 14th UNWTO Awards Ceremony was held in collaboration with FITUR/IFEMA to officially recognize the winners of the different categories. The finalists' and winners' projects were presented at the UNWTO Awards Forum held in the Paraninfo of the Complutense University of Madrid on 15 January.

(v) [The Value of Human Rights on the Camino de Santiago: harnessing the power of tourism to promote cross-cultural dialogue and achieve the SDGs](#) (17-23 March 2018): This is a pioneering project that brought together over 110 international students to work together on the elaboration of concrete proposals incorporating the UNWTO Framework Convention on Tourism Ethics and the United Nations' Sustainable Development Goals while taking part in one of the four routes of the Camino de Santiago. The projects were presented during the International Forum and followed by the signing of the Declaration of Rectors "The value of human rights on the Camino de Santiago: harnessing the power of tourism to promote cross-cultural dialogue and the achievement of the sustainable development goals".

(b) Publications

The Affiliate Members Programme is currently preparing the following reports:

(i) **UNWTO Global Report on Inclusive Tourism in collaboration with Globaldit:** This publication will provide a comprehensive compilation of real-life examples showcasing the power of tourism as a powerful tool for the inclusive development of tourism destinations.

(ii) **UNWTO Knowledge Network Issue Paper Series: Talent Development, Key for Destination Competitiveness in collaboration with Centro de Formación en Turismo (CENFOTUR):** The 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 and Peru.

- (iii) **UNWTO Global Report on Astrotourism jointly produced with Under Secretary of Tourism of the Ministry of Economy, Development, and Tourism of Chile:** The publication will provide a comprehensive overview of the current situation of astrotourism, an emerging type of tourism increasingly recognized as an instrument for the inclusive development of destinations.
- (iv) **UNWTO Report on Gastronomy Tourism: The Case of Japan, prepared in collaboration with the Japan Travel and Tourism Association (JTTA) and Gurunavi Inc:** The report 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) Prototypes

UNWTO has developed a Prototype Methodology to establish a formal framework where the public and private sectors can collaborate on the development of tourism projects that improve competitiveness in an ethical and sustainable environment. The latest prototype is the [UNWTO Wine Tourism Prototype: The Joyful Journey](#), which focuses on identifying the existing correlative relationship of the wineries and their surroundings. So far, the methodology has been applied in Spain and Argentina.

- (i) In Spain, UNWTO, Affiliate Member Foro de Marcas Renombradas Españolas (FMRE) and the major Spanish wineries successfully joined forces to develop an innovative and complex tourism product to contribute to position Spain as a leading wine tourism destination. The resulting product, "Spain through its wineries", is the first project to be officially commercialized. The product is available online and can be accessed through the ["De Bodegas"](#) portal. Spain is the first member of the "Joyful Journey - A UNWTO Wine Tourism Network", an initiative that brings together all participants who have successfully finalized the development of a UNWTO Prototype on wine tourism. Phases 2 and 3 of the aforementioned prototype are currently being replicated in Mendoza, Argentina, in collaboration with the Ministry of Tourism of Argentina. Developed in line with the Sustainable Development Goals (SDGs), "Vineyarding in Mendoza - in the Clouds of Malbec" is an innovative proposal that genuinely builds the ideal tourism product to enhance the true identity of Mendoza and contribute to the development of sustainable tourism in the region.

(d) UNWTO Networks and UNWTO Working Groups

The Affiliate Members Programme has launched UNWTO Networks and UNWTO Working Groups to group Affiliate Members together by areas of interest.

- (i) UNWTO Networks serve as a venue for active collaboration among UNWTO Members 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.
- (ii) 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 Affiliate Members SDGs Support Working Group (led by Hostelling International).

(e) Support Activities

(i) **4th International Nightlife Congress** in Ibiza, Spain (1-10 October 2017): In support of UNWTO Affiliate Member the International Nightlife Association, UNWTO participated in a Panel on Nightlife and Security.

(ii) **State of the Tourism Industry Conference** in St. George's, Grenada (12 October 2017): On this occasion, the UNWTO Disaster Recovery Working Group for the Affected States in the Caribbean State convened to explore the impact of hurricanes on the Caribbean tourism sector and encourage international collaboration. Participating members included the Minister of Tourism of Jamaica, the Minister of Tourism and Aviation of Bahamas, as well as CHTA, WTTC and CTO, the latest being a UNWTO Affiliate Member.

(iii) **International Conference on Sustainability, a key factor for Competitiveness in the Tourism Industry** in Lanzarote, Spain (19-20 October 2017): In support of UNWTO Affiliate Member, Instituto de Turismo Responsable (ITR), UNWTO actively participated in the Conference by delivering keynote speech and strengthened relationships with local and regional authorities.

(iv) **UNWTO Affiliate Members Meeting** in Warsaw, Poland (4 December 2017): At the request of the Ministry of Sport and Tourism of Poland and with the strong support of the UNWTO Regional programme for Europe, over sixty Polish industry stakeholders met to explore and discuss potential affiliation benefits.

(v) **Presentation of the 4th World Forum on Gastronomy Tourism** at FITUR in Madrid, Spain (18 January 2018): The upcoming 4th World Forum on Gastronomy Tourism to be held from 30 May to 1 June 2018 in Bangkok, Thailand was officially presented on this occasion.

(vi) **Preparatory meetings for the project and forum, "The Value of Human Rights on the Camino de Santiago: harnessing the power of tourism to promote cross-cultural dialogue and achieve the SDGs"** in Santiago de Compostela, Spain (25 January 2018): Bilateral meetings with key project partners, and other potential sponsors were held to organize the future site inspection and organization of the Forum.

(vii) **Preparatory Meetings for the 4th UNWTO World Forum on Gastronomy Tourism** in Bangkok, Thailand (29 January–1 February 2018): the planning, organization and content of the programme of the Conference was coordinated with key local partners.

(viii) **Symposium on Gastronomy Tourism** in Tokyo, Japan (4-5 February 2018): A keynote speech on Gastronomy Tourism was delivered. Furthermore, participants had the opportunity to learn about the 2018 Affiliate Members programme of activities and the upcoming Affiliate Members report on "Gastronomy Tourism: The

case of Japan", prepared in collaboration with Gurunavi and Japan Travel and Tourism Association.

III. UNWTO Awards – Resource Mobilization

4. Since the UNWTO Awards project is carried out without any allocated budget, the Affiliate Members Programme has been responsible for raising the funds through sponsorships. For the 14th edition of the UNWTO Awards, a total of 95,000 EUR was raised thanks to the following sponsors: The Macao Government Tourism Office, The National Secretariat of Tourism of Paraguay-Itaipu Binacional, The Ministry of Tourism of the Republic of Argentina, The Ministry of Commerce, Industry and Tourism of Colombia, The Ministry of Tourism of Ecuador, Wonderful Indonesia, The Ras Al Khaimah Tourism Development Authority; and National Geographic.
5. Additionally, in-kind contributions were received from the International Tourism Trade Fair (IFEMA/FITUR) and the University Complutense de Madrid for hosting the UNWTO Awards Ceremony and the Forum respectively.

Annex: General situation of the Affiliate Members

- (a) The number of Affiliate Members is currently 507.
- (b) The total geographic distribution of the Affiliate Members is as follows:
 - (i) Africa: 30
 - (ii) Americas: 110
 - (iii) Asia-Pacific: 60
 - (iv) Europe: 290
 - (v) Middle East: 17
- (c) The Affiliate Members represent the following areas:
 - (i) University and Research Programs: 133
 - (ii) Professional Associations: 24
 - (iii) National, Regional, Local, City Promotion Boards: 53
 - (iv) Tourism Business Management & Consultancy: 63
 - (v) Destination Management Organizations: 13
 - (vi) Hotels / Accommodation: 50
 - (vii) Trade Fairs & Exhibition Management: 23
 - (viii) Travel Agencies & Tour Operators: 21
 - (ix) Air, Rail & Road Transport: 49
 - (x) Research Social, Economic and Cultural Impacts of Tourism: 9
 - (xi) Mass Media: 18
 - (xii) Other activities: 51
- (d) 84 research and innovation institutions are part of the Knowledge Network.
- (e) New Membership: The Affiliate Members Programme has received 28 complete applications which will be referred to the next 108th session of the UNWTO Executive Council for approval.