

Executive Council

Eighty-eighth session
Puerto Iguazú, Argentina, 6-8 June 2010
Provisional agenda item 8(a)

CE/88/8(a)
Madrid, April 2010
Original: Spanish

AFFILIATE MEMBERS

(a) REPORT OF THE CHAIRMAN

I. Introduction

1. The General Meeting of the Affiliate Members (AMs) held in Astana last 6 October 2009, elected for the period 2010-2011 a new governing organ for the AMs, which faces the challenge of playing a leading role during a new period in order to consolidate this organization and to make significant progress towards its greater integration within the UNWTO.

2. During this new period, with the aim of being able to adequately meet the expectations of the Affiliate Members and so that the Organization can truly benefit from their affiliate membership, it is necessary to reconsider the three Councils that currently exist (Destination, Business and Education Councils).

3. Moreover, with the aim of better positioning the Affiliate Members, while at the same time strengthening the Organization itself, it is necessary for the Regional Commissions to concern themselves with the non-governmental members, adopting an approach with broader scope, so that they can become better integrated in the programme of work of the UNWTO. This is why the Secretariat of the Affiliate Members (now "Affiliate Members Programme") and the Regional Representations (now, "Regional Programmes"), should heighten their collaboration in order to provide a balanced regional focus in addition to the necessary global perspective.

II. Analysis of the situation of the Affiliate Members

A. Global and advanced organizations

4. In late 2009, the Affiliate Members Programme was able to obtain detailed and valuable information about the Affiliate Members as a result of the study "The Characteristics and Profile of the UNWTO Affiliate Members", carried out with the aim of updating and expanding the database of the Secretariat and to provide information of interest to the members for inclusion in the new Affiliate Members Technological Platform (**PLATMA**). For a survey of these characteristics, the coverage attained was extraordinary, with a response rate of over 65%.

5. The results show that the Affiliate Members are advanced organizations, that their projection and predisposition to act are global, and that they are highly prepared and interested in sharing their work and their experiences. In this regard, the following figures are telling:

Advanced organizations

- 67% of the AMs organize conferences or events that are relevant to the sector
- 75% regularly participate in the world's major tourism fairs
- 50% have identified nearly 300 best practices carried out recently which could be useful for the rest of the Affiliate Members
- 78% participate actively in strategic alliances or professional associations

Global scope

- AMs have a presence in 78 countries
- 65% participate in transnational networks
- 70% operate in more than one country
- 20% operate in all regions of the world

B. What do they expect from the UNWTO and what do they offer to the Organization?

6. Aside from identifying the characteristics of the Affiliate Members, the results of the aforementioned study show the expectations that Affiliate Members have from their membership, and specify the areas of work of greatest interest to the Affiliates in their desire to collaborate with the UNWTO.

7. The expectations expressed most frequently by the AMs were the following:

- Exchange of knowledge and experience, good practices
- Backing and support on the part of the UNWTO (links, partnerships, sense of belonging, government contacts, reputation)
- Authoritative market information (statistics, etc.)
- Access to instruments and organizations that promote sustainable tourism

8. The principal areas of collaboration offered by the UNWTO Affiliate Members were the following:

- Exchange of sectoral and entrepreneurial knowledge experience and good practices
- Support to the activities of the UNWTO (dissemination of values, information, seminars, etc.)
- Know-how, market intelligence, management technologies, improvement of competitive environments, consulting, etc.)
- Initiatives regarding sustainable tourism

C. Evolution and typology of the Affiliate Members

9. The number of Affiliate Members is currently 403. This figure is an all-time high, and represents a very notable increase of 9.3% over the year considered (up to the 86th session of the Executive Council held in October 2009 in Astana, Kazakhstan).

10. The difficult times that most of the world tourism sector is still going through could change this positive trend in membership into a scenario of a certain stability in the immediate future, which should go back to an uptrend by 2011 with the implementation of the Work Plan 2010.

11. Despite the enormous value represented by the knowledge possessed by the AMs and their very diversity, looking at their current composition, it can be seen that they still lack, for different reasons, broad representativity in geographic and sectoral terms. For this reason, the Work Plan 2010 includes different initiatives and actions while adopting a general approach geared towards providing effective and progressive responses that produce concrete results in terms of the sought geographical and sectoral expansion of the AMs.

12. As for the typology of the current Affiliate Members, the study "The Characteristics and Profile of the UNWTO Affiliate Members" provides the following information:

LEGAL CHARACTER

PUBLIC	131
PRIVATE	233
NON-GOVERNMENTAL ORGANIZATION	39

MAIN PURPOSE

EDUCATIONAL CENTRES	90
DESTINATION MANAGER	74
COMPANIES	138
ASSOCIATIONS - PEOPLE	18
ASSOCIATIONS - ENTITIES	83

TOTAL	403
--------------	------------

III. WORK PLAN 2010

13. The Work Plan 2010 of the Affiliate Members approved by the Board in Berlin last March, following an open participative process, shows a new direction and a renewed strategic orientation than includes, among its principal challenges, reinforcing the presence and the role of the AMs within the Organization.

14. It represents a programme of reforms over a period of internal transition within the Organization, as well as a time of great economic difficulties for the world tourism sector, and is geared towards achieving greater integration and regionalization of the Affiliate Members.

15. This plan seeks to **improve competitiveness**, as a strategy for favouring the best management for the tourism industry and to **increase sustainability**, to ensure long-lasting tourism development which increases tourism's contribution to national economies and support the achievement of the Millennium Development Goals.

A. Objectives

16. In this context, the Work Plan 2010 has the following principal objectives:

- a) Advance the integration of the AMs within the body of the Organization, increasing their regionalization,
- b) Contribute to maximizing the UNWTO's capacity to serve to its AMs, adapting to their real needs and exceeding their expectations,
- c) Enhance the positioning of the AMs as a privileged forum for public-private partnerships, participation and exchange of the best in world tourism knowledge, and
- d) Increase the number of Affiliate Members

B. Programmes and actions

17. The actions described in the plan are integrated in the overall recommendations of the Organization's Programme of Work 2010-2011. In order to try to achieve the above-mentioned strategic objectives, this Plan is naturally configured with a clear orientation towards the "client" (the Affiliate Members) and the achievement of tangible results deriving from its fuller execution.

18. The plan is systematically organized into major areas: Research and Publications; Seminars, Meetings and Forums; Marketing; Knowledge Management; and Internal Management. Within these areas, a series of principal actions are planned, such as "The Best of UNWTO: Policy and Best Practice for the Tourism Industry", the "Latin American Affiliate Members Meeting", the "Strategic Communication Plan", and the "PLATMA" project, among others.

19. **PLATMA** is a response to the opinion surveys of the AMs carried out in 2008 and 2009 and to the priority needs expressed by the AMs. Developed in association with Spanish Affiliate Member SEGITTUR, which provided technology and funding, PLATMA is an *online* tool for exchanging knowledge, ideas and good practices that will strengthen the integration of the Affiliate Members and make it possible for them and for the UNWTO to take advantage of collective knowledge in order to promote a common project.

20. Another important action of the Work Plan 2010 is the holding of a meeting of the Latin American Affiliate Members, which will take place on the margins of the Executive Council session in June. The objective is for this type of event to serve as a pilot experience to be replicated, as the case may be, in other regions of the world in the immediate future. The meeting will be held in Foz do Iguaçu, the Brazilian part of the tri-border area between Argentina, Paraguay and Brazil.

C. Budget and human resources

21. The budgetary funds available from the Secretariat for the Work Plan 2010 are estimated at a total of **€266,470.74**. To this, an extrabudgetary contribution amounting to **€57,000** is to be added by SEGITTUR in order to co-finance the mentioned PLATMA project.

22. For the execution of the Work Plan 2010, the Affiliate Members Programme relies on the direct collaboration of four full-time officials who work as a team under the supervision of the Programme Director. It should be noted that at the start of 2010, a new senior consultant has joined this team thanks to an agreement between the General Secretariat and the Brazilian Affiliate Member **Brazilian Confederation of Convention Bureaux**.

IV. OTHER ACTIVITIES OF THE AFFILIATE MEMBERS PROGRAMME

23. Since the last General Meeting of the Affiliate Members in Astana, the new Board has met on two occasions. On 21 January, the 25th meeting was held in Madrid in the context of FITUR, and on 13 March, the 26th meeting was held in Berlin, in the context of the ITB, with both being attended by the Secretary-General and the Executive Director for External Relations and Partnerships. In both cases, attendance was high and the Work Plan 2010 was approved unanimously.

24. The Secretariat of the Affiliate Members was present at the fairs **World Travel Market**, London, November 2009, **FITUR** in Madrid in January 2010, and **ITB** in Berlin, in March 2010, during which numerous meetings and gatherings with Affiliate Members were held.

25. The Secretariat of the Affiliate Members organized the Seminar on "Prospects and Responses to Stimulate Recovery", at FITUR, on 21 January 2010, which drew notable attendance, and where the following Affiliate Members collaborated: **THR, Amadeus, IE Business School, Turisme de Barcelona, Instituto de Turismo de Portugal IPDT, UITA-Unión Internacional Trabajadores, Alimentación, Hoteles, Restaurantes and IFTO-International Federation of Tour Operators**. This initiative was reinforced with the publication of a technical report on its principal conclusions prepared jointly with the **IE Business School** and the Market Intelligence Section of the Organization.

26. Moreover, during this period, the Secretariat of the Affiliate Members participated in different events such as:

- "Study Day on Tourism, Crisis and Recovery" organized by Affiliate Member **Oficina de Promoción Turística de la Diputación de Barcelona**, on 4 November 2009 in Barcelona, Spain.
- VII International Seminar on "Unfair Competition in Tourism Accommodations: Old and New Challenges for the Tourism Sector", organized by the Secretariat of the AMs in conjunction with the **Asociación Hotelera de Colombia (COTELCO)**, on 26 and 27 November in Bogotá, Colombia.
- "VI International Conference on Hospitality and Tourism", organized by Affiliate Member **Instituto de Turismo de Portugal IPDT**, on 10 December 2009 in Espinho, Portugal.
- "32nd Annual Conference" organized by Affiliate Member **Cyprus Hotel Association**, on 25 February in Nicosia, Cyprus.
- "2nd International Seminar on Health and Wellbeing Tourism – Aquameeting", organized by affiliate membership applicant **Turismo do Porto e Norte de Portugal, ER (PortoeNorte)**, on 26 and 27 March in Porto, Portugal.

27. The Secretariat of the Affiliate Members is working with the State Secretariat for Tourism of Spain and will participate in the European Congress on Tourism and Gastronomy, to be held in Madrid on 24 and 25 May.

CE/88/8(a)

28. The Secretariat of the Affiliate Members is also collaborating with Affiliate Member **Federação Nacional de Hotéis, Restaurantes, Bares e Similares**, supported by fellow Members **Brazilian Confederation of Convention Bureaux** and **Instituto Polo Internacional Iguassú** – “Poloiguassu” on the Latin American Affiliate Members Meeting to be held in Foz do Iguaçu on 8 and 9 June 2010, coinciding with the Executive Council.