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### Affiliate Members

#### (a) Report of the Chairman

##### I. Introduction

This report is being issued in a temporal context characterized, among other things, by:

- (a) Stability in the management of the Affiliate Members Programme, favoured by the decisions adopted by the Board at the last meeting held in Berlin last March, and more particularly, due to the general support given to the guidelines contained in the document presented by the SG entitled "Brief Note for the Board of the Affiliate Members", dated 11 March 2010, which offers a clear strategic transition field for the organization of the Affiliate Members, and
- (b) A global economic situation that, although not yet totally unclouded in all its aspects, shows better conditions for the world tourism sector than at the same dates one year ago. This very situation makes it necessary to reinforce public-private cooperation mechanisms that should facilitate a faster and more lasting exit from difficult times and consequently promote the work and integration of non-government organizations within the UNWTO.

##### II. The general situation of the Affiliate Members

###### *1. An increasingly dynamic and committed group*

The information available on the Affiliate Members obtained through surveys and personal contacts confirms that they have a predisposition to act globally and that they are prepared and interested to share their work and experiences.

In order to properly harness this strong potential to collaborate with the Organization and among themselves, the Affiliate Members Secretariat has to appropriately channel these expectations and provide the most suitable solutions. This is addressed in good measure by the Work Plan 2010.

Now then, knowing the profile, characteristics and expectations of the Affiliate Members not only allows the Affiliate Members Programme to prepare a Work Plan adapted to their real needs, but also creates an excellent foundation in order to both reaffirm our commitments vis-à-vis the current Affiliate Members, as well as to encourage the membership of new enterprises, universities, associations and other entities that have not yet joined our Organization.

To this end, we must renew our commitments, which are basically centred on:

- Orienting our actions in favour of the United Nations Millennium Development Goals and the UNWTO Global Code of Ethics for Tourism,
- Providing specialized services and making available to our Affiliate Members the tools and activities that enable them to share knowledge, ideas and best practices, and
- Adding value to their membership, with the appropriate recognition and institutional support.

Moreover, we have to continue to expand on this message, using various means, to explain the main reasons for joining the UNWTO:

- To show a clear commitment to tourism that is sustainable, ethical and socially responsible, and which contributes to the economic and social development of this activity,
- In order to come together and be globally connected, through the UNWTO, to the large network of non-government organizations of world tourism, sharing knowledge, innovation and best practices, and
- By taking advantage of the activity and support of the UNWTO, to orient the policies of organizations, enterprises and entities towards improving their competitiveness and job creation.

## ***2. New membership: greater representativity and geographical diversity***

Following the decision of the 88th session of the UNWTO Executive Council, fourteen new tourism entities have joined the Organization as Affiliate Members. These new Members are based in fourteen different countries in all five continents and represent a wide range of tourism enterprises and entities.

For example, among these new Members are the Association of British Travel Agencies (ABTA), the United Kingdom's biggest association of tourism enterprises; the Regional Tourism Organization of Southern Africa (RETOSA), a leading organization in Africa; and LAN Airlines, one of the principal airlines of Latin America. Also becoming members are prestigious universities and research centres that are on the leading edge of tourism education, as well as two other tourism agencies of the African continent, boosting the representation of the private sector of this emerging region in world tourism. These new members, in light of their profile and the expectations they declare, reaffirm the conclusions and commitments mentioned previously. Since becoming members, several of the aforementioned entities have already joined and are actively participating in specific projects of the Affiliate Members Programme.

The number of Affiliate Members currently totals 398. Despite the entry of such significant new members, it is no less true that there persists a well-known but nonetheless worrying process of periodic losses of membership in the Organization due to the failure to pay the corresponding annual contributions (Article 34, applicable to those having accumulated contribution arrears in respect of four financial years). These membership losses have been due, principally, to situations of economic difficulty or business changes.

In order to continue becoming more representative, we must not only continue to offer valuable responses and services, but also to consider regulatory formulas that introduce greater flexibility in the admission and management of diverse kinds of entities.

### III. Work Plan 2010

#### 1. *Its orientation and implementation*

The Work Plan 2010 shows, as already indicated earlier, a new strategic orientation aimed at achieving greater integration and regionalization of the Affiliate Members.

In line with this orientation is the document produced last May by the Affiliate Members Programme entitled *"The progressive regionalization of the Affiliate Members Work Plan 2010"*. Increasing cooperation between the Regional Programmes and the Affiliate Members Programme will benefit the Member States and the Affiliate Members themselves and will contribute to making the Secretariat's work more effective insofar as both areas seek to unify strategies and synergies and to move forward in a new and more balanced framework of collaboration. To this end, the Affiliate Members Work Plan 2011 will seek to advance in the integration of this regional perspective through closer dialogue with the Regional Directors.

A good example of the usefulness of unifying strategies and active collaboration between the Regional Programmes and the AM Programme was the holding of the *"1st Meeting of Latin American Affiliate Members"* in Foz do Iguaçu, Brazil, last 8-9 June, which offered an integrated and effective response to the participating Affiliate Members from different countries of the region and constituted a successful practical experience that should be continued to be developed in other regions in the immediate future.

Aside from the higher level of collaboration with the Regional Programmes, the Affiliate Members Programme is increasing the necessary cooperation with the Operational Programmes. Recent examples of this cooperation are highlighted below:

- Collaboration with the Tourism Trends Programme on a publication about *'Tourism in the Mediterranean'*.
- Collaboration with the Tourism Trends Programme and the Regional Programme for the Americas on the publication *'Outlook for Tourism in Iberoamerica'*.
- Collaboration with the Statistics and Satellite Account Programme and Affiliate Member CiCTourgune on the *International Network on Regional Economy, Mobility and Tourism (InRoute)*.
- Support to the Ethics and Social Dimension of Tourism Programme in the dissemination of the Global Code of Ethics for Tourism.
- Joint work with the Themis Foundation, Affiliate Member "Higher Hotel Institute Cyprus", other universities and the Department of Tourism of the Government of Cyprus for the development of the educational programme of the aforementioned institution.
- Coordination with the Sustainable Development of Tourism Programme on specific content for the publication being prepared by the Affiliate Members Programme *'The Best of UNWTO'*.

The degree of execution of the mentioned Plan is highly satisfactory at this time, with many of its programmed activities already completed, with others in progress and on schedule to be finalized within the timeframes identified in the Work Plan; it also aims at the highest level of participation by the Affiliate Members in each area.

Lastly, with regard to the internal management mechanisms of the Work Plan, the Affiliate Members Programme already has, among other initiatives, a project-tracking system in order to evaluate the status of each project provided for in the Plan.

## 2. *The PLATMA project*

**PLATMA** is an online tool for the exchange of knowledge, ideas and best practices that will reinforce integration and will allow the Affiliate Members and the UNWTO to harness collective know-how in order to drive forward a common project.

Since last June, the team working on the development of PLATMA has held various meetings with their collaborators from Segittur in order to establish phases for follow-up and future development of the project:

- technical and strategic adjustment phase
- trial phase of Platma, and
- launch phase, consolidation phase and expansion phase

For each of the phases mentioned, a scenario has been established including the definition of objectives, actions, timelines, responsibilities and the corresponding work teams. The team of the Affiliate Members Programme has begun to work on the trial phase of the instrument with a group of Affiliate Members of diverse typology and geographical provenance.

Furthermore, work has begun on the selection and definition of the initial content, the establishment of procedures for the posting and updating of content (regularity, source, format, person responsible), the identification of sources and their interlocutors for the public zone of PLATMA.

Among the planned activities to be carried out imminently are: holding interviews with the UNWTO Programmes in order to disseminate their objectives and services; the creation of a "Welcome Package" in video format for PLATMA participants, including guides for users and on the tools of the platform; validation of strategies of use, best practices, the identification and implementation of recommendations; communications strategy vis-à-vis the Affiliate Members to highlight the benefits of their participation, etc.

## IV. OTHER ACTIVITIES OF THE AFILIAE MEMBERS PROGRAMME

In addition, during this period, the Affiliate Members Programme has carried out multiple activities and participated in different events, notably the following:

- *'First Meeting of Latin American Affiliate Members'*, 8 June, Foz do Iguaçu, Brazil.
- Seminar for public and private sector representatives from the Latin American region *"Public-Private Cooperation and its Role in Fostering the Integration and Development of Tourism Destinations in Latin America"*, 9 June , Foz do Iguaçu, Brazil.
- Annual Convention of the International Gay and Lesbian Travel Association. Presentation *'The Foundations of the Global Tourism Agenda'*. Antwerp, Belgium, 23-25 June.
- Participation in the jury of the logo competition for Cape Verde Tourism, June 2010
- Technical contribution of the Affiliate Members Programme with representatives of the Government of Uzbekistan, UNDP, UNESCO and Uzbekistan Airways, for the "Silk Road" project, Tashkent, Uzbekistan, 24 June.

- Participation in MEDITOUR 2010, Mediterranean Tourism Forum. Malaga, 23-24 September 2010.
- Organization of the UNWTO Seminar *"Overview of world and Latin American tourism and certain dimensions of public-private cooperation"* and participation and moderation in the panel *'Prospects and opportunities for public-private collaboration in the tourism sector'*, at the Feira das Americas, Rio de Janeiro, 20-22 October 2010.