



THE UNWTO KNOWLEDGE NETWORK

CONCEPTS AND MEMBERSHIP



EXECUTIVE SUMMARY

SCIENCE AND KNOWLEDGE MANAGEMENT
UNWTO HQ, MADRID
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CONCEPTS

1. The UNWTO Knowledge Network is a special programme under the direct leadership of the UNWTO Secretary-General.
2. The role of the UNWTO Knowledge Network is to develop and manage a worldwide association of UNWTO Tourism Think Tanks (UNWTO.TTTs), UNWTO Knowledge Strategic Centres and UNWTO Knowledge Institutions, setting Research and Knowledge Management Standards on tourism analysis, tourism policy and tourism governance.
3. The national and regional UNWTO.TTTs, UNWTO Knowledge Strategic Centres and UNWTO Knowledge Institutions, grouped in the UNWTO Knowledge Network, serve the Organization and its Member States in all matters concerning technical advice and decisions in the areas of sustainability and climate change, innovation in products and procedures, competitiveness and excellence in tourism governance.
4. The national and regional UNWTO.TTTs are formed by institutions and organizations from the public and private sector, including universities, research centres, scientific and technological parks and private companies active in research and innovation. The UNWTO Knowledge Strategic Centres and UNWTO Knowledge Institutions are self-standing organizations.
5. The UNWTO Knowledge Network participates actively in all pertinent UNWTO Committees and bodies, as well as in UNWTO projects, where technical expertise and knowledge management capacities add substantial value.

BACKGROUND

1. UNWTO has developed over the years a considerable capacity to coordinate political decision making in strategic issues relevant to tourism activities worldwide.
2. As tourism develops, its transversal nature makes it essential to benefit from knowledge in a variety of areas, ranging from transportation and distribution of goods and services to matters of energy conservation, quality, sustainability, health, safety and good governance in general.
3. Thus, it has become crucial for UNWTO to involve itself in all matters of knowledge management and create a permanent *Global Community of Knowledge* in Tourism. The political decision-making capacity of the UNWTO is to be fostered by this *Community of Knowledge*.
4. From its inception, UNWTO has been involved with education and *dissemination* of knowledge. The former WTO (World Tourism Organization) was proactively involved in the first stages of AMFORT (World Association for Tourism Education). WTO managed then, jointly with ILO (International Labour Organization), a school for tourism administration methods in Torino (Italy) and later in Mexico City. In the 90's, WTO initiated the WTO Education Centres and the Themis Foundation. In 2000 WTO officially launched the TedQual Certification in tourism education and the WTO Education and Science Council.

5. A deeper involvement in knowledge management practice is now necessary. WTO became a United Nations specialized agency in 2003 and began participating in the UN Group of Knowledge Management Initiatives in 2006. Many UNWTO Member States now consider tourism policy not only a sectoral interest but also an essential instrument for key policies, such as employment, regional development, poverty alleviation, competitiveness and sustainability. UNWTO is aware of these developments and is committing itself to also supporting these needs of Member States through the UNWTO Knowledge Network.

MISSION AND OBJECTIVES

1. The *Mission* of the UNWTO Knowledge Network is thus defined as follows:

To support UNWTO and its Member States in all matters concerning Science, Technology, Innovation and Knowledge Management related to Tourism Operations, Tourism Policy and Tourism Governance, with a view to contribute to sectoral competitiveness and global development objectives as defined by the United Nations and other international institutions of governance.

2. The *Objectives* of the UNWTO Knowledge Network are:

To create a *Community of Knowledge* in matters relating to Tourism, contributing to competitiveness, sustainability, development and good governance.

To create a repository of recommendations, best practices, voluntary standards, codes and norms constituting a *Codex Turismus*, with wide applications for operations, policy and governance in tourism and related fields.

To proactively participate in the creation, dissemination and application of knowledge related to tourism, whether in the *UNWTO Programme of Work* or in projects launched or financed by other institutions or organizations.

STRUCTURE

The UNWTO Knowledge Network is built upon accomplishments of the former UNWTO Education and Science Council and is made up of the following classes of members:

1. **UNWTO KNOWLEDGE INSTITUTIONS.** These are institutions or organizations with a knowledge management capacity that become part of UNWTO through Affiliate Membership and collaborate with UNWTO in the implementation of its Programme of Work.

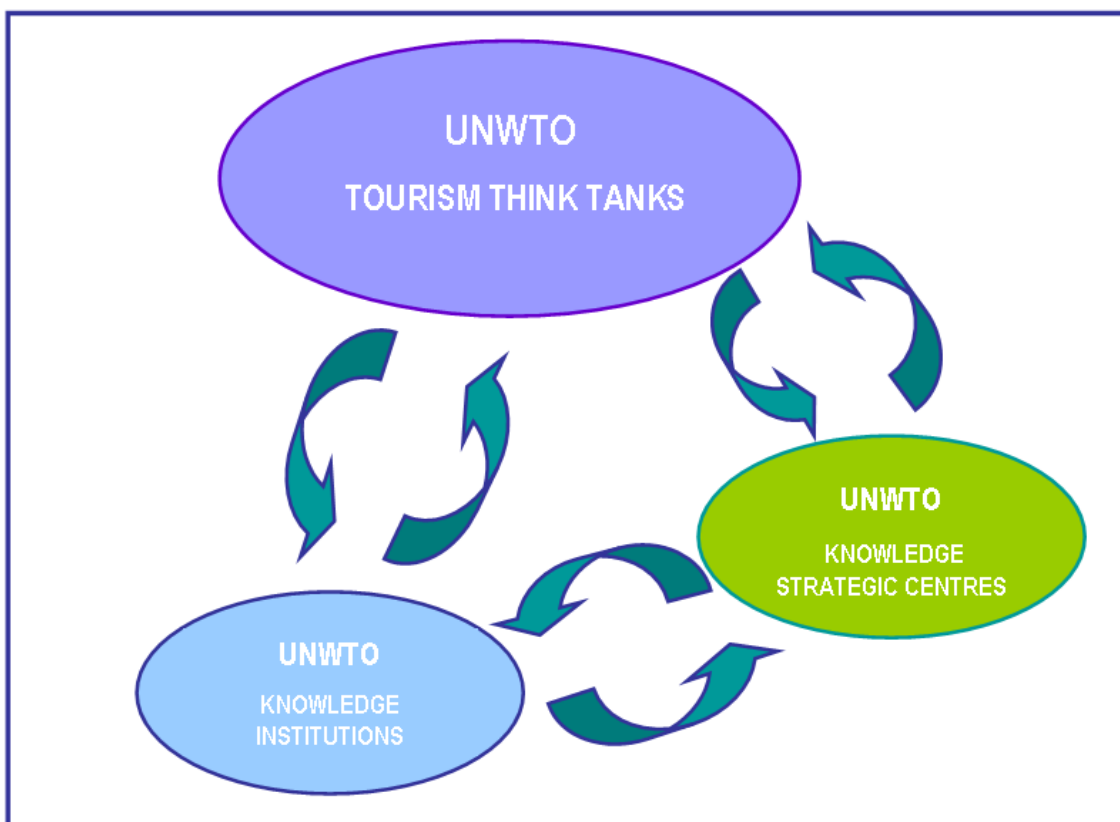
The *UNWTO Knowledge Institutions* enjoy all the regular benefits of Affiliate Members and also those specific to the UNWTO Knowledge Network. In the transitional stage, all former members of the Education and Science Council may become *UNWTO Knowledge Institutions* at no additional cost.

2. **UNWTO KNOWLEDGE STRATEGIC CENTRES.** These are institutions or organizations properly accredited for having innovation as an important part of their functions and structure. They may become *UNWTO Knowledge Strategic Centres* by submitting to a process of formal accreditation. They are permanently involved in specific UNWTO programmes and projects and may lead a UNWTO Tourism Think Tank.
3. **UNWTO TOURISM THINK TANKS (UNWTO.TTT).** A *UNWTO.TTT* is an institution with legal capacity to act, made up of at least one UNWTO Knowledge Strategic Centre and possibly other institutions, organizations and enterprises whether in the private or public sector, belonging to or collaborating with the UNWTO Knowledge Network.

The *UNWTO.TTTs* occupy *hub positions* within the UNWTO Knowledge Network and serve its mission and objectives by providing services to UNWTO at national, regional and global level and the UNWTO Community of Knowledge, including all its Members.

The *UNWTO.TTTs* coordinate their actions in UNWTO through the Executive Secretary for Science and Knowledge Management in the Office of the Secretary-General and through the Regional Directors.

THE UNWTO KNOWLEDGE NETWORK




MEMBERSHIP

1. UNWTO KNOWLEDGE INSTITUTIONS

- a) Present Affiliate Members in the Education and Science Council can become UNWTO Knowledge Institutions at no additional cost by submitting an application to the Executive Secretary for Science and Knowledge Management.
- b) Other present UNWTO Affiliate Members with a tangible performance in innovation may also apply to become a UNWTO Knowledge Institution by submitting a proper specific application.


A UNWTO Knowledge Institution must pay the UNWTO Affiliate Member basic fee (2400€/year at present). 50 % of this fee will be specifically committed to the UNWTO Knowledge Network.

2. UNWTO KNOWLEDGE STRATEGIC CENTRES. Institutions, organizations or companies with a proven record of innovation and knowledge management activities in tourism and related fields may apply to become a UNWTO Knowledge Strategic Centre by:

- a) Submitting to the  accreditation process.
- b) Becoming a UNWTO Affiliate Member.
- c) Establishing areas of knowledge management activities in which they wish to collaborate with UNWTO. Alternatively they may indicate participation in a UNWTO.TTT.

UNWTO Knowledge Strategic Centres must contribute a 2000 €/year fee, over the Affiliates basic fee, specific to the UNWTO Knowledge Strategic Centres.

3. UNWTO.TOURISM THINK TANKS may be formalized in a country or region by:

- a) Officially stating to UNWTO the purpose to constitute such a TTT, its membership and bylaws.
- b) Ensuring that the projected TTT includes at least one UNWTO Knowledge Strategic Centre.
- c) Submitting the TTT to the  accreditation process to demonstrate its capacities and potential contribution to UNWTO.

UNWTO.TTTs are initiated through the signing of a Memorandum of Understanding with UNWTO.
UNWTO.TTTs must contribute a 5000€/year fee, specific to the UNWTO Tourism Think Tanks.

UNWTO.FELLOWS

1. *UNWTO.Fellows* are individuals that receive recognition from UNWTO by virtue of their career accomplishments or their present service in an institution. UNWTO benefits from the membership of these individual *Fellows*.
Fellows participate in UNWTO through the Office of the Secretary-General and through the pertinent TTTs.
2. *UNWTO.Fellows* join UNWTO and its Knowledge Network through the following mechanisms:
 - a) Their candidacies are presented by a UNWTO Member.
 - b) A proper CV and application form is presented to the Fellowship Committee.
 - c) *Fellows* are appointed for a given period after examination and approval of the Fellowship Committee.

Fellowships in the UNWTO Knowledge Network bear no financial obligations.