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Affiliate Members

(a) Report of the Chair

I. Introduction

1. The objective of the present report is to present an analysis of the current situation and management of the Affiliate Members Programme since the time of the last report submitted to the 19th UNWTO General Assembly held in October 2011 in the Republic of Korea until the time of writing of this report (April 2012). It must be noted that during this period an exceptional set of circumstances has occurred: **the approval of the new Rules of Procedure of the Committee of Affiliate Members which as a result led to an electoral process for the election of the Members of the Board of Affiliate Members and once this organ was constituted, the election of the Chairman of the Board.**

2. Furthermore, as a result of the application of the new Rules of Procedure, the previous Board of Affiliate Members remained *ad interim* in its functions and therefore was unable to approve the 2012 Work Plan drafted by the Secretariat.

3. As a result this report reflects a period of transition, presenting on one hand the work carried out by the Affiliate Members Programme on the aforementioned electoral process and its outcome, and on the other hand presenting the most relevant objectives and actions from the draft 2012 Work Plan, prepared for the approval and oversight of the new Board, constituted on 23 March 2012.

II. Electoral procedure for the election of the Members of the Board of Affiliate Members

4. The reform of the Rules of Procedure of the Affiliate Members had been pending for some considerable time. The reformed Rules of Procedure today sets out a new, more transparent means of selecting the body that represents the voice of the private sector in UNWTO.

5. In accordance with the agreed Rules of Procedure the new Board of Affiliate Members had to be constituted in the first quarter of 2012.



6. Section 2 of article 8 of the new Rules of Procedure establishes that “every two years, the Affiliate Members shall elect 10 Regional Vice-chairmen and 10 Vice-chairmen for the Board of the Affiliate Members”. At the same time, article 9 of this text establishes the electoral procedure, i.e., voting by post and in person.

7. **It was the Secretariat and the Affiliate Members Programme’s firm commitment that all of this new and complex process should be undertaken with the greatest possible rigour and transparency, and that all processes should lead to the greatest possible participation from the Affiliate Members, in the spirit of their progressive integration in the Organization.**

8. As such, the Affiliate Members Programme worked on the following main areas:

- a. **The drafting of all regulatory material for the elections**
- b. **The technical-organizational process of the elections**

9. With respect to the regulatory material, a series of General Guidelines were agreed upon by the members of the previous Board; the electoral census was drawn up and an information note on the procedure was sent by email. As for the technical-organizational side, the main processes were as follows:

- a. Adjustment and update of the Affiliate Members database
- b. Creation of an Electoral Office in the platma Community
- c. Drafting of the electoral calendar
- d. Drafting of material for the presentation of candidatures, ballot papers, envelopes and all material necessary for postal voting
- e. Preparation of the logistics for presential voting in the extraordinary plenary meeting of the Affiliate Members on 9 March in Berlin
- f. Drafting of the electoral results

III. Electoral results

10. To gain a better understanding of the electoral process, the key figures from the process are set out here:

ELECTIONS TO THE BOARD OF THE AFFILIATE MEMBERS

Electoral Roll	
Africa	20
Americas	74
Asia and the Pacific	36
Europe	211
Middle East	14
TOTAL VOTERS	355

Total Votes and Participation (%)	
Africa	5 (25%)
Americas	36 (49%)
Asia and the Pacific	15 (41%)
Europe	119 (56.4%)
Middle East	6 (42.8%)
TOTAL VOTERS	181 (51%)

(Votes by Post)	
Africa	2
Americas	30
Asia and the Pacific	13
Europe	94
Middle East	4
TOTAL VOTERS	143

(Votes in Presence)	
Africa	3
Americas	6
Asia and the Pacific	2
Europe	25
Middle East	2
TOTAL VOTERS	38

* Note: A total of 20 votes were received after the deadline and considered invalid. A total of 181 votes were received before the deadline. The total number of votes received was 201 (56.6 % of the electoral roll).

REGIONAL VICE-CHAIRMEN

AFRICA	COUNTRY
FEDÉRATION TUNISIENNE DE L'HÔTELLERIE	Tunisia
KENYA TOURISM FEDERATION	Kenya

AMERICAS	COUNTRY
ANATO - ASOCIACIÓN COLOMBIANA DE AGENCIAS DE VIAJES Y TURISMO	Colombia
ASOCIACIÓN MUNDIAL PARA LA FORMACIÓN PROFESIONAL TURÍSTICA (AMFORT)	Mexico

ASIA - PACIFIC	COUNTRY
DISCOVERYMICE	Malaysia
KOREA TOURISM ORGANIZATION	Korea

EUROPE	COUNTRY
EXCELTUR - ALIANZA PARA LA EXCELENCIA TURÍSTICA	Spain
INSTITUTO PARA LA CALIDAD TURÍSTICA ESPAÑOLA	Spain

MIDDLE EAST	COUNTRY
DAR ALDIAFA FOR HOSPITALITY AND TOURISM EDUCATION CONSULTANCY	Jordan
EGYPTIAN TOURISM FEDERATION (ETF)	Egypt

VICE-CHAIRMEN

AFFILIATE MEMBER	COUNTRY
ASSOCIATION OF GREEK TOURISM ENTERPRISES - SETE	Greece
CÁMARA ARGENTINA DE TURISMO	Argentina
FEDERAL ASSOCIATION OF THE GERMAN TOURISM INDUSTRY (BTW)	Germany
FITUR - FERIA INTERNACIONAL DE TURISMO	Spain
GEORGE WASHINGTON UNIVERSITY	USA

GOOGLE SPAIN S.L.	Spain
INTERNATIONAL CENTER FOR TOURISM AND HOSPITALITY RESEARCH - BOURNEMOUTH UNIVERSITY	United Kingdom
SOCIEDAD ESTATAL PARA LA GESTIÓN DE LA INNOVACIÓN Y LAS TECNOLOGÍAS TURÍSTICAS S.A. (SEGITTUR)	Spain
TURISME DE BARCELONA	Spain
WORLD YOUTH STUDENT & EDUCATIONAL TRAVEL CONFEDERATION (WYSE)	Netherlands

IV. Constitution of the new Board of Affiliate Members and the election of the Chairman

11. The reform process and the constitution of the advisory body to the Secretary-General were brought to an end with its formal constitution, once the three additional Vice-chairmen were designated by the Secretary-General. This session took place in Madrid on 23 March 2012, with the presence or delegated presence of all the Members of the Board. During this session the election of the Chairman took place. **Four candidatures were put forward for this position and the Affiliate Member SETE (Association of Greek Tourist Enterprises) from Greece was elected, represented by Mr. Georgios Drakopoulos.**

V. Benefits derived from the electoral process

12. The election process, proved very beneficial for all concerned, for a number of reasons:

- **The elections have brought the Organization closer to the Members.** There was an unprecedented level of interest in the election to the Board, which saw fifty-eight candidatures submitted from Affiliate Members from all regions and backgrounds. The candidates expressed their desire to work with the Organization to represent all the Affiliate Members and to work in pursuit of the Organization's objectives.
- **The electoral campaigns run by the candidates were highly stimulating** and all candidates put forward thoughtful, inspiring and ambitious proposals. The Secretariat has every confidence that the energy and talent demonstrated through the election process will translate into hard work and commitment from the newly elected Board.
- **Platma proved to be an effective tool in running the election process** with candidates being required to register on the network in order to manage their candidacy. The arrival of new Members sharing information on platma has given the platform a significant boost.
- At the start of the process, **the database of the Affiliate Members was entirely overhauled**, with staff of the Secretariat contacting each and every one of the Members by phone to update all contact information. Thus the Secretariat can move forward in the knowledge that the information it holds about Members is correct and can ensure efficient communications in the future.
- All these factors give reason to hope for **an increase in applications for Affiliate Membership** in the immediate future.

13. Currently there are 155 Full Members and 7 Associate Members of UNWTO, however only 78 of these are represented among the Affiliate Members. To ensure an even more evenly spread and

representative collective of Affiliate Members, we set as a goal to attract at least one Affiliate Member from those countries which do not currently have one.

VI. Work plan 2012

14. The Affiliate Members Work Plan for 2012 gives continuity to the activities carried out by the Programme over the last two years. It is coherent and has followed the general recommendations in the Organization's 2012-2013 Programme of Work. It has also been properly tailored to the financial and human resources available and, as previously explained, the fact that this follows a year of transition which has seen the reform of the Rules of Procedure and the election of a new Board.

15. The Affiliate Members Work Plan 2012 (outlined below) was submitted to prior to the 30th Meeting of the Board of Affiliate Members held on 23 March in order for the Programme to receive the Board's general impressions and comments. These were to be received and incorporated into the final Work Plan within the timeframe established by the Board.

A. Objectives

16. The strategic objectives of the 2012 Work Plan are to:

- Develop a **more effective collaboration** between:
 - the Organization and the Affiliate Members,
 - the Affiliate Members and the Operative and Regional Programmes of UNWTO, and;
 - the Affiliate Members and each other.
- Implement a more effective process of **regionalization** in accordance with the new Rules of Procedure of the Affiliate Members
- Ensure that the collective **knowledge** of the Affiliate Members can benefit the Organization's General Programme of Work and the achievement of its key objectives. The integration of members from the education sector through the Knowledge Network will be especially important in this task.

17. The use of **platma** is central to the achievement of the above objectives. This Programme will work to ensure that its functions and content respond to the real needs of the Affiliate Members and Secretariat.

18. In order to meet the strategic objectives previously highlighted, this Plan has been put together with a clear orientation towards the Affiliate Members, taking into account their diversity and the tourism knowledge at their disposal and their potential to ensure the very best destination management.

B. Work Plan 2012 overview

19. From a systematic point of view, the Plan is organized around five **areas of action**. Under each of these areas, a brief description of the projects included is given.

1. Research and publications

- **Regional Reports.** Following the success of the Regional Reports series in 2011 (covering South America and Asia-Pacific), several more reports are planned for 2012. Regional Report No.3 (Europe) is currently underway and is being coordinated in cooperation with the Regional Programme for Europe and will count on the involvement of European Member States and diverse Affiliate Members to give an appropriate public-private view of the current situation in European Tourism. Regional Report No.4 (Africa) will follow later in the year and will follow a similar format.
- **AM Reports.** These reports provide an in-depth focus on growth areas in global tourism and are produced in collaboration with an Affiliate Member. Diverse Affiliate Members are invited to provide comment and articles according to their specialization, thus giving the opportunity to contribute their knowledge and best practices. AM Report No.3 '*Global Report on LGBT Tourism*' was launched at FITUR and ITB 2012 and involved the widest participation to date for an Affiliate Members report. AM Report No.4 '*Global Report on Aviation: Responding to the Needs of New Markets and Destinations*' is underway and AM Report No.5 '*Tourism and Gastronomy*' will follow later in the year.
- **Widening access to UNWTO publications.** UNWTO Affiliate Members Programme in collaboration with the UNWTO Publications Programme will be carrying out initiatives during 2012 to ensure that more UNWTO publications are made available to the Affiliate Members. Requests have also been received to translate *Policy and Practice for Global Tourism* (a leading reference publication produced in 2011) into Russian and Portuguese.

2. Seminars, meetings and forums

- **First General Conference of Affiliate Members.** It is envisaged that the first global conference of the Affiliate Members will be held in Istanbul, Turkey, from 14-16 November 2012 in collaboration with the Union of Chambers and Commodity Exchanges of Turkey (TOBB). This conference will bring together Affiliate Members from around the globe to network and debate specifically on the theme of urban tourism. A General Meeting of Affiliate Members would also be held during this conference, as well as networking sessions and a conference for the members of the Knowledge Network.
- **2nd International Conference on Innovation, Technology and Tourism (Tenerife, Spain)** UNWTO is one of the organizational partners in this seminar, produced in collaboration with Affiliate Member AMETIC.
- **Affiliate Members meetings.** During 2012 the Affiliate Members Programme will prepare and carry out four institutional meetings of the Affiliate Members: Extraordinary Plenary of the Affiliate Members (9 March 2012, Berlin); 30th Board Meeting of the Affiliate Members (23 March 2012, Madrid); General Meeting of the Affiliate Members (Istanbul, Turkey).

3. Marketing

- **Marketing actions in fairs.** To ensure proper communication and promotion of the Affiliate Members Programme, attendance is expected during 2012 at FITUR Madrid, ABAV Rio de Janeiro and WTM London.
- **CITIES 2012 Project.** CITIES 2012 has been developed by the Affiliate Members Programme with the collaboration of the DMO Programme together with 23 cities worldwide – affiliate and

non-affiliate members- an initial document on urban tourism that covers the main areas and issues that large cities have to deal with such as marketing, economic impact, infrastructure, trends and provide a tool to continue the discussion of this subject that focuses on the current and future challenges.

4. Knowledge management

- **Platma development.** The consolidation of platma as a tool which can effectively help the Affiliate Members to share their knowledge and best practices will continue in 2012. Platma has proved an effective means of communicating with the Affiliate Members and achieving their collaboration in projects, such as CITIES 2012 or procedures such as the elections to the Board of Affiliate Members. In 2012 further projects will be rolled out, such as webinars (online interviews with leading tourism figures). Furthermore, a series of improvements to platma are forecasted, including a redesign according to a revised brand, newsletter templates, AM networking functionality, link to users' profile in LinkedIn, etc.

C. Work Plan 2012: Conclusion

20. The more Members that participate in a project, the better its outcome will be and the greater its capacity to contribute to the core objectives of the Organization. Therefore the new Board encourages all Members to take an active role in developing the Programme of Work and to participate in the projects proposed therein.

Annex. External support activities of the Affiliate Members programme (October 2011 – April 2012)

- 19th UNWTO General Assembly, Gyeongju, Republic of Korea, 8-14 October 2011
- XI Foro ACAV (Asociación Catalana de Agencias de Viajes), Barcelona, Spain, 21 October 2011
- 17th Tashkent International Tourism Fair “Tourism on the Silk Road” (Tashkent, Uzbekistan), 1-4 November 2011
- Tecnia “Jornadas de Turismo”, Bilbao, Spain, 22 November 2011.
- European Statistics Building Programme, 1st Workshop (Baku, Azerbaijan), 21-24 November 2011
- International Conference on “The Development of the Ethnographic Tourism” (Khanti-Mansiysk, Russian Federation), 24-27 November 2011
- IX Seminario “Tiempos de innovación turística: el hotel del futuro”, OMT Miembros Afiliados/Cotelco- Asociación Hotelera de Colombia, Bogotá, Colombia, 28-29 November 2011
- International Conference on Mice Tourism Development, Republic of Sakha (Yakutiya, Yakutsk, Russian Federation), 9-11 December 2011
- First All-Russia Forum on Social Tourism, Republic of Bashkortostan, UFA, Russian Federation, 15-16 December 2011,
- First European Meeting on Science, Technology and Innovation, Cámara de Comercio, Industria y Navegación, Malaga, Spain, 8-9 February 2012
- China International Travel Mart (CITM) – Guangdong Int. Tourism and Culture Festival, Kunming and Guangzhou, China, 26-30 October 2011 and 3-7 November 2011
- ITB 2012, 6-10 March 2012
- IGLTA Global Convention, Florianopolis, Brazil, 10-17 April 2012
- Azerbaijan International Tourism Fair 2012 (Baku, Azerbaijan), 11-15 April 2012