



## Executive Council

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### Affiliate Members

#### (a) Report of the Chair of the Affiliate Members

##### I. Introduction

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1. The purpose of this report is to present an analysis of the current situation and of the management carried out by the Affiliate Members Programme since the date of the last report, which was presented to the 93rd session of the UNWTO Executive Council in June 2012 in Madrid, Spain, up to the date of the present report (August 2012).

##### A. General situation of the Affiliate Members

2. The number of Affiliate Members (AMs) is currently 399.

3. At the last Executive Council of June 2012, 26 AMs joined the Organization, which represents the highest percentage of entries in recent years. These new Members come from 18 countries and 5 regions; they are important global players in world tourism and have considerably reinforced our Organization.

4. The AMs of the Organizations, as a group, constitute an enormously valuable asset when it comes to supporting and projecting the principles of the UNWTO.

5. Today, we can take satisfaction in the strong sense of commitment on the part of these entities to the highest values of world tourism. In turn, their diversity, prestige and good work give us a link to the best management practices which they embody. But we have to continue to progress firmly towards achieving greater representational capacity of this group, more balanced geographical presence, and fresh impetus provided by these new organizations that share our mission and our objectives. To this end, contacts have been established through the Regional Programmes of the UNWTO with the member countries of the Executive Council, and efforts will continue to approach UNWTO member countries in order to achieve the best possible representation.

6. The geographic distribution of the Affiliate Members is as follows:

- Africa: 28
- Americas: 91



- Asia-Pacific and South Asia: 38
- Europe: 223
- Middle East: 19

7. They cover the following areas: congress organizers (2), theme parks (3), labour unions (3), youth tourism (4), research (5) communications media (8), tour operators (10), fair/exhibitions (14), transport (14) travel agencies (18), hotels (21); destination management and management of cultural heritage (24), consultancies (42), professional associations (46), national, regional, local and municipal promotion offices (56) universities (103), and others (26).

## II. Work Plan 2012

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8. The Work Plan of the Affiliate Members was adjusted by the first Board formed last March, and in its conception it represents a step forward along the main lines of the activities undertaken by the Programme in the last two years. It complies with the recommendations of the programme of work of the Organization for 2012-2013, with which it is fully consistent. Furthermore, it has been duly adjusted to the financial and human resources available and is being carried out in a transition year, with the recent implementation of new Rules of Procedure of the Affiliate Members that led to a participatory electoral process to elect members of the current Board.

9. It should be recalled that the strategic objectives of the Work Plan 2012 are to develop more effective collaboration between the UNWTO and its Affiliate Members and to carry out a more effective process of **regionalization** in line with the aforementioned new Rules of Procedure of the Affiliate Members, in addition to enhancing and channelling the collective **knowledge** and experience of the Affiliate Members, which can and should benefit the general programme of work of the Organization and contribute to the achievement of the objectives set.

10. The 2012 Plan increases its orientation towards the Affiliate Members, taking into account their typological and geographic diversity. It strives to offer specific channels of collaboration with the Organization and with its Member States, and seeks to increase the sense of belonging by means of the exchange of experiences and through networked programmes and activities.

### B. Research and publications

#### 1. AM Report Vol. 4: "Global Report on Food Tourism"

11. This new volume of the "AM Reports" series, "Global Report on Food Tourism", is an initiative of the Affiliate Members of the World Tourism Organization (UNWTO), and was carried out with the support of Member States of the Silk Road Programme and leading professionals in the field of tourism and gastronomy.

12. In this report, we have aimed to carry out an analysis of the current situation of Food Tourism, through a survey of all the UNWTO Affiliate Members and the reflections of tourism and gastronomy sector professionals with extensive experience in international organizations, destination management, tourism companies and the training field. The aim has been to try to obtain a set of conclusions on some of the initiatives underway at the global level in Food Tourism for possible inclusion in the strategic thinking that is being carried out both the public and private sectors regarding development and promotion policies in this area.

13. The report includes the results of the survey with 34 responses received from the Affiliate Members, articles and case studies of 3 international organizations, 9 destinations, and 8 educational and business organizations.

14. The date of the report's presentation is 6 September 2012, at the International Conference jointly organized by UNWTO and the Ministry of Culture and Tourism of Azerbaijan and with the collaboration of the Tourism Association of Azerbaijan.

## 2. **AM Report Vol. 5: "Global Report on Aviation: Responding to the Needs of New Destinations and Tourism Markets"**

15. Prepared with Affiliate Members "UBM Aviation" and "Everis", as the principal collaborators, this report looks into how airports, airlines and tourism destinations can work together in order to foster sustainable tourism growth. The report includes case studies and comments from 14 Affiliate Members, in addition to reference articles prepared by the UNWTO Secretariat. This report is set to be published in the first half of October 2012.

## 3. **Regional Report No. 3: "Tourism in Europe: Working Together Towards 2030"**

16. This report is the result of a collaboration project between the Affiliate Members Programme and the Regional Programme for Europe and comes after the two previous reports on South America and on the Asia-Pacific region. It represents a clear evolution that builds on the experience of the two aforementioned studies. With a focus on the UNWTO's reference study 'Tourism Towards 2030', the report seeks to compare and contrast the analysis of Member States and the UNWTO Affiliate Members of the trends presented in this study. Currently in the consultation phase, the project features the collaboration of more than 20 Member States and a large number of Affiliate Members. Topics covered in this report include an analysis of the effects of the economic crisis, the competitiveness of Europe as a destination, how to approach emerging markets, public-private collaboration and priorities for infrastructure investment. The report will also include individual case studies plus comments from various National Tourism Administrations and Affiliate Members. The report will be published in the last quarter of 2012.

## 4. **"CITIES 2012" Project**

17. The document that will set forth the general guidelines for addressing global urban tourism challenges faced by the 21 cities participating in this project in cooperation with the Affiliate Members Programme is at an advanced stage after the successful completion of the first two phases of the project. Once the necessary consensus is reached on this document, it will be officially presented at the Global Summit on City Tourism to be held in Istanbul, Turkey, on 14-16 November.

## 5. **Development of platma:**

18. In order to optimize the maintenance and development resources the "platma" technological platform and to complete the integration of "platma" with the UNWTO's own platform, while also taking into account the difficult financial situation of the partner of UNWTO in this project, the State Company for Tourism Technology and Innovation Management of Spain (SEGITTUR), the coordination team has taken the decision to initiate the necessary procedures to host the "platma" platform on the UNWTO server and to migrate this service to the Drupal platform that is used for web pages of the UNWTO.

19. In order to carry out these actions, the "platma" maintenance and development team has met with the team responsible for communication and technologies of the UNWTO, and a handover plan has been agreed upon.

20. The hosting of "platma" on the UNWTO's server and its migration to the Drupal platform allows maximum integration with the UNWTO's website and offers stability advancement and continuity of the project. In addition, it will allow us to considerably minimize the maintenance and development costs of the platform.

### C. Meetings, seminars and forums:

- **"Flavours of the Silk Road"**, International Conference on Gastronomy, Culture and Tourism, Baku, Azerbaijan, 6-7 September 2012. Presentation of the Affiliate Members Global Report on Food Tourism.
- **Extraordinary Plenary Session of the Affiliate Members:** set to be held on 16 November in Istanbul, Turkey.
- The **First General Conference of the Affiliate Members "GLOBAL SUMMIT on CITY TOURISM: Catalysing economic development and social progress"** is scheduled to be held in Istanbul, Turkey, on 14-16 November 2012.
- **1st Latin American Seminar on Border Tourism:** Under the theme "Tourism as a Factor of Integration and Development in Border Areas", the seminar is planned to be held in Foz do Iguaçu, Brazil, from 5 to 7 December 2012, organized by two Affiliate Members, the Confederação Nacional do Comércio (CNC) and the Instituto Polo Internacional Iguassu (Pololguassu), in collaboration with the UNWTO Affiliate Members, the Ministry of Tourism of Brazil and various organizations from the public and private sectors of Brazil.

21. The seminar will present and discuss measures to promote the development of tourism on the border areas of Brazil, comprising 10 countries, 11 states, 588 cities and about 10 million people, present experiences and best national and international practices and hold debates on topics such as integrated routes, promotion and marketing of destinations, aviation infrastructure, the Football World Cup 2014, tourism as a factor of integration and development, investment and credit, customs and immigration issues, bilateral agreements, and cooperative projects and research.

22. The conclusions of the Seminar along with its recommendations will lead to the preparation of a guide for the development of tourism policies in the field of border tourism between countries.

### D. Participation in events:

- **Mali Losinj Destination Conference**, 7-9 May 2012, Croatia.
- **2nd International Tourism ICT Congress - Technology and Tourism: Towards a New Paradigm**, 21-22 June 2012, Sta. Cruz de Tenerife, Spain.
- **"GNETWORK360 , 5th International Conference on LGBT Marketing and Tourism"**, 25-27 July 2012, Buenos Aires, Argentina.
- **"World Youth Student Travel Conference"**, 18-21 September 2012, San Diego, United States.

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**III. Actions to be taken by the Executive Council**

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23. The Executive Council is kindly asked:

(a) To take this report into account.