



## General Assembly

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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 the initiatives carried out by the Affiliate Members Programme since the presentation of the last report, during the 21st session of the UNWTO General Assembly in Medellín, Colombia, up to the date of the present report (20 July 2017).

2. The various initiatives in the action plan are being carried out with active engagement of a growing number of Affiliate Members, utilizing various tools such as prototypes, networks, working groups, reports, joint projects with other programmes, technical seminars and specialized events. These different initiatives contribute to the practical application of public-private collaboration by way of encouraging interaction and networking, as well as the exchange of knowledge and innovative initiatives.

##### II. Affiliate Members Programme: enhancing public-private partnerships

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###### A. Implementation of the Action Plan of the Affiliate Members Programme

3. Since the previous General Assembly, a series of actions based on the work areas detailed in the Action Plan, approved by the Board of the Affiliate Members, have been carried out. These actions are the following:

###### 1. Events

(a) [Presentation of the 1st UNWTO Global Conference on Wine Tourism \(3 November 2015\)](#): Held during World Travel Market in London, UK, in collaboration with the Georgian National Tourism Administration, the event presented the 1st UNWTO Global Conference on Wine Tourism which was held in the Kakheti wine region of Georgia on 7-9 September 2016. This event is an initiative of the UNWTO Gastronomy Network.

(b) [UNWTO Conference on Talent Development and Education in Tourism \(1-2 December 2015\)](#): The UNWTO Conference on Talent Development and Education in Tourism held in the



University of Deusto, Bilbao, Spain, debated the current challenges of education in tourism, the tourism labour market, talent development and tourism and labour policy development. The Conference fostered dialogue and shared good practices in innovative tourism education and research which enhance tourism practices in both the public and private sectors and contribute to human resource development by nurturing future leaders in tourism.

(c) [12th UNWTO Awards for Excellence and Innovation in Tourism \(20 January 2016\)](#): A total of 16 projects from Africa, Latin America, Asia and Europe were selected as finalists from a total of 109 candidacies. Their projects were presented at the UNWTO Awards Forum held in Palacio Neptuno on 18 January 2016. All of the finalist projects were examples of how the principles of the UNWTO Global Code of Ethics for Tourism and the objectives set in the Sustainable Development Goals (SDGs) can inspire sustainable tourism worldwide. The Awards Ceremony held in the framework of FITUR 2016 hosted 320 high-level participants from more than 50 countries including 80 ministers, ambassadors and travel & tourism CEOs. In addition, the live stream of the event was watched by around 1,000 virtual audiences all over the world.

(d) [Presentation of the 2nd UNWTO World Forum on Gastronomy Tourism \(20 January 2016\)](#): PROMPERÚ and the World Tourism Organization, in collaboration with the Basque Culinary Center, presented during FITUR 2016 the 2nd UNWTO World Forum on Gastronomy Tourism which later took place on 27- 29 April 2016 in Lima, Peru. This event is an initiative of the UNWTO Gastronomy Network.

(e) [UNWTO Seminar on the Future of Tourism: Innovation, Governance and Critical Paths \(22 January 2016\)](#): Held in collaboration with the Ulysses Foundation during FITUR 2016, this seminar discussed qualitative scenarios on the future of tourism up to the year 2040 and beyond. It also explored the innovations, critical paths and institutional changes required to approach the subset of intelligent scenarios. The seminar included presentations and panel discussions from a host of highly-qualified tourism professionals from the public and private sector as well as academia.

(f) [2nd UNWTO Conference on Shopping Tourism \(22 January 2016\)](#): Held within the framework of FITUR Shopping, the Conference presented insights from leading shopping tourism stakeholders, offering insight from both the public and private sectors, representing different levels of the value chain.

(g) [UNWTO/ICF Workshop on air connectivity \(22 January 2016\)](#): Held within the framework of FITUR 2016, at this session, experts from ICF Aviation Advisory (formerly SH&E), a UNWTO Affiliate Member, discussed techniques and methodologies that enable destinations to talk to airlines in their own analytical language in order to provide holistic proposals that include business cases, incentive packages and stakeholder commitment.

(h) [1st Ibero-American Meeting on sharing economy in tourist accommodation \(4-5 April 2016\) in Montevideo, Uruguay](#): The Conference aimed to study the situation of the sharing economy in tourist accommodation in Latin America, analyse its positive and negative effects and promote the search for solutions that minimize the negative aspects from the perspective of public-private partnerships (PPPs). It also sought to further agreements and best practices in the matter and to establish principles in order to generate recommendations.

(i) [2nd UNWTO World Forum on Gastronomy Tourism, \(27-29 April 2016\) in Lima, Peru](#): Held in collaboration with the Basque Culinary Center, the event featured experts who presented current research that shed light on the latest trends and demonstrated successful models and

case studies on four main areas, each addressed in a specific session. These included the challenges of food tourism, best practices, professional training and innovative product development. The Forum, with over 2,000 participants also contributed to boosting professional development for all food tourism destinations, ranging from emerging to established, providing a space for exchange of experiences and identification of best practices globally.

(j) [Presentation of the UNWTO Wine Tourism Prototype, Málaga, Spain \(11 May 2016\)](#): Within the framework of the 103rd session of the UNWTO Executive Council, the official presentation of the UNWTO Wine Tourism Prototype took place in Málaga, Spain, in collaboration with the Leading Brands of Spain Forum, the Georgian National Tourism Administration and Les Roches Marbella, International School of Hotel Management. Five participating wineries, namely Barbadillo, Pagos del Rey, Freixenet, González Byass and Osborne which form part of the Leading Brands of Spain Forum, presented the preliminary findings, drawn from the prototype being carried out throughout Spain, and whose methodology can be applied internationally.

(k) [1st UNWTO Global Conference on Wine Tourism \(7-9 September 2016\) in the Kakheti wine region of Georgia](#): Held in collaboration with the Georgian National Tourism Administration, this event convened over 200 participants including representatives from the Ministries, Destination Management Organizations (DMOs), National Tourism Organizations (NTOs), and tourism experts from nearly 50 countries in an innovative format with sessions taking place in four different wineries throughout in the region. It offered a unique opportunity to discover the richness of local Georgian culture and exchange innovative ideas to promote wine tourism between destinations - a key component of gastronomy tourism and a growing pillar in the diversification of destinations.

(l) [UNWTO/JATA Gastronomy Seminar, Tokyo, Japan \(23 September 2016\)](#): At the invitation of the JATA Tourism Expo Japan, the UNWTO/JATA Gastronomy Seminar took place in Tokyo, Japan, as the first UNWTO Gastronomy event held in Asia.

(m) [38th UNWTO Affiliate Members Plenary Session \(1-4 October 2016\)](#): in Yerevan, Armenia: Following the invitation of the Government of the Republic of Armenia, this Plenary Session was held in an innovative format as various social activities were organized before the working sessions, offering the participants the possibility to explore the Armenian culture. Among other things, participants had a unique chance to experience authentic Armenian gastronomy by attending the Armenia Wine festival, take a guided tour of Yerevan city or join the national celebration of the International Tourism Day. Here, the Affiliate Members present agreed to create a series of working groups to enable greater support for the various initiatives included in the Action Plan and to provide members with new forms of collaboration and to be platforms for participation in the relevant working areas.

(n) [13th UNWTO Awards on Excellence and Innovation in Tourism \(18 January 2017\)](#): 12 finalists were selected among 139 applicants from 55 countries in four categories. The UNWTO Ethics Award was introduced for the first time as the new category of the UNWTO Awards. Evaluated by the World Committee on Tourism Ethics (WCTE), this new Award aims to recognize tourism companies and associations for their commitment and work in the promotion and implementation of the principles of the Global Code of Ethics of Tourism. The projects of finalists and winners were presented at the UNWTO Awards Forum held in Palacio Neptuno on 16 January. These projects were examples of how the principles of the International Year for Sustainable Tourism for Development, the UNWTO Global Code of Ethics for Tourism and the objectives set in the Sustainable Development Goals (SDGs) can inspire sustainable tourism

worldwide. The Awards Ceremony, held in the framework of FITUR 2017 hosted 400 high-level participants. The 13th UNWTO Awards were supported by a number of sponsors and partners which made it a fully self-financed project.

(o) [3rd UNWTO World Forum on Gastronomy Tourism \(8-9 May 2017\) in San Sebastian, Spain](#): The 2017 edition of the World Forum on Gastronomy Tourism returned to its origins in San Sebastian, Spain, and its surroundings. The Basque Culinary Center in San Sebastian is the co-organizer of all UNWTO fora on Gastronomy Tourism and the World Forum is held there every other year. The forum was also held in the new and unique format, with different events being held in various gastronomy hubs across the Basque Country, showcasing the rich local gastronomy tourism product offerings.

(p) [Fieldwork for Joyful Journey Prototype: Mendoza, Argentina \(26-30 June 2017\)](#): In line with the launch of the second prototype on wine tourism in Mendoza, Argentina, fieldwork took place in June to conduct technical visits and meetings with participants of the project.

(q) [Round Table on Sustainable Urban Tourism \(10 May 2017\) in Madrid, Spain](#): Held in collaboration with the City of Madrid, supported by the Ministry of Energy, Tourism and Digital Agenda of Spain, this debate took place within the framework of the International Year and thus provided a perfect opportunity to contribute to its objectives, namely to increase awareness on the role of tourism in urban environments. The event was also aligned with the five key areas of the International Year of Tourism for Development, namely (1) Inclusive and sustainable economic growth, (2) Social Inclusiveness, employment and poverty reduction, (3) Resource Efficiency, environmental protection and climate change, (4) Cultural values, diversity and heritage and (5) Mutual understanding, peace and security. It addressed the necessary changes for tourism to become a more effective tool for the sustainable development of urban tourism.

## 2. Publications

4. The Affiliate Members Programme has published one Regional Report, six Affiliate Members Global Reports and one Knowledge Network Publication:

(a) [Affiliate Members Regional Report - Volume four: Tourism in Africa: A Tool for Development](#): Jointly released with Casa África, this Report assesses the current situation of Africa's Tourism Product Development. Presented at the 21st session of the UNWTO General Assembly in Medellín, Colombia, this Report proposes a UNWTO methodology for Tourism Product Development that can be applied to African destinations.

(b) [Affiliate Members Global Report: Volume eleven - Global Report on Public-Private Partnerships: Tourism Development](#): Jointly published with Affiliate Member Griffith Institute for Tourism, the Report seeks to highlight the role of and need for PPPs as tools for development. Case studies were selected to provide not only an insight into the different types of PPPs found across a broad range of geographic contexts, but to highlight how pioneering initiatives can lay the pathway for successful tourism development. The intention of this Report was to disseminate these innovations and stimulate collaboration between tourism stakeholders around the world to develop effective partnerships. In turn, these partnerships will result in inclusive, sustainable and resilient tourism development to contribute to the Sustainable Development Goals (SDGs).

(c) [Affiliate Members Global Report: Volume twelve - Cultural Routes and Itineraries](#): Jointly published with Affiliate Member, Agencia de Turismo de Las Islas Baleares (ATB). The report highlights current trends in cultural tourism, providing insight on how cultural routes and itineraries

contribute to tourism development. Cultural routes have provided destinations globally with a notable competitive advantage among cultural tourists who enjoy more innovative tourism products and valuable visitor experiences.

(d) [Affiliate Members Global Report: Volume thirteen - The Power of Youth Travel!](#): presented at ITB Berlin 2016, this latest edition of The Power of Youth Travel leverages the extensive knowledge and expertise of UNWTO's longstanding Affiliate Member, the World Youth Student and Educational (WYSE) Travel Confederation, and presents various case studies illustrating the value generated from the collaboration between private enterprises and public bodies in addressing the ever-changing demands of youth tourism.

(e) [Affiliate Members Global Report: Volume fourteen - The transformative power of tourism: a paradigm shift towards a more responsible traveller](#): Presented at ITB Berlin 2016, this Report is a joint publication with Affiliate Member, Institute of Tourism, Zagreb, Croatia. The aim of this report is to illustrate real-life initiatives that reflect the great potential of transformative tourism in contributing to tourism development.

(f) [Affiliate Members Global Report, Volume fifteen – Second Global Report on LGBT Tourism](#): Presented at IGLTA Annual Global Convention 2017, this Report is a joint publication with Affiliate Member, International Gay & Lesbian Travel Association (IGLTA). This Report provides a set of recommendations to tourism stakeholders interested in attracting LGBT Tourism and maximizing the benefits associated with LGBT Tourism. The diversity and complexities inherent in LGBT tourism are explored, providing a corresponding set of recommendations to tourism stakeholders to better understand the LGBT traveller. The publication is also enriched by a comprehensive compilation of case studies submitted by various tourism stakeholders who have benefited from their outreach to LGBT travellers.

(g) [Affiliate Members Global Report, Volume sixteen – Second Global Report on Gastronomy Tourism](#): Presented during the 3rd UNWTO World Forum on Gastronomy Tourism in San Sebastian, Spain, this Report presented various examples from tourism and gastronomy professionals with extensive experience in international organizations and destination management, in both tourism enterprises and training schools. The 2nd Global Report on Gastronomy Tourism explores recent trends in gastronomy tourism, as well as experts' analyses and case studies suggesting best practices. The report, developed by the UNWTO Affiliate Members Programme with case studies from 60 contributors including UNWTO Member States, Affiliate Members and partner organizations, showcases how gastronomy tourism can be a driver for modern tourism in creating authentic experiences while promoting sustainable tourism. The report offers an introduction to a variety of themes related to gastronomy tourism, such as case studies on product development and experience in gastronomy tourism, challenges, communication and branding, good practices as well as training and skills in gastronomy tourism. In essence, the 2nd Global Report on Gastronomy Tourism provides a holistic perspective of the state of gastronomy tourism today and an outlook for the future of the sector.

(h) [Knowledge Network \(KN\) Publication: Innovation in Tourism – Bridging Theory and Practice](#): Tourism is a constantly evolving activity in an ever growing and heterogeneous world. The continuous shifts imply that all stakeholders in tourism, either public or private, as well as academia, should be flexible and astute in order to react swiftly to the changing environment. Against this backdrop, innovation has become a main ingredient for successful and sustainable tourism development. This publication presents various case studies from around the world on innovation practices that have been successfully implemented in the areas of product development and governance, strengthening the competitiveness of the destination and often by

embracing advanced technology. These selected case studies of how to bridge theory and practice were presented during the Second UNWTO Knowledge Network Global Forum

5. With the aim of presenting the current opinions and perceptions from our members around the world in respect to recent issues, UNWTO has conducted two online surveys to better understand current perspectives on the following areas of work:

(a) **Survey on Gastronomy Tourism** (results are included in the 2nd UNWTO Global Report on Gastronomy Tourism)

(b) **Survey on LGBT Travel** (results are included in the 2nd UNWTO Global Report on LGBT Tourism).

6. The following additional reports are under way:

(a) UNWTO Global Report on Sport Tourism

(b) UNWTO Global Report on Visitor Experience Management

(c) UNWTO Global Report on Inclusive Tourism

### 3. Prototypes

7. UNWTO has developed the Prototype Methodology in order to establish a formal framework where the public and private sectors can work together to share knowledge and implement tourism projects that improve competitiveness in an ethical and sustainable environment. This methodology has been applied to the three prototypes developed this past year, namely **365**, **Precious Time**, and **UNWTO Wine Tourism Prototype: The Joyful Journey**.

8. Subsequent to the 21st General Assembly, UNWTO has developed the **UNWTO Wine Tourism Prototype: The Joyful Journey**, a prototype that introduces an innovative methodology to identify the existing correlative relationship of the wineries and their surroundings, including their influences on local and regional history, socio-economics and culture. The pilot project was developed in Spain together with Affiliate Member Foro de Marcas Renombradas Españolas (FMRE) and in collaboration with FMRE's member wineries Barbadillo, González & Byass, Freixenet Group, Osborne and Pagos del Rey. This prototype aims to provide an innovative way to promote Spain and its culture through FMRE's member wineries and meet the demands of emerging consumer profiles. UNWTO has also developed the prototype's technical design, brand image, product development strategy, communication plan and governance model. This project can be adapted for application in other destinations that meet the standards established in the prototype. The study was presented at the 1st UNWTO Global Conference of Wine Tourism, in the Kakheti Region, Georgia (7-9 September 2016).

9. The Affiliate Members Programme is currently undergoing the initial steps to replicate the Joyful Journey prototype in Mendoza, Argentina.

### 4. UNWTO Networks and UNWTO Working Groups

10. In order to provide an increased value to the Members, by means of grouping them together by areas of interest and designing specific activities within the Action Plan, the Affiliate Members Programme has launched **UNWTO Networks**. UNWTO Networks serve as a venue for active collaboration among UNWTO Members – stakeholders from NGOs, government and academia - to address pressing tourism-related issues of common interest. Its main objective is to enhance

partnership's value by facilitating the engagement of all actors, the exchange of knowledge and the development of innovative projects. Thus far, there are four established UNWTO Networks: **Knowledge Network, Gastronomy Network, Shopping Tourism Network and City Tourism Network.**

11. Furthermore, following the completion of phases 1 to 3 of "The Joyful Journey Prototype, Spain", which was presented at the 103rd session of the UNWTO Executive Council (Málaga, 11 May 2016), it has been proposed to create **The Joyful Journey - A UNWTO Wine Tourism Network:** a Wine Tourism Network, "The Joyful Journey - A UNWTO Wine Tourism Network" (hereinafter "the Network"). The Terms and Conditions for participating in the Network are included in Annex III. The Network aims at facilitating the coordination of the first application carried out in Spain with those to be carried out in other parts of the world, such as the prototype currently underway in Mendoza, Argentina, during 2017.

(a) Network membership will be open to all UNWTO Members (Member States, Associate Members and Affiliate Members) who have led the development of a UNWTO Wine Tourism Prototype.

(b) An annual fee will be established and an agreement will be signed in each case with Members who have carried out the respective prototype. This model can be extrapolated to other prototypes, in other areas, that can be carried out in the future.

(c) For the communication purposes, the Network will have a logo in the form of a "stamp" that integrates the name "The Joyful Journey" and the endorsement "A UNWTO Wine Tourism Network" along with a symbol designed to enhance the text. The Guidelines for the use of its specific logo that will be applicable in future Prototypes are included in Annex II.

(d) The Members of the Wine Tourism Network "The Joyful Journey - A UNWTO Wine Tourism Network" and those entities that obtain explicit authorization for its use may use the name together with the logo of the regional initiative in which they participate in compliance with the stipulated terms and conditions to such effect.

12. Since the previous General Assembly, a series of actions based on the work areas around UNWTO Networks have been carried out. These actions are the following:

(a) **Fostering Talent through Partnership - Knowledge Network Talent Development Platform:** This is designed to promote young talent in tourism by connecting UNWTO Members of the public and private sectors with outstanding students and young professionals from the UNWTO Affiliate Members.

(b) **Knowledge Network meeting – Europe Chapter:** Held in the framework of the UNWTO Conference on Talent Development and Education in Tourism in Bilbao, Spain, this meeting aimed to enhance the value of being part of an active network of knowledge by creating tangible opportunities to build relationships within the Knowledge Network community as well as with the UNWTO Member States and Affiliate Members.

(c) **Presentation of the UNWTO Shopping Tourism Network at the Global Department Store Summit, Zurich, Switzerland:** The Global Department Store Summit (GDSS) is the world's leading discussion platform for department store CEOs, senior executives and their stakeholders, including brands, suppliers and service companies. For the first time, UNWTO was invited, and presented the UNWTO Shopping Tourism Network, sharing its knowledge on the role of shopping in tourism product development. GDSS 2016 took place on 26-27 May in Zurich,

Switzerland, and was organized by Intercontinental Group of Department Stores in collaboration with Jelmoli, Switzerland.

(d) **Gastronomy Network meetings:** aiming to further strengthen collaboration between UNWTO and other representative organizations in the field of gastronomy, establish new networking opportunities and discuss developments since the last meeting. The latest Gastronomy Network meetings took place on 6 July 2017 located at UNWTO Headquarters jointly organized with our affiliate member Madison MK which hosted 45 participants.

(e) **Mayors for Tourism Initiative:** Mayors for Tourism Initiative under the City Tourism Network has the objective of acknowledging the important role of tourism as a driving force for economic growth and development so that it is explicitly included as a priority in the urban agenda at a global level. The Mayors for Tourism Initiative is open to any interested mayor from cities of any size and held its first meeting at the launch of the City Tourism Network on the occasion of the 5th Global Summit on City Tourism (Luxor, Egypt, 1–2 November 2016).

(f) **Peer-to-Peer Initiative: Malaga-Amman:** this initiative under the City Tourism Network aims to foster the exchange between cities and advance the development of city tourism. The cooperation between the city of Amman and the city of Malaga will result in an exchange of expertise on cultural tourism and will serve as a pioneering reference for future projects of collaboration between cities.

13. In addition to Networks, UNWTO also supports **Working Groups** for those Affiliate Members who wish to exchange expertise with others in segments of tourism in which they have mutual interest. Working Groups serve as a crucial starting point for knowledge exchange and generation, from which further initiatives can be developed. On the occasion of the 38th Plenary Session of the Affiliate Members held in Yerevan, Armenia on 3-4 October 2016, it was decided to create working groups within the Affiliate Members Programme. Working groups have been established on the following topics: **Accessible Tourism** (at the request of Red Estable); **Technology and Tourism** (at the request of Google and Kyoto University); **Youth Travel** (at the request of WYSE); **Scientific Tourism** (at the request of Fundación Starlight); Destinations at stake (at the request of BTW); **Quality in Tourism** (at the request of ICTE) and **Meetings Industry** (at the request of IMEX and ICCA).

14. All Working Groups will be officially presented during the 39th Plenary Session of Affiliate Members, held during the 22nd session of the UNWTO General Assembly in Chengdu, China.

15. In relation to our collaborative effort strengthening collaboration with Affiliate Members, 27 memoranda of understanding have been signed with various Affiliate Members of UNWTO since the last session of the UNWTO General Assembly. The memoranda are aimed at enhancing collaboration between UNWTO and the respective Affiliate Member (see Annex II for a brief description of each MoU).

### III. Other matters

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16. Various modifications to the Rules of Procedure of the Committee of the Affiliate Members have been proposed as set forth in document A/22/11(b).



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**IV. Actions to be taken by the General Assembly**

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17. The General Assembly is invited:

- (a) To acknowledge the constructive role of the initiatives implemented in the Action Plan of the Affiliate Members Programme, including prototypes, networks, working groups, reports, joint projects with other programmes, technical seminars and specialized events as well as the growing number of Affiliate Members that participate in them;
- (b) To encourage participation of the Member States in the existing UNWTO Networks and UNWTO Working Groups as well as proactive involvement of new areas of exchange of expertise;
- (c) To continue supporting the importance of the Prototype Methodology and related materials developed by the Secretariat including its names and signs, acknowledging these as being under UNWTO's brand, including phases 4 and 5, as an ideal framework where the public and private sectors can collaborate in the sharing of knowledge and development of projects that enhance competitiveness within an ethical and sustainable environment;
- (d) To take note of the further dissemination and visibility of the UNWTO Awards for Excellence and Innovation as a way of recognizing the importance of the contribution of tourism to society; and
- (e) To support the creation of the Wine Tourism Network, "The Joyful Journey - A UNWTO Wine Tourism Network" and to endorse the terms and conditions for participating in the Network and the guidelines for the use of its specific logo, which will be applicable in future Prototypes.

**Annex I: General situation of the Affiliate Members**

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- (a) The number of Affiliate Members is currently 494.
- (b) The total geographic distribution of the Affiliate Members is as follows:
  - (i) Africa: 26
  - (ii) Americas: 109
  - (iii) Asia-Pacific: 61
  - (iv) Europe: 282
  - (v) Middle East: 16
- (c) The Affiliate Members represent the following areas:
  - (i) University and Research Programs: 130
  - (ii) Professional Associations: 50
  - (iii) National, Regional, Local, City Promotion Boards: 63
  - (iv) Tourism Business Management & Consultancy: 48
  - (v) Destination Management Organizations: 21
  - (vi) Hotels / Accommodation: 22
  - (vii) Trade Fairs & Exhibition Management: 23
  - (viii) Travel Agencies & Tour Operators: 45
  - (ix) Air, Rail & Road Transport: 13
  - (x) Research Social, Economic and Cultural Impacts of Tourism: 19
  - (xi) Mass Media: 9
  - (xii) Other activities: 51
- (d) 84 research and innovation institutions are part of the Knowledge Network.
- (e) Since the last General Assembly, 89 Affiliate Members have joined the Organization.

## Annex II: Memoranda of understanding signings

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The MoUs aim to enhance collaboration between UNWTO and the respective Affiliate Member in the areas of research and the promotion of best practices. Since the last session of the UNWTO General Assembly, numerous Memoranda of Understanding have been signed with various Affiliate Members of UNWTO:

### 2015

- (a) Clúster de Turismo de Montaña: to promote innovation in tourism as a key instrument in tackling deseasonalization;
- (b) Japan Travel and Tourism Association (JTTA): both parties will exchange information for the purposes of mutually enhancing statistical collection, analysis and research relating to trends, perspectives and methodology;
- (c) University of the Church of Deusto: to promote the creation and dissemination of knowledge, within the framework of the Knowledge Network of the UNWTO Affiliate Members Programme, in order to reduce the current gap between the supply and demand of tourism research and promote the future role of the Network in relations within the tourism sector for the advancement of the global debate; and
- (d) Ostelea School of Tourism & Hospitality: promote the development of knowledge within the tourism sector.

### 2016

- (e) Government of Armenia: to organize the 38th UNWTO Affiliate Members Plenary Session in Yerevan, Armenia;
- (f) Bench Events: to actively support and participate in relevant events organised by the parties;
- (g) Centro de Formación en Turismo (CENFOTUR): regarding the publication of "UNWTO Knowledge Network Issue Paper Series, Volume II, Issue 1: Talent Development – Key for Destination Competitiveness";
- (h) FUNDACIÓN EOI: to launch a set of initiatives aimed at improving the management quality of companies in the tourism sector, in the territories and regions that UNWTO considers relevant and appropriate;
- (i) Fundación Junípero Serra: to promote the creation and dissemination of knowledge, as an integral part of UNWTO Knowledge Network, in order to reduce the gap between supply and demand in the field of tourism research;
- (j) Government of Georgia: to organize the 1st UNWTO Global Conference on Wine Tourism in Tbilisi and Kakheti Region, Georgia;
- (k) Horwath HTL: to explore development and investment opportunities in tourism, hospitality and leisure, in mature and emerging markets;

- (l) Hostelling International: to promote global travel and interaction with the objective of increasing mutual understanding among different peoples as well as to acknowledge and encourage the significance of Youth Tourism on education;
- (m) International Gay & Lesbian Travel Association (IGLTA): regarding the Publication of the 2nd Global Report on LGBT Tourism;
- (n) Madison MK: regarding the Publication of Visitor Experience Management;
- (o) Government of Peru: to organize the 2nd UNWTO World Forum on Gastronomy Tourism; and
- (p) The World Youth Student and Educational (WYSE) Travel Confederation: regarding strategic collaboration in all matters that concern youth, student and educational travel.

**2017**

- (q) Government of Argentina: to organize the 2nd UNWTO Global Conference on Wine Tourism and development of Wine Tourism Prototype in Mendoza;
- (r) Basque Culinary Center: to organize the 3rd UNWTO World Forum on Gastronomy Tourism;
- (s) Chemonics International Inc.: Sponsorship of UNWTO, Government of Jamaica and World Bank Group Conference on Jobs and Inclusive Growth: Partnerships for Sustainable Tourism;
- (t) Elite Touring: Provide buses for the Round Table on Sustainable Urban Tourism;
- (u) IMEX: Collaboration in matters regarding the sustainable development of the meetings and events industry;
- (v) Government of Jamaica: to organize UNWTO, Government of Jamaica and World Bank Group Conference on Jobs and Inclusive Growth: Partnerships for Sustainable Tourism;
- (w) Japan Travel and Tourism Association (JTTA) and Gurunavi: to jointly publish Affiliate Members Report on Gastronomy Tourism: Japan;
- (x) La Rochelle Business School: promoting international internships for selected students from LRBS at UNWTO;
- (y) Juraj Dobrila University of Pula: promoting international internships for selected students from JDUP at UNWTO;
- (z) The Ostelea School of Tourism & Hospitality: on the preparation of Global Report on Sports Tourism; and
- (aa) Government of Thailand: to organize the 4th UNWTO World Forum on Gastronomy Tourism.

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**Annex III: The Joyful Journey - A UNWTO Wine Tourism Network**


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**'THE JOYFUL JOURNEY - A UNWTO WINE TOURISM NETWORK': DESCRIPTION AND TERMS AND CONDITIONS OF PARTICIPATION**
**INTRODUCTION**

Wine tourism, an essential component of food tourism, has become in recent years a strategic component that allows us to experience the culture and lifestyle of the different places and a determining factor when selecting destinations.

Wine tourism presents the classic values that are associated with new trends in tourism: respect for culture and tradition, authenticity, experience...

Also, wine tourism represents an opportunity to boost and diversify tourism, promote local economic development, involving different professional sectors (producers, expert sommeliers, gourmet shops...) and incorporates new uses to the primary sector.

In the words of Dr. Taleb Rifai, UNWTO Secretary-General, "Wine tourism represents a growing segment with immense opportunities to diversify demand."

This prominent role of wine tourism in the choice of destination and tourism consumption has resulted in the growth of wine tourism offerings based on quality local products and in the consolidation of a market for wine tourism.

For these reasons, to promote the development of this tourism segment, UNWTO has decided to launch its wine tourism network: The Joyful Journey - A UNWTO Wine Tourism Network.

**WHAT IS "THE JOYFUL JOURNEY - A UNWTO WINE TOURISM NETWORK"**

"The Joyful Journey - A UNWTO Wine Tourism Network" is a forum for work and reflection within the framework of the Affiliate Members Programme in which participants will be able to interact, share and access relevant information.

They can also benefit from a platform to generate, disseminate and apply specific knowledge in order to take advantage of the enormous potential of gastronomy to mobilize a wide variety of sectors and resources.

In this forum, experts, destinations, academic institutions and a wide variety of public and private sector actors can work together in shaping the future of the tourism sector linked to wineries.

**Objectives**

- To promote the dissemination of trends with the aim of improving the development and management of wine tourism, and transmit successful experiences of initiatives at a global level.
- To promote the concept of innovation in wine tourism, trying to lay the foundations for sustainable development.
- To promote the creation of an instrument of knowledge for UNWTO Members about the potential of wine tourism by encouraging the participation of all stakeholders in the sector.
- To promote the collaboration of the UNWTO with other representative organizations in the field of wine tourism.
- To promote training programmes and research on wine tourism in collaboration with other institutions.
- To establish mechanisms of exchange among UNWTO members and to define needs and issues in the development of wine tourism.

## **TERMS AND CONDITIONS FOR PARTICIPATION IN “THE JOYFUL JOURNEY - A UNWTO WINE TOURISM NETWORK”**

Members of “The Joyful Journey - A UNWTO Wine Tourism Network” must comply with these rules. The UNWTO reserves the right to suspend or terminate the membership of entities in the Network at any time and without any economic or other liability in case of non-compliance and if they no longer qualify to participate, as well as for any other duly justified cause.

### **1. Membership**

Membership in “The Joyful Journey - A UNWTO Wine Tourism Network” (hereinafter referred to as “the Network”) is open to all UNWTO Members (Member States, Associate Members and Affiliate Members) that:

- have led the development of a UNWTO prototype on wine tourism;
- comply with all obligations arising from the membership described below and with the terms and conditions included in this document.

### **2. Obligations of the members of the Network**

- Maintain their status as a UNWTO Member;
- Respect, meet and disseminate the principles, values, standards and policies of the UNWTO;
- Respect and comply with the agreements concluded and the decisions taken by the organs of the Affiliate Members, as well as by the governing bodies of the UNWTO;
- Respect and comply with the UNWTO's guidelines and conditions of use the signs of the UNWTO and of the “Joyful Journey, a UNWTO Wine Tourism Network”, and ensure that they are likewise respected and fulfilled by their own members and collaborators;
- Respect and observe the UNWTO Global Code of Ethics for Tourism;
- Comply with the conditions described in section 8 "Financial provisions"

### **3. Legal status and liability**

3.1. The UNWTO shall be exempt from all liability for the acts and omissions of the members of the Network and shall not be subject to legal proceedings or be subject to any kind of liability, financial or otherwise, with the sole exception of the expressly established precepts in these Terms and Conditions.

3.2. The members of the Network agree to hold free from all responsibility and, if applicable, defend the Organization with respect to any legal action, claim or demand related to the member and its activities.

### **4. Monitoring and evaluation**

The UNWTO may at any time carry out an evaluation of the activities of any member of the Network in order to verify that it meets all terms and conditions. The Organization shall send the member of the Network, as soon as possible, a report on any monitoring or evaluation carried out.

### **5. Use of the name and logos of the Network**

- (a) Members of the Network may use the attached logo (hereinafter referred to as the “The

Joyful Journey - A UNWTO Wine Tourism Network” logo or “seal of the Network”) which shall coexist with the logo of the regional initiative in accordance with the protocol of use of the seal of the Network:

**Endorsement brand “The Joyful Journey – A UNWTO Wine Tourism Network”**



**A UNWTO**  
Wine Tourism Network

**Brand architecture: how the UNWTO logo coexists with the regional logo designated for the commercialization of the products designed in the prototype. Example resulting from the exercise carried out in Spain with the Renowned Brands Forum.**



*Wine Tourism Network*  
World Tourism Organization  
(UNWTO)

- (b) Network members may use the name of the Network and of the UNWTO only in relation with activities of the Network.
- (c) Members of the Network shall not use in any way the name, emblem, abbreviation or flag

of the UNWTO in relation with its own affairs or other scope unless they are granted prior written authorization by the UNWTO, and comply with the terms and conditions established by the Organization.

(d) The UNWTO and the members of the Network shall coordinate and establish a communication strategy and policy to be applied in the communication and dissemination of all activities jointly carried out. Any action prior to its approval must have the prior agreement of the parties.

## **6. Exclusivity**

The parties agree that these terms and conditions do not confer any exclusivity with respect to the activities they regulate and that the parties may collaborate in similar activities with other partners.

## **7. General terms and conditions**

7.1. Neither acceptance as a member of the Network nor participation in the Network may be interpreted as giving rise to a joint venture or employment relationship or representation between the parties, or any other type of relationship from which any kind of shared responsibility shared between the member of the Network and the UNWTO.

7.2. The Network member confirms that it is not directly involved in the production of goods, the provision of services or any other activity that would be contrary to the objectives or principles of UNWTO or the United Nations.

7.3. The member of the Network shall respect the legislation of the countries in which it operates. The member of the Network shall not allow any official of the Organization to receive a direct or indirect benefit for due to its participation in the Network or in relation to any subsequent agreement between the parties.

7.4. The parties shall not assign, transfer, pledge or otherwise alienate any rights, titles or obligations arising from their participation in the Network or this document, except with the prior written approval of the other party. Any of the aforementioned actions that are carried out without such written approval shall not be valid.

7.5. The member of the Network shall not be involved in any way in actions or behaviours that could have a negative impact on the UNWTO.

## **8. Financial provisions**

8.1. As in the rest of the phases of the prototype, phases 4 and 5 shall have their cost to be defined in each case.

8.2. The members of the Network shall pay the amount of 5,000 euros per year for access to participation in the Network as described in this Annex. This amount is exempt from any direct or indirect taxes and expenses of any nature and may only be adjusted or revised upon written agreement of the parties.

8.3. In case of loss of UNWTO Member status or termination of agreement between the UNWTO and the Network member, the annual amount to be paid referred to in 8.1 for the year in which the



participation in the Network ends shall be prorated to the effective date of loss of UNWTO Member status or termination of such agreement, following UNWTO's prorating policy.

8.4. If as at every 31 December from the date of signature of the agreement between the UNWTO and the member of the Network for the implementation of phases 4 and 5 of the prototype of the UNWTO and until the end of the agreement, the member has not paid the amount per year referred to in 8.1, the member's participation in the Network shall be deemed to have terminated at that date.

8.5. The UNWTO may, in accordance with its rules and regulations, receive voluntary contributions from Network Members, other Members of the Organization or external sources to support the Network's programme of work.

## 9. Immunities and Privileges

No provision in this Agreement or in relation thereto shall constitute an express or implied waiver of the privileges and immunities of the UNWTO.

## GUIDELINES ON THE USE OF THE "JOYFUL JOURNEY - UNWTO WINE TOURISM NETWORK" SIGNS BY ORGANIZATIONS OTHER THAN THE UNWTO SECRETARIAT

### 1. The logo of the UNWTO Wine Tourism Prototype "The Joyful Journey"

The basic visual communication element of The Joyful Journey is the logo, which includes the name "The Joyful Journey" along with the endorsement "A UNWTO Wine Tourism Network" and a symbolism that enhances the verbal message.

Members of the "The Joyful Journey - A UNWTO Wine Tourism Network" may use the "Joyful Journey" logo together with the "A UNWTO Wine Tourism Network" endorsement, provided that such use is made in accordance with the values, principles and objectives of the Organization and of the Network and in compliance with the terms and requirements established in these Guidelines under the following conditions:

- (a) The designated official must issue a specific written authorization for a specified period of time and, where appropriate, the specific conditions of use;
- (b) The "Joyful Journey" logo along with the "A UNWTO Wine Tourism Network" endorsement must appear in a secondary position, i.e., it should not appear at the same level as the institution;
- (c) The "Joyful Journey" logo along with the "A UNWTO Wine Tourism Network" endorsement may only be used in documents, publications and communications that are directly related to the prototype, and provided that the use pursues any of the following aims:
  - To support the objectives of the prototype carried out, as well as policies and activities of the UNWTO and the "The Joyful Journey - A UNWTO Wine Tourism Network";
  - To help raise funds for the benefit of the Organization and/or "The Joyful Journey - A UNWTO Wine Tourism Network";
  - To cover educational or informational purposes.

All members of the Network have a duty to protect the signs of the Network and those of the UNWTO and to take any timely action and do everything on their part to avoid any unauthorized use of both the signs of the Network and those of the UNWTO.

## **2. The “Joyful Journey - A UNWTO Wine Tourism Network” seal or endorsement brand**

### **2.1. Introduction**

The endorsement logo (hereinafter, 'the "The Joyful Journey - A UNWTO Wine Tourism Network" seal' or 'Network seal') comprises the name “The Joyful Journey” and the endorsement “A UNWTO Wine Tourism Network” and a symbolism that enhances the verbal message.

The members of “The Joyful Journey - A UNWTO Wine Tourism Network” and those entities that obtain express authorization for it may use it together with the logo of the regional initiative in which they participate.

In order to obtain electronic originals, as well as to resolve any doubts about the brand structure or application of colour, typography, proportions, etc., please contact the communication department of The Joyful Journey.

No redrawing of the basic elements, or variation of existing ones, shall be allowed.

### **2.2. Authorization for the use of the seal of the Network**

#### **a. Use by members of the Network**

In general terms, only members of “The Joyful Journey - UNWTO Wine Tourism Network” may use the seal of the Network, provided that such use is made in accordance with the values, principles and objectives of the Organization and of the Network and complies with the terms and requirements established in these Guidelines.

Said use shall be made following the technical indications of the previous section and only to indicate the membership in the Network through the regional initiative in which the user participates. For this reason, the seal must always be used alongside the logo of the regional initiative in which the member of the Network in question participates, never in isolation. All members of the Network are expected to duly inform the UNWTO about its use.

All members of the Network have the duty to protect the signs of Network and to take any timely action and do everything on their part to avoid any unauthorized use of both the Network's signs and those of the UNWTO.

#### **b. Use of the seal by commercial entities participating in regional initiatives:**

The use of the seal by the commercial entities participating in the regional initiatives may also be authorized when they expressly request it. To do this, they must complete the forms attached as Annex A and Annex B, which they must send to the contact person of the Network well in advance of the expected start of use.

### **3. Responsibility**

All entities authorized to use the signs of the Network, must accept the following provisions on waiver of liability:

- a. The entity has a responsibility to ensure that activities are carried out in accordance with applicable law and to ensure that the appropriate level of insurance is maintained to cover the risks arising from such activities;
- b. Neither the UNWTO nor the United Nations assumes any responsibility for the activities carried out by the undersigned and
- c. The entity shall hold free of liability and defend the UNWTO, the United Nations and its officials from any claims that may be brought against the Organization, the United Nations and its officials as a result of the use of the seal.

### **4. Conditions of use:**

- a. Authorization is granted for the sole purpose of using the signs, so any modification, in particular of its components, proportions or colour, is prohibited. UNWTO will provide to the entities authorized to use the logo all high-resolution applications of the black and white and colour versions for use in paper or electronic format, as well as the proportions between the logo of the Network and the logo of the regional initiative in which the member of the Network in question participates.
- b. The beneficiary of the authorization may not transfer, sell, exchange or obtain any economic or commercial benefit from the same.
- c. The use of the signs of the Network must have a direct connection with the activities of the Network.
- d. The use of the signs of the Network must not damage the reputation of the Network, the UNWTO, the United Nations or the United Nations system, or its specialized agencies, programmes, funds or offices.
- e. The Organization assumes no responsibility for the activities of the beneficiary in connection with the signs of the Network.
- f. The beneficiary agrees to hold free of liability and defend the Organization and its officials against any action that may be taken against them in connection with the use of the signs of the Network.
- g. The Secretariat of the Organization may at any time terminate the authorization to use the signs, without the Organization incurring any liability.

### **5. Use of the UNWTO name, acronym, flag and emblem**

The authorization to use the signs of the Network does not authorize in any case the use of the name, emblem, acronym or flag of the UNWTO, which shall require the prior written authorization of the

UNWTO and compliance with the terms and conditions established by the Organization in the Guidelines on the use of UNWTO signs by entities other than the UNWTO Secretariat.