



Affiliate Members Department

PROGRAMME OF WORK

2021

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Draft: 31 October 2020

**ANNEX 1:
Affiliate Members participation in the framework of the main UNWTO Statutory
and high level Meetings**

A. Statutory and high-level Meetings			
DATE	EVENT	PLACE	AM ACTIVITIES
January	Meeting of the AM Board	Virtual	<ul style="list-style-type: none"> • Approve the revised form of PoW 2021 • Establish the participation of AMs in the 113th Executive Council
January	113th Session of the UNWTO Executive Council (EC)	Madrid or Virtual	<ul style="list-style-type: none"> • Institutional representation of the Board of AMs • Submit to consideration of EC the advances of the work of the WG on Legal Reform Legal framework
2021	Meetings of the Global Tourism Crisis Committee	Various (virtual)	<ul style="list-style-type: none"> • Institutional representation of the Board of AMs
April – June (TBC)	64th meeting of the Regional Commission for Africa	TBd (or virtual)	<ul style="list-style-type: none"> • Institutional representation of the Board of AMs
April – June (TBC)	66th Meeting of the Regional Commission for Americas	TBd (or virtual)	<ul style="list-style-type: none"> • Institutional representation of the Board of AMs
April – June (TBC)	66th Meeting of the Regional Commission for Europe	TBd (or virtual)	<ul style="list-style-type: none"> • Institutional representation of the Board of AMs
April – June (TBC)	33rd Meeting of the Regional Commission for Asia Pacific and South Asia.	TBd (or virtual)	<ul style="list-style-type: none"> • Institutional representation of the Board of AMs
April – June (TBC)	47th Meeting of the Regional Commission for the Middle East	TBd (or virtual)	<ul style="list-style-type: none"> • Institutional representation of the Board of AMs
TBC	114th Session of the UNWTO Executive Council (EC)	Marrakesh	<ul style="list-style-type: none"> • Institutional representation of the Board of AMs

	24th General Assembly	Marrakesh	<ul style="list-style-type: none"> • TBD
	43rd Plenary Session of Affiliate Members	Marrakesh	<ul style="list-style-type: none"> • Discuss the Programme of Work for 2022
	Meeting of the Working Group for Integral Reform	Marrakesh	<ul style="list-style-type: none"> • Submit to consideration of GA the final version of the work of the WG on Legal Reform Legal framework

B. Other Events with relevant AMs participation			
DATE	EVENT	PLACE	AM ACTIVITIES
TBC	UN Global Compact (UNGC) Leaders Summit 2021	TBC	the AMD will present the work of the different UNWTO Departments and relevant initiatives from our UNWTO Affiliate Members.
19-23 May	FITUR	Madrid	AM Corner
TBC	ITB	Berlin	AM Corner
TBC	WTM	London	AM Corner

C. Main events organized by AMD			
DATE	EVENT	PLACE	AM ACTIVITIES
May 2020	Platino Awards Gala	Riviera Maya, Mexic	Organization of the congress
28-29 October	World Sport Tourism Congress	Lloret de Mar (Spain)	Organization of the congress
May 2021	Expert Meeting on Tourism and the SDGs	Madrid	To present the best practices implemented and enhance the partnership opportunity to replicate them.

D. Activities organized by AMs with the institutional participation and/or support of UNWTO / AMD			
DATE	EVENT	PLACE	AM ACTIVITIES
February 2021	AM Round table	TBD	Organized by Chameleon Strategies as part of the promotional Campaign to have more AMs in Asia and the Pacific

March 2021	Seminar on sustainable tourism in World Heritage Cities	Alcalá de Henares, Spain	Organized by GCPHE to present the best practices in the World Heritage Cities
Tbc-	Destination Mekong Summit 2021	TBD	Organized by Chameleon Strategies to share and present the best practices in the region
3-4-5 June	I International Astrotourism Conference	Évora, Portugal	Organized by the Affiliate Member Starlight Foundation
TBC	World Congress of Smart Tourist Destinations	Barcelona, Spain	Organized by CETT in the collaboration with the Barcelona City Council and the Barcelona Provincial Council
TBC	Air Connectivity and Sustainable Tourism: A Practical Approach	TBD	Organized by ICF SH&E INC.
December 2021	Tourism and culture synergies	TBD	Organized by CED
April - May	MotoSummit 2021	St. Petersburg, Russia	The summit is organizing in collaboration with International Motorcycling Federation (FIM), St. Peterburg Committee for Tourism and supporting by UNWTO through participation of the AMD.
TBC	Moscow Startup Event	Moscow, Russia	UNWTO SDG Global Startup Competition.

**ANNEX II:
AM'S ACTIVITIES ON TOURISM RECOVERY WITH THE SUPPORT OF AMD**

Category/Affiliate Member	Theme/subject
Regional Cooperation	
Tourism Promotion Organization (TPO)	Virtual platform as an online tool that enables B2B consulting, contracts and transactions.
North-Ossetian State University	Touristic Prospect: Joint project for the creation of a touristic prospect to attract tourists to the region.
Chameleon Strategies	Collaboration on tourism recovery plan in Silk Road
Chameleon Strategies	Sharing and replicating the EMC on "Collaborative Rural Experiences" with interested regional Partners
Training/webinar and capacity building	
University of Brighton	Responding to COVID19 African Tourism SMEs' Stabilization and Acceleration Program
ICF SH&E INC.	Workshop for destinations to foster air connectivity via an integrated tourism strategy
World Leisure Organization	Thematic webinar (series) – "Accessibility to ensure the exercise of Tourism and Leisure as Human Rights"
Four Communications	Place+ Destination Management for Marketeers Place+ Recovery Planning Workshops
Singerman and Makon	Experiential tourism and share best practices in LATAM
North-Ossetian State University	Online course on UN Sustainable Development Goals

ANNEX III: Guidelines on the creation of the Working Groups (WG)

The Affiliate Members Department (AMD) encourages the creation of Working Groups (WG) in areas related to the tourism sector.

Working Groups (WG) represent an excellent framework for the Affiliate Members to exchange ideas, proposals and expertise on concrete topics.

The AMD provides a dedicated space within its online platform AMConnected for the Affiliate Members to directly interact between them in an easy, fast, professional and effective way.

Previous Considerations:

The creation of a WG is a process initiated upon a well-founded and well considered proposal by the Affiliate Members. The most important aspect to consider before creating a WG is the existence of one or more Affiliate Members with real interest in its creation, management and revitalization.

WGs are managed and operated by the Affiliate Members. The AMD's role is to facilitate the function of the WG by providing support and assistance to its members.

To achieve tangible results, the WG must count on the active participation and commitment of its members. Past experiences have shown that failing to do so will result in the WG being inactive.

How to create a Working Group (WG):

- 1- The Affiliate Member(s) who wishes to form a new WG (the "initiator") on a particular topic and the participating members **must be genuinely interested and fully committed to the initiative and the topic of the group**. To create a WG, the initiator(s) must previously contact other Affiliate Members interested in actively participating in the WG.
- 2- The initiator (s) can request the creation of the WG to the AMD by sending a proposal at am@unwto.org. The proposal must contain:
 - ✓ A brief explanation of the objective of the WG;
 - ✓ topics to be included in the initial agenda;
 - ✓ a road map for the early stages of the WG;
 - ✓ the list of Affiliate Members interested in being part of the WG.
- 3- Upon receipt of the written proposal, the AMD will analyse its content, the interest of the participating members and the resources available. Based on the above, the AMD will approve the creation of the WG, suggest to postpone it or refuse it.
- 4- To assess the possible growth and consolidation of the group beyond the initial participants, the AMD can check with those Affiliate Members experienced on the topic proposed if they would be interested in joining the WG, in coordination with the initiator(s) of the WG.
- 5- Once the WG is formally approved and established, the AMD will coordinate the first meeting, in-person or remotely. The meeting will be co-chaired by the initiator(s) of the WG and a representative of the AMD.
- 6- The AMD will provide members of WGs with the relevant information on the rules and procedures related to the management of the WG activity, acceptance of new membership requests and withdrawals of memberships.

ANNEX IV: Board of Affiliate Members 2019 – 2021

The Board of the Affiliate Members serves as an advisory body to the Secretary-General and as the statutory authoritative organ of the Affiliate Members. The formal constitution of the elected Board of the Affiliate Members took place at the 49th Meeting of the Board on 12 September 2019.

Chair: FITUR - FERIA INTERNACIONAL DE TURISMO (Spain)

1st Vice Chair: THE GEORGE WASHINGTON UNIVERSITY (USA)

2nd Vice Chair: CHAMELEON STRATEGIES (Thailand)

Members of the Board:

Europe / Europa

1. ASOCIACIÓN EMPRESARIAL HOTELERA DE MADRID (AEHM) (Spain / España)
2. ESTUDIS D'HOTELERIA I TURISME CETT, SA (Spain / España)
3. FITUR - FERIA INTERNACIONAL DE TURISMO (Spain / España)
4. GLOBAL JOURNEY CONSULTING (Spain / España)
5. IATA - INTERNATIONAL AIR TRANSPORT ASSOCIATION (Switzerland / Suiza)
6. KALAM (Spain / España)
7. RED ESPAÑOLA DE TURISMO ACCESIBLE- RED ESTABLE (Spain / España)
8. NECSTOUR - THE NETWORK OF EUROPEAN REGIONS FOR A SUSTAINABLE AND COMPETITIVE TOURISM (Belgium / Bélgica)
9. SKÅL INTERNATIONAL (Spain / España)
10. TURISME DE BARCELONA (Spain / España)

Americas

11. CAMARA ARGENTINA DE TURISMO (CAT) (Argentina)
12. ASOCIACIÓN HOTELERA Y TURÍSTICA DE COLOMBIA (COTELCO) (Colombia)
13. THE GEORGE WASHINGTON UNIVERSITY (United States of America / Estados Unidos de América)
14. GRUPO XCARET (Mexico / México)

Africa / África

15. SEYCHELLES SUSTAINABLE TOURISM FOUNDATION (SSTF) (Seychelles)
16. TOURIST ASSOCIATION FOR RESEARCH AND DEVELOPMENT AND SUSTAINABLE DEVELOPMENT FOR LOCAL AND REGIONAL INVESTMENTS/CSO-NGO (Morocco / Marruecos)

East Asia and the Pacific / Asia Oriental y el Pacífico

17. THE HONG KONG POLYTECHNIC UNIVERSITY – SCHOOL OF HOTEL AND TOURISM MANAGEMENT (SHTM) (China)
18. CHAMELEON STRATEGIES (Thailand / Tailandia)

South Asia / Asia Meridional

19. ALISADR TOURISM CO (Iran (Islamic Republic of) / Irán (República Islámica del))
20. SMART SOLUTIONS AND SUSTAINABLE DEVELOPMENT OF IRSA (Iran Islamic Republic of) / (Irán República Islámica de)

Middle East / Oriente Medio

21. ETIHAD AVIATION GROUP (United Arab Emirates / Emiratos Árabes Unidos)
22. UNITED SAEED ASSIRI.CO.LTD (Saudi Arabia / Arabia Saudita)

DECISION**Agenda item 3(b)**
Implementation of the General Programme of Work
(document CE/112/3(b) rev.3)

The Executive Council,

Having examined the report on the Implementation of the General Programme of Work,

1. *Takes note of the activities implemented and progress achieved;*
2. *Endorses the Women in Tourism Action Plan and requests the Secretary-General to regularly report on its implementation (Annex VI);*
3. *Approves the establishment of a Working Group with the mission of preparing a proposal for an integral reform of the existing Rules of Procedures of the Affiliate Members and to set the basis of the creation and operation of a Committee for Affiliate Members (Annex IV-C);*
4. *Also approves the modus operandi and composition of the Technical Committee on Tourism Online Education, as presented in Annex VII;*
5. *Approves the creation of the Committee pending confirmation of its composition;*
6. *Requests the Secretary-General to submit to the 113th session of the Executive Council the rules of procedure proposed for the Committee as well as the list of invited participants;*
7. *Welcomes the advancement of international standards regarding the assistance to tourists in emergency situations and regarding tourism consumer rights in the post-COVID-19 scenario;*
8. *Approves the terms of reference of the committee for the development of an International Code for the Protection of Tourists, as presented in Annex VIII; and*
9. *Commends the efforts of the Secretary-General in pursuing stronger collaboration with the European Institutions and achieving the explicit inclusion of tourism in the context of the EU GREEN DEAL.*

Annex IV-C: Proposal of the Secretary-General to create a Working Group on the legal framework of the Affiliate Membership

Proposal on the establishment of a Working Group

1. The World Tourism Organization is the only United Nations agency that has the privilege of having among its Membership also representatives of the private sector: the UNWTO Affiliate Members. The recognition of the crucial role of Affiliate Membership to improve the capacity of the Organization to fulfill its mission is part of the Management vision for the current stage.

Within this context, the UNWTO's objectives and priorities are focused also on reinforcing the Affiliate Membership through:

- Build better value for Affiliate Membership
- Expand Affiliate Membership
- Reinforce partnership of the Organization with the private sector
- Provide a modern and efficient management of the Affiliate Members network

The value of the public-private partnerships in tourism become even more relevant within the context of the COVID – 19 pandemic, because a solid and successful recovery of tourism sector without the public-private cooperation would not be feasible.

2. In line with these values, objectives and priorities, the Affiliate Members Department (AMD) has the mission to work tirelessly to develop and keep updated the legal framework, procedures and tools needed to constantly strengthen the Affiliate Membership of the Organization.

To this end, the AMD has carried out an extensive evaluation of the current situation of the operation of the existing legal basis and submitted the conclusions, indicating that a reform is needed and urgent, to the attention of the Members of the Committee for the Review of Applications for Affiliate Membership, on the occasion of a working meeting celebrated in Madrid, in January 2020, within the framework of FITUR 2020.

3. The Members of the Committee have recognized that the fact that both the Committee for the Review of Applications for Affiliate Membership and the Procedure for the Submission of Applications for Affiliate Membership no longer respond to the objectives of the Organization, hence the urgent need of a series of important changes and improvements in its terms of reference, especially regarding:

- the criteria for eligibility of new affiliate members
- the procedure for the affiliation
- the procedures for voluntary withdrawals and finalizing the Membership
- the daily management of the affiliate members network
- the structure and election of the governing bodies (Board of the Affiliate Members)

Furthermore, it has been recognized that another issue to be urgently clarified and regulated is the absence of a dedicated legal framework for the functioning of the Committee for the Review of Applications for Affiliate Membership with the following objectives:

- to create a Committee of Affiliate Members that can respond to new challenges;
- to establish a clear legal framework with functions and responsibilities of the new Committee of Affiliate Members;

4. Finally, another important problem to be solved is that the last two revisions of the “Rules of Procedure of the of Affiliate Members”, made in 2011 and 2017, have been based exclusively on inputs received from the Affiliate Members, through the Board, therefore without incorporating any inputs from Members States or from the Committee for the Review of Applications for Affiliate Membership. As a result of the abovementioned procedure of carrying out the previous reforms, the existing “Rules of procedure” refers almost exclusively to the

operation of the governing structures of Affiliate Members (the Board and the Plenary Session), without being minimally regulated the activity of a specialized Committee. The mentioned situation makes extremely necessary and urgent an improvement of the existing legal framework, in order to set the basis for the operation of a genuine Committee for Affiliate Members, as a crucial element to better administrate the network of Affiliate Members and to reinforce this important pillar of the Organization.

5. In view of the above and with the aim to address this challenge, the Secretary General kindly request the Executive Council the approval of the mandate to create a Working Group, with the mission to elaborate and submit to the approval of the General Assembly a proposal for an integral reform of the existing “Rules of Procedures of the Affiliate Members” and to set the basis of the creation and operation of a genuine Committee for Affiliate Members.

The mentioned Working Group shall be formed by the Member States from the existing Committee for the Review of Applications for Affiliate Membership, the Chair of the Affiliate Members Board (FITUR), as well as other Member States eventually interested to join the Working Group responsible with the modernization of the Affiliate Membership. The main tasks of the Working Group are:

- to analyze the current Rules of Procedure of the Affiliate Members, the terms of reference of the Committee for the Review of Applications for Affiliate Membership and the Procedure for the Submission of Applications for Affiliate Membership
 - to prepare new Terms of Reference for the operation of the Committee
 - to propose an update the Rules of Procedure of the Affiliate Members
6. The Working Group will report to the Secretary-General the amendments of the Rules of Procedure of Affiliate Members and the proposal of the Procedures of the Committee of Affiliate Members. The Secretary-General will submit this proposal of reform to the approval of the next session of the Executive Council and to the General Assembly in 2021.

In order to carry out this process, the following timeline is proposed:

- 112th Executive Council (September 2020): approval of the mandate for the creation of the Working Group and the objectives and scope of the proposed reform;
- October – November: Composition of the Working Group
- November 2020: First meeting of the Working Group
- January 2021: presenting Progress Report to the Secretary General 113rd
- Executive Council: approval of the proposed Regulations by the EC
- General Assembly 2021: approval of the new Regulation by General Assembly

Background information on the Committee for the Review of Applications for Affiliate Membership

7. Pursuant to Executive Council decision 7 (XXIV), the Secretary-General submitted to the Council in May 1985 a comparative study (CE/25/8) setting forth, on the one hand, the criteria, procedures and rules applied to non-governmental international organizations enjoying consultative status with ECOSOC and, on the other, the procedures that should in future be applied to candidates for affiliate membership of the Organization.
8. By decision 8 (XXV) the Executive Council decided in favor of setting up a committee to be appointed by the General Assembly and composed of member States representing the six regions of the Organization.
9. By the same decision the Executive Council entrusted the Secretary-General with preparing for its twenty-sixth session, for subsequent referral to the General Assembly, a proposed procedure for the creation of the committee and its working procedures.
10. At its twenty-sixth session the Executive Council considered the proposed procedure and by decision 5 (XXVI), recommended the General Assembly to establish, in accordance with Article

19(g) of the Organization's Statutes, a sub-Committee within the structure of the Executive Council to examine all applications for affiliate membership and to make recommendations to the General Assembly on the advisability of accepting each candidate.

11. The Executive Council also recommended that the Sub-Committee should be composed of six Members of the Council. Selected on a biennial basis by the Council itself with due regard to geographical distribution, that it elect its own Chairman and that the Chairman of the Committee of Affiliate Members, or his representative, should participate in its work without the right to vote.
12. By resolution 172 (VI) the General Assembly accepted the recommendation of the Executive Council and decided to set up a Sub-Committee responsible for considering all applications for affiliate membership in the light of the criteria applied by the United Nations to international organizations requesting consultative status with ECOSOC.
13. In pursuance of General Assembly resolution 172 (VI), the Executive Council, by decision 2 (XXVII) taken at its twenty-seventh session, established the Sub-Committee whose initial membership comprised France, Indonesia, Iraq, Mexico, Nigeria and Sri Lanka, representing the six regions of the Organization.
14. Finally, at its twenty-eighth session the Executive Council adopted through decision 16(XXVIII) the Procedure for the Submission of Applications for Affiliate Membership.