

## **UNWTO Regional Commission for Africa**

Sixty-fifth Meeting  
Arusha, United Republic of Tanzania,  
5 October 2022

CAF/65/6  
Madrid, September 2022  
Original: English

### **Item 6 of the Provisional Agenda**

In this document, the Secretary-General presents to the UNWTO Member States of the Regional Commission the activities and initiatives carried out by Affiliate Members Department's (AMD) from September 2021 to October 2022.

### **UNWTO AFFILIATE MEMBERS DEPARTMENT: LATEST DEVELOPMENTS, REFORMS AND FUTURE OUTLOOK**

Since the previous report on Affiliate Membership, delivered in the framework of the 64<sup>th</sup> meeting of the UNWTO Regional Commission for Africa (held in Cabo Verde from 2<sup>nd</sup>-4<sup>th</sup> of September 2021) the activities and initiatives carried out by Affiliate Members Department's (AMD) were focused on achieving the **strategic objective** established by the Secretary General for this Department: to **consolidate the Affiliate Membership as a pillar of the Organization**.

The ultimate goal of all the actions implemented was to **strengthen UNWTO's capacity to deliver services and knowledge** through the contribution of its affiliate members.

In order to achieve the objectives established through the Programme of Work (PoW) 2021-2022, the Organization's work on the Affiliate Membership has been focused on the following priority **lines of actions**:

## 1. Deliver value for UNWTO Members.

An important pillar of AMD activity was oriented towards continuously improving the Organization's capacity to attract valuable ideas and innovative projects from the affiliated tourism private stakeholders, by providing a consistent framework for an efficient interaction and collaboration between the UNWTO and its Affiliate Members, aimed at mitigating the negative consequences of the crisis and consistently contributing to support the restart and recovery of the tourism sector.

### 1.1. Calls for contributions and projects.

AMD launched various "Calls for submission of projects", proactively inviting the Affiliate Members to gather solid proposals and best practices on specific sectors:

- **Call for Proposals for the Programme of Work 2022**, carried out prior to the [43rd Plenary Session of the Affiliate Members](#), with the aim of enriching it with innovative ideas and to make sure the 2022 agenda of activities is adequately aligned with the priorities and needs of the Affiliate Membership.
- **Call for Proposals for the Programme of Work 2023**, recently launched to collect projects and initiatives by our Affiliate Members and define a consistent agenda of activities for 2023. The first draft of the PoW 2023 will be presented at the upcoming 117<sup>th</sup> UNWTO Executive Council, to be held in Marrakech on 23-25 November.
- **The Affiliate Members and the COVID-19 response**: call for contributions to obtain valuable inputs from the Affiliate Members to facilitate their consistent involvement in the common effort to contribute to the restart of the tourism sector.

The balance of the mentioned calls for contributions/projects was excellent, with numerous of our Affiliate Members submitting solid and valuable proposals to the Organization for consideration as contributions to the efforts to the restart of tourism, as well as for incorporation in documents and products that UNWTO developed during this period.

### 1.2. Boost the visibility of inputs received from the Affiliate Members

AMD placed a special emphasis on providing higher visibility for the contributions and projects received from the Affiliate Members, organizing dedicated activities to **offer to AMs opportunities to showcase their relevant projects and innovative products** within relevant international events and big International Tourism Fairs.

a. **AMD reinforced the concept the "Corner of the Affiliate Members"** – through which the Organization is providing a visibility framework for presentations of projects on priority topics delivered by Affiliate Members. Main occasions in which events of this type have been organized:

- [Affiliate Members Corner within the 43rd Plenary Session of the Affiliate Members](#) (3 December 2021), under the theme "*We are Affiliate Members*", in which a rich scope of priority areas was covered like the much-needed reduction of CO2 emissions in tourism, the state of travel industry through data, how hotels and restaurants can become more resilient, the use of technologies to foster public-private partnership etc.

- [Affiliate Members Corner on the occasion of FITUR 2022](#) (21 January 2022), under the theme “Strategies by Tourism Boards”, focused on the changing and adaptive role of tourism boards in the current scenario and how they are contributing to an effective recovery of tourism.
- **Affiliate Members Corner within the Tourism Expo Japan** (23<sup>rd</sup> September 2022), under the theme “Sustainability and Digitalization in Tourism Product Development”, focused on how Affiliate Members are contributing to the development of tourism sector through innovative strategies in line with the 2030 Agenda and examples of how to use digitalization as a tool to accelerate recovery.
- **Affiliate Members Corner “Destinations to Producers” at Iberseries Platino Industria** (29 September 2022), aimed to foster synergies between the tourism and audio-visual industries, where local administrations, DMOs, and other private entities presented their offer of facilities and attractive conditions for the shooting of movies and series.

**b. Consistent AMs engagement in main UNWTO Statutory Meetings.**

AMD was continuously working on promoting a more consistent and visible participation of Affiliate Members in UNWTO Statutory Events – i.e. General Assembly, Executive Councils and Regional Commissions- not only for the visibility opportunities that offer, but also as an effective way of improving the effective integration of the Affiliate Membership in the overall activity of the Organization, to generate more collaboration opportunities with the Member States and, as a consequence, to increase the prestige and the value of the Membership.

The recently held 24<sup>th</sup> General Assembly (Madrid, December 2021), the 114<sup>th</sup> and 115<sup>th</sup> Executive Councils organized within its framework, the 116<sup>th</sup> Executive Council (Jeddah, 7-8 June 2022), as well as the Regional Commissions held between March and July 2022 constituted illustrative examples of the positive and fruitful engagement of the Affiliate Membership. All these statutory meetings have included in the agenda consistent items regarding Affiliate Membership:

- ✓ Evolution of the implementation important in initiatives, like the recently approved Legal Reform Process
- ✓ Reports of the Chair of the Board
- ✓ Progress Report on the ongoing activities
- ✓ Approval of new candidatures

More than 100 affiliated entities attended in-person the mentioned 24<sup>th</sup> General Assembly, 116<sup>th</sup> Executive Council and the other Regional Commissions.

**1.3. Further develop the priority topics managed by AMD**

AMD continued to explore and develop priority topics which fall under its direct management, such as Tourism and the Audiovisual Industry and Sports Tourism.

- **Tourism and the Audio-visual Industry**

The audio-visual sector plays a vital role in supporting the promotion of tourism. The Affiliate Members Department continued to develop this line of activity through increased participation in projects and initiatives carried out by some of our Affiliate Members.

**Debate on Cultural Affinity and Screen Tourism.** AMD continued to explore in depth all aspects of the link between tourism and audiovisual. A first chapter focused on the segment of content distribution platforms, on how audiovisual content can generate cultural affinities that can determine future knowledge decisions through travel, was presented on 1 October 2021 through the launch of the UNWTO-NETFLIX Global Report on Cultural Affinity and Screen Tourism. Experts from the tourism and audio-visual industry debated on the current and future trends of the sector and how audio-visual contents can generate a greater cultural affinity between people, communities and countries.

**Conecta Fiction & Entertainment** (21-24 June 2022, Toledo, Spain), where the Affiliate Members Department actively participated in a panel presenting the main work carried out by UNWTO in Screen Tourism and the link between tourism and the audiovisual industry.

- **Sports Tourism** – it is another line of action under direct responsibility and coordination of AMD which was further developed through partnerships with other Affiliate Members.

[World Sports Tourism Congress](#) (25-26 November 2021, Lloret de Mar, Spain) – for the first time UNWTO organized a World Sports Tourism Congress, in collaboration with an Affiliate Member (Catalan Tourism Board). The event explored the relationship between sports tourism and sustainable and inclusive development, the current and future trends in the sector, as well as successful governance and private sector strategies. AMD facilitated the participation of its Affiliate Members and several of them had the opportunity to showcase their work in this field through the intervention as panellists. A [Summary of the proceedings, case studies and key lessons](#) from the Congress was developed as a very useful document for all those tourism entities interested to develop projects and initiatives in sports tourism.

**Mad-Cup** (24-29 June 2022) – AMD participated in other sport events such as the football competition MadCup, launched in collaboration with the Affiliate Members Club Atletico de Madrid, an initiative which served as a platform to connect sport, tourism, education in values and the promotion of the SDGs.

#### 1.4. Expand and support the activity of the Working Groups

The Working Groups are platform in which Affiliate Members with knowledge and expertise on a specific tourism segment can exchange ideas, develop new forms of collaboration and implement tangible initiatives and projects.

- **Working Group on SDGs Support** – advanced in the preparation of a toolkit/training material for tourism stakeholders on the implementation of the SDGs.
- **Working Group on Scientific Tourism** –its members participated in the 1<sup>st</sup> International Astrotourism Conference, held in Evora, Portugal on 8-11 September 2021, organized with the support of AMD, and are now working on the publication of a guide on the creation of astrotourism products.

#### 1.5. Joint UNWTO / AMD – AMs research & publications

AMD continued to work on the development of joint UNWTO-AMs publications on priority topics, to strengthen the Organization's capacity to deliver knowledge and innovation, based on the partnership with the Affiliate Members.

- ["Global Report on Cultural Affinity and Screen Tourism - The Case of Internet Entertainment Services"](#) – this report, published in September 2021 in collaboration with Netflix, looks at the role of film and TV series as drivers for tourism and cultural affinity between communities while at the same time fostering tourism as a pillar of the 2030 Agenda. Furthermore, it offers both policymakers and the private sector recommendations on how to leverage Internet Entertainment Services (IES) to promote unique and shared culture.
- ["Accessibility and Inclusive Tourism Development in Nature Areas"](#) – this report is the main outcome of the activities of the Working Group on Accessible Tourism last year. It consists in a compilation of best practices on accessibility in nature areas implemented by the members of the Working Group. It provides stakeholders with relevant conclusions on how to identify accessible tourism products and services in nature areas and so making nature accessible to all.

## 2. Expand and reinforce the Affiliate Membership

The more quality companies join the AM community around the world, the greater opportunities to establish valuable partnerships and generate collaboration opportunities. A main goal of UNWTO / AMD is to achieve a quality-oriented expansion of the membership.

**Expansion of the Membership: more AMs.** On the expansion dimension, AMD continued to carry out promotional activities along with modernizing the promotional strategy and available tools, with a specific focus on underrepresented regions, as it is the case of Africa.

An example of these promotional campaigns, which AMD looks to repeat in other regions with the support of current affiliate members and Member States, was the promotional session “UNWTO Affiliate Membership and private tourism sector development in Africa”, organized within the framework of the 2021 World Tourism Day. At this session, two Affiliate Members from the Africa region, Facility Concept (Côte d’Ivoire) and Africa Tourism Partners Company (South Africa) presented their experiences with UNWTO and tangible benefits deriving from being part of the Organization.

Moreover, we have developed a promotional campaign with Facility Concept, who is supporting us to spread with entities from the region information on the benefits, services and affiliation process through its website and social media.

**Focus on the quality dimension: stronger AMs.** Our promotional campaign was focused on the quality dimension, in attracting stronger candidates, mainly through the modernization of the Legal Framework, to provide UNWTO with the necessary tools to promote a quality-oriented expansion of the Affiliate Membership. In this regard the new legal framework of the Affiliate Membership, currently under implementation, would:

- Set more demanding eligibility criteria
- Set conditions for UNWTO to introduce a strict and precise preliminary check and admission procedure, to ensure that a candidate has the capacity, knowledge and determination to add value to the Membership.

As a result of the promotional activity developed, the evolution of the Affiliate Membership was encouraging, despite the difficult context: since September 2021 to date **51 new Affiliate Members were admitted**), among them 3 from Africa region:

- Ghana Tourism Federation (Ghana)
- Kasese Tourism Investors Forum (Uganda)
- Nigeria Tourism Development Corporation (Nigeria)

Inevitably, the status of our Affiliate Membership suffered the tough impact of the COVID-19. These difficulties were reflected in the unavoidable increase in the number of Affiliate Members facing difficulties in coping with the payment of their membership fees.

### 3. Modernized management of the Affiliate Membership network.

An efficient and qualitative interaction and dialogue of the Organization with each Member, as well as with the overall network of Affiliate Members is fundamental to meet the expectations of our Affiliate Membership and to consolidate the value of said Membership.

To achieve this goal, it is crucial to count on the necessary resources and appropriate tools and procedures to manage this daily interaction in terms of the facilities, support and services. In this regard, the priorities of AMD were focused on:

#### 3.1. Integral Reform of the Legal Framework of the Affiliate Membership.

The approval by the 24<sup>th</sup> UNWTO General Assembly of the new legal basis for the Affiliate Membership has meant fulfilling a key objective. Among the main improvements introduced by the reform, it is worth to mention:

- **The creation of the Committee on matters related to Affiliate Membership (CMAM)** – a specialized institutional framework to serve as operational channel for the interaction of the Affiliate Members with the Organization’s statutory organs and for integration and networking with the Member States.
- **Improved eligibility criteria** – the new legal basis established a solid admission procedure to ensure that a candidate has the profile and capacity to add value and quality to the Organization. This reinforced eligibility check procedure

allows to directly involve the Government of the State of the candidate's headquarters and includes the possibility to carry out a due diligence procedure.

- **Regulation of the functions and working methods for the Board of Affiliate Members and the Plenary** – more specific and clear responsibilities of the Governing Bodies of the Affiliate Membership, namely the Plenary and the Board of Affiliate Members, whose mandate was extended from 2 to 4 years.

Currently AMD is working on the implementation of all these key new aspects introduced by the reform.

### **3.2. Consolidation and expansion of the AMConnected platform**

AMD intensified its efforts on making the interactive platform AMConnected, its main tool for communication and networking, more intensively used by the affiliate members and on better communicating the advantages and facilities that it offers.

Through a 24 / 7 scheme of assistance and guidance, AMD targeted to permanently increase the use and the user's satisfaction of using this tool.

Moreover, AMD started to organize informative sessions on the functioning of the platform, with the aim of making the Affiliate Members aware of all the options that it offers and so encourage them to use it.

The results are very encouraging: AMConnected is becoming every day more intensively used and the volume of interaction between the Affiliate Members increased significantly.

### **3.3. Organization of the electoral process for election of the members of the Board of AMs 2022-2025**

AMD organized in 2021 the election process for the new Board of Affiliate Members 2022-2025. Africa is represented in the Board by Facility Concept (Côte d'Ivoire).

Details on the structure and composition of the Board in **Annex I**.

## **4. Ongoing Activities and upcoming deliverables**

- The UNWTO Affiliate Membership continues to reinforce its presence in Africa. The Committee on matters related to Affiliate Membership (CMAM), which functions as a much-needed tool for the promotion of the tourism public-private sector cooperation, and whose 1<sup>st</sup> meeting was held on 26 May, counts on one Member States from Africa: Côte d'Ivoire, who was elected as Vice-Chair.
- UNWTO will facilitate the participation of Affiliate Members at main conferences and events taking place in the region, including UNWTO Global Conference on Linking Tourism, Culture and Creative Industries: Pathways of Recovery and Inclusive Development, which will be held in Lagos (Nigeria) from 14 to 16 November 2022.
- Intensify the participation of Affiliate Members from the region in UNWTO projects and activities in fields such as culinary, audio-visual and sports tourism, as well as through the format of the AMCorner.
- Promotion of the Affiliate Membership in Africa and constant communication with the Affiliate Members of the region. The Affiliate Member Department will continue to carry out promotional campaigns in underrepresented Member States in order to increase their representation in the Affiliate Membership network. This will be done counting on the expertise of existing Affiliate Members that can best present their experience being part of UNWTO.
- In order to better integrate Affiliate Members in the work of UNWTO, including those from Africa, the Affiliate Members Department is rolling out a new format of virtual event called *UNWTO Briefing for Affiliate Members*, which are informative sessions dedicated exclusively to provide Affiliate Members first-hand insights on future UNWTO major events so that they are informed on different formulas for engagement.

## **5. Coordination and collaboration of UNWTO / AMD with the Board of the UNWTO Affiliate Members**

All the activities and initiatives mentioned in this report have been carried out in permanent coordination and close collaboration with the self-governance bodies of the affiliate members, particularly with the Board of the AMs.

In line with the priority of achieving a stronger integration of the affiliate members in the work of the UNWTO's statutory bodies, the Board of the AMs will report to the Regional Commission for Africa, through its institutional representative, on the main aspects of its activities and proposals. The most relevant ones are the following:

- The Board of the Affiliate Members continued to prioritize its institutional engagement and participation in the statutory ministerial meetings - like the Regional Commissions - to share with the Governments of the Member States their proposals and points of view on the priority topics of the Organization and of the tourism industry. In this regard, the Board of the Affiliate Members expresses its satisfaction for the increasing priority given by the Organization to this objective.
- The Board expresses its willingness to work with Member States from the Region, the Affiliate Members Department and the Regional Department for Africa of UNWTO to support the promotion of a quality-oriented and regionally balanced expansion of the Affiliate Membership in the region, considering the huge tourism potential of the region. Africa continued to be the least represented region in terms of Affiliate Members, representing 4% of the total and this situation must be improved.
- The Board of AMs is convinced that the recent Reform, which was elaborated through a permanent collaboration and coordination between the Affiliate Members, the Member States and UNWTO Secretariat, provides a better and reinforced regulation of the functions and working methods for the Affiliate Members' governing bodies, so that will allow to achieve a more quality-oriented Affiliate Membership and a more effective integration of the Affiliate Members with Member States and within the Organization.
- The Board of AMs considers extremely promising the creation of the Committee on Matters Related to the Affiliate Membership (CMAM), as a much needed institutional channel for an enhanced interaction of AMs with UNWTO Statutory bodies and an institutional tool for effective integration of AMs with UNWTO and Member States.

The Board of the Affiliate Members stands ready to work with the Committee on Matters Related to the Affiliate Membership to develop initiatives and projects that can accelerate the recovery of the tourism sector through the contribution of the Affiliate Members.

- The Board of the Affiliate Members and particularly its members from Africa will actively support the promotion of the Affiliate Membership in the region, through closer collaboration with the Secretariat, and with the Member States.
- More involvement of the Affiliate Members from Africa is being promoted within the main activities of the UNWTO in priority topics such as sustainability, innovation, digitalization, and education.

The Board of the Affiliate Members thanks the Regional Commission for Africa for the opportunity to share their concerns and messages and expresses the full availability and commitment by the UNWTO private sector to support the Organization and its Member States in their efforts.