



**The 35th Joint Meeting of the UNWTO Commission for East  
Asia and the Pacific & the UNWTO Commission for South Asia  
- Affiliate Members' Report -**



# About the UNWTO Affiliate Membership

Bringing together around 500 entities worldwide, the UNWTO Affiliate Membership provides an unparalleled space to engage in dialogue, exchange knowledge, support new measures, and create synergies that promote the development of the sector, and contribute to the promotion of the United Nation's Sustainable Development Goals (SDGs).

The membership is open to all entities as long as their activities are related to the aims of the UNWTO and are directly or indirectly concerned with tourism.

Scan the QR code to know more:



# Main Objectives for the Membership

1

## VISIBILITY

We will enhance the work of our Affiliate Members through the new communication channels

2

## NETWORKING

We will promote the creation of alliances among like-minded Affiliate Members and Member States around the world

3

## PARTICIPATION

We will facilitate the participation of our Affiliate Members in major events and international initiatives that will provide them with value and visibility

4

## KNOWLEDGE

We will collect and share information, data, and research relevant to the Tourism Industry

5

## COOPERATION

We will foster collaboration in joint projects with the UNWTO and in business projects among Affiliate Members

6

## SUPPORT

We will offer institutional support and endorsement to promote new projects developed by the Affiliate Members

7

## DEVELOPMENT

We will create opportunities for new innovative business projects for Affiliate Members that will contribute to the sustainable development of the Tourism sector

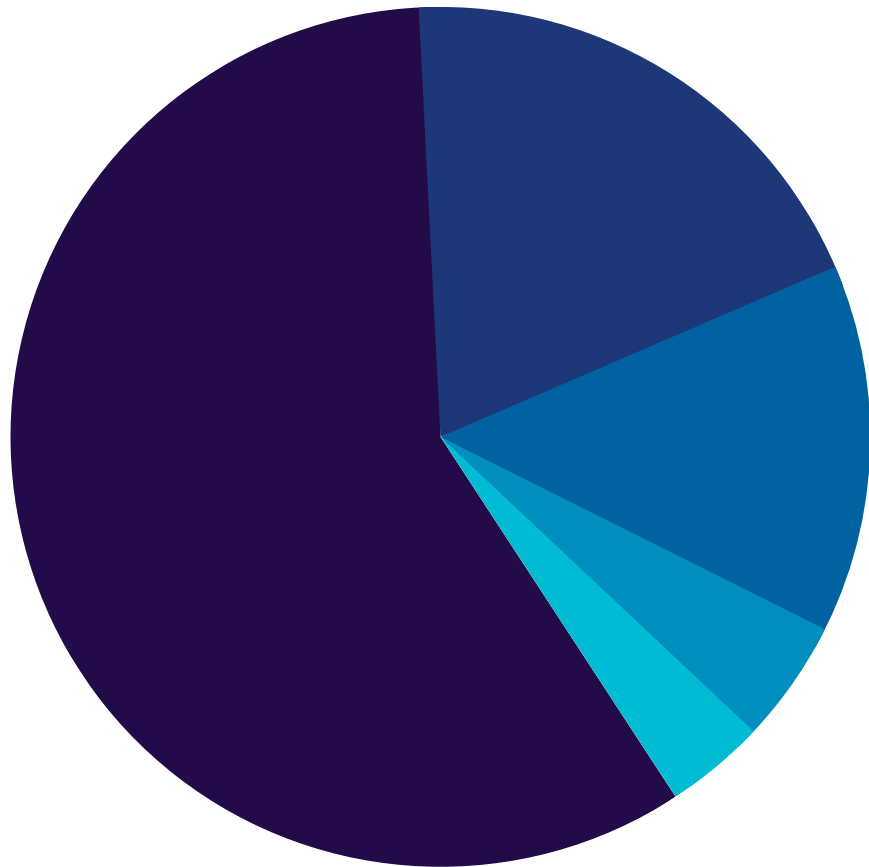


# Affiliate Membership in Numbers

## Regional Distribution of Affiliate Members

Europe: 278 / 58%

Americas: 92 / 20%



Asia and the Pacific: 66 / 13%

Middle East: 22 / 5%

Africa: 18 / 4%

### Asia and the pacific countries ranking by number of Affiliate Members:

- Japan: 22
- Republic of Korea: 10
- China: 10
- India: 5
- Iran, Islamic Republic of: 5
- Malaysia: 4
- Thailand: 3
- Australia: 2
- Indonesia: 2
- Maldives: 1
- Vietnam: 1
- Fiji: 1

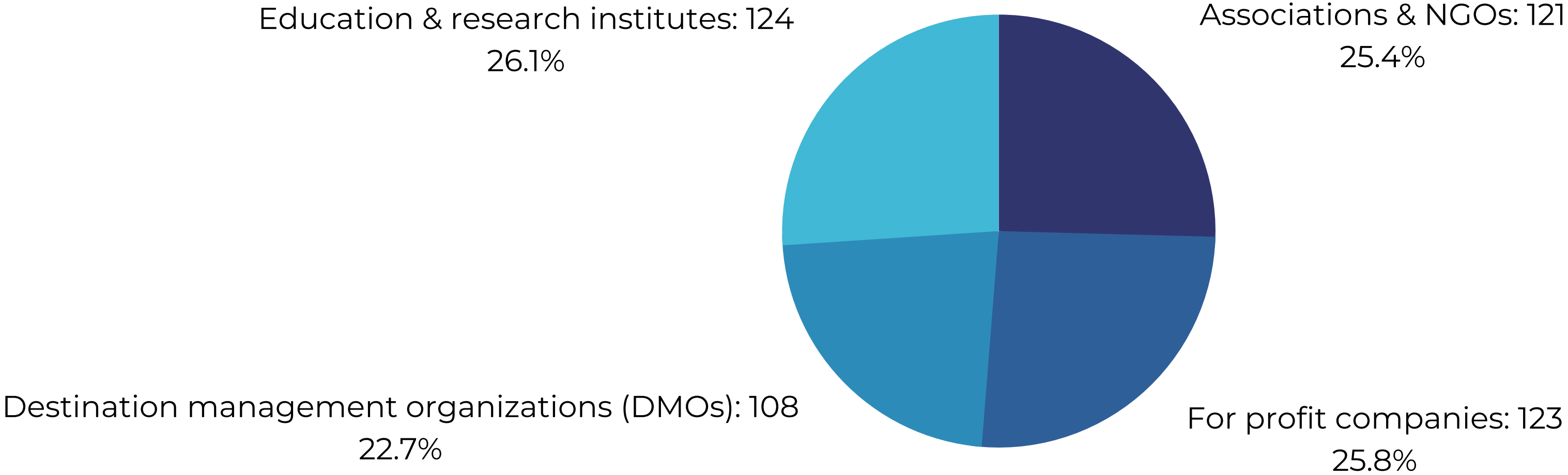
**Total: 476 Entities**

Data updated as of May 2023



# Affiliate Membership in Numbers

## Breakdown by Business Type



**Total: 476 Entities**  
Data updated as of May 2023

# The newly admitted Affiliate Members from Asia & the Pacific

117th Session of the UNWTO Executive Council  
Marrakesh, Morocco. 23-25 November 2022:

- Busan Tourism Organization
- Osaka University of Tourism
- Pacific Tourism Organisation
- PT. Pintu Bali Digital

118th Session of the UNWTO Executive Council,  
Punta Cana, Dominican Republic, 16-18 May 2023:

- Guilin Tourism University
- PT Trinusa Travelindo
- Responsible Borneo
- Sarawak Tourism Board



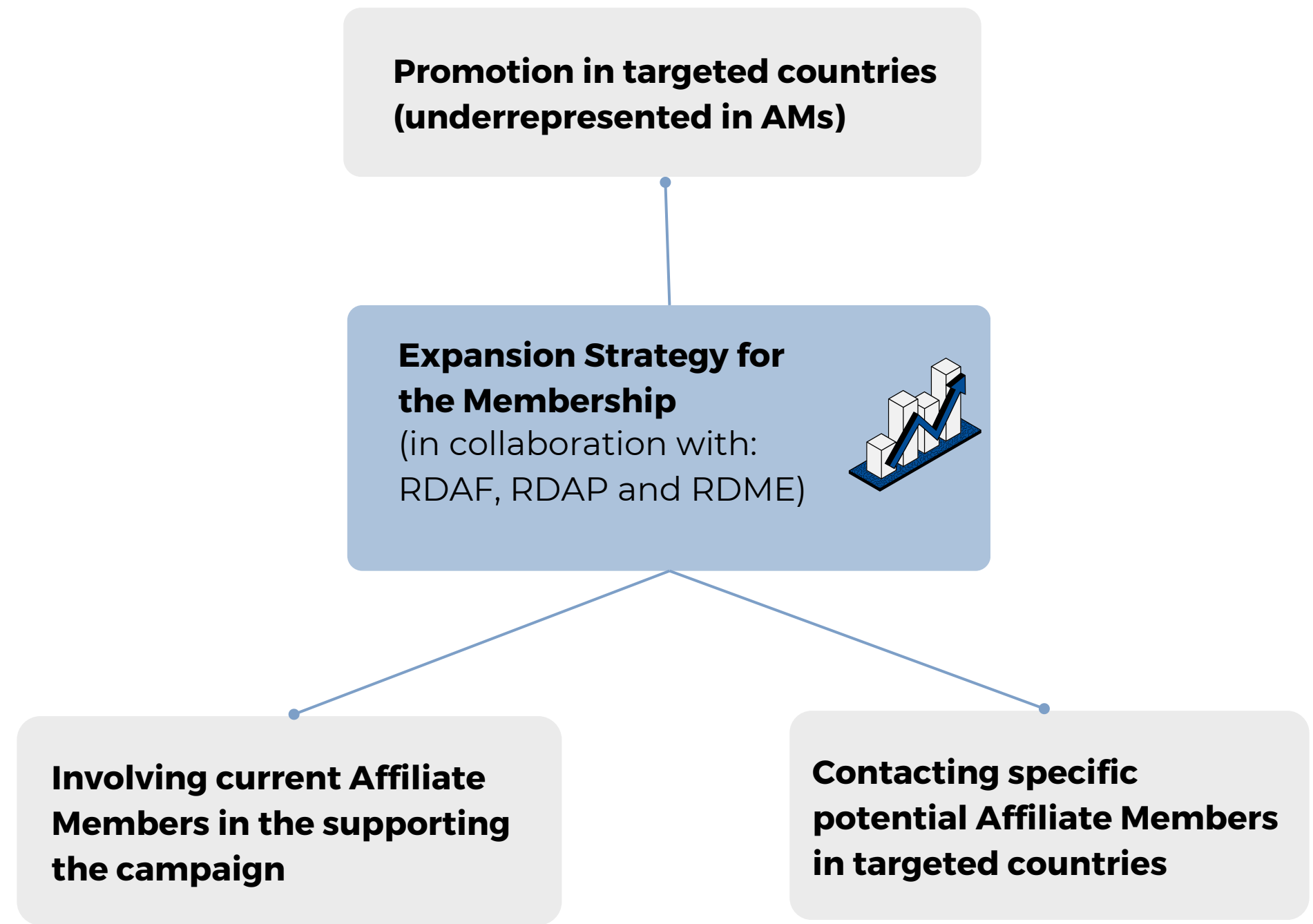
# Implementation of Expansion Strategy for the Affiliate Membership

The more quality companies join the Affiliate Members network worldwide, the greater chances to establish valuable partnerships and generate collaboration opportunities.

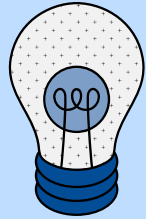
The value of public-private partnerships in tourism has become even more relevant in a context marked by the need to build a more resilient, sustainable, and responsible sector.

A key aspect of achieving greater diversification is to increase the number of newly incorporated Affiliate Members from underrepresented regions. Especially from countries that currently do not have any Affiliate Members from any region.

**Target Countries in Asia and the Pacific without Affiliate Members:  
the Philippines, Singapore, and Cambodia**

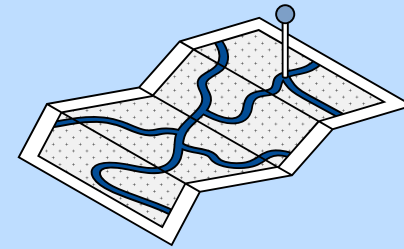


The UNWTO / Affiliate Members Department seeks to establish a long-term prospect for the expansion of the Affiliate Members network based on:



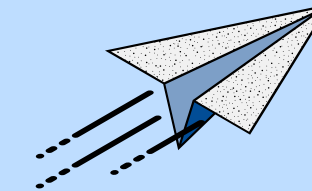
### **Quality Expansion:**

focusing on incorporating new Affiliate Members that meet the eligibility criteria and with proven potential to bring value to the membership.



### **Geographically balanced expansion:**

priority on targeting countries underrepresented in terms of Affiliate Members, to achieve a more balanced distribution of Affiliate Members per region.



### **Increased Membership value & prestige:**

through a more qualitative interaction and dialogue of the Organization with each Member, which is key to meeting the expectations of the Affiliate Membership and consolidating the value of said membership.



**Member States can request additional information about the status of the Affiliate Membership in their region to [am@unwto.org](mailto:am@unwto.org), along with support from UNWTO through the Affiliate Members Department on how to promote the UNWTO Affiliate Membership in their own countries.**



ASIA & THE PACIFIC DISTRIBUTION BY COUNTRY	
	
	<b>AUSTRALIA</b> 1. New Solution Holdings Pty Ltd - Gaining Edge 2. University of Queensland
	<b>CHINA</b> 1. City University of Macau 2. Guangdong Chimelong Group 3. Hong Kong Tourism Board (HKTb) 4. Instituto De Formação Turística (IFT) - Institute for Tourism Studies 5. Macao Polytechnic Institute 6. Macao University of Science and Technology - Faculty of Hospitality and Tourism Management 7. Shanghai Institute of Tourism - Shanghai Normal University 8. The Chinese University of Hong Kong, School of Hotel and Tourism Management, Faculty of Business Administration 9. The Hong Kong Polytechnic University - School of Hotel and Tourism Management (HTM)
	<b>FIJI</b> 1. Pacific Tourism Organisation
	<b>INDIA</b> 1. Kerala Institute of Tourism and Travel Studies 2. Neerwana Hotels Pvt. Ltd. 3. Outlook Publishing (India) Pvt. Ltd 4. Pacific Area Travel Writers Association - Patwa 5. Stark Communications Private Ltd.
	<b>INDONESIA</b> 1. PT. Pintu Bali Digital

**STATUS OF THE UNWTO AFFILIATE MEMBERSHIP  
- VIETNAM**



**Key facts about UNWTO Affiliate Membership in Vietnam**

- Despite Vietnam's well-developed tourism industry, there is only one Affiliate Member from the country at the moment.
- Further promoting the involvement of the private sector in Vietnam can lead to investments to develop additional travel infrastructure, as well as creating new tourism offer in the country.
- Counting on local entities affiliated to UNWTO can raise international visibility of Vietnam's tourism sector along with enhancing business opportunities.

**Current Affiliate Members in Vietnam**

1. Hospitality and Tourism Institute - Duy Tan University

**Targeted new Affiliate Members from Vietnam**

1. Vietnam Tourism Advisory Board
2. Vietnam Airlines
3. Vietnam Hotel Association
4. Vietnam National Convention Center
5. Restaurant Association of Vietnam
6. Vietnam National University







# Activities organized by the Affiliate Members Department

## 57TH MEETING OF THE BOARD OF AFFILIATE MEMBERS 9 NOVEMBER 2022, WTM, LONDON, UNITED KINGDOM



### MAIN TOPICS:

- Report on the latest developments and activities of the AMs;
- AMD Programme of Work 2023 and beyond;
- PoW 2024-2025: ongoing process for aligning the elaboration of the PoW for Affiliate Members with the overall PoW of UNWTO;
- Contributions & proposals of AMs on priority topics;

## 58TH MEETING OF THE BOARD OF AFFILIATE MEMBERS 19 JANUARY 2023, FITUR, MADRID, SPAIN



### MAIN TOPICS:

- Report on the latest developments and activities of the AMs;
- AMD Programme of Work 2023;
- Contributions & proposals of AMs on priority topics;



# Events organized by the Affiliate Members Department in the Region



**AMCorner**  
**"Sustainability and Digitalization in Tourism Product Development"**

TOURISM EXPO JAPAN 2022

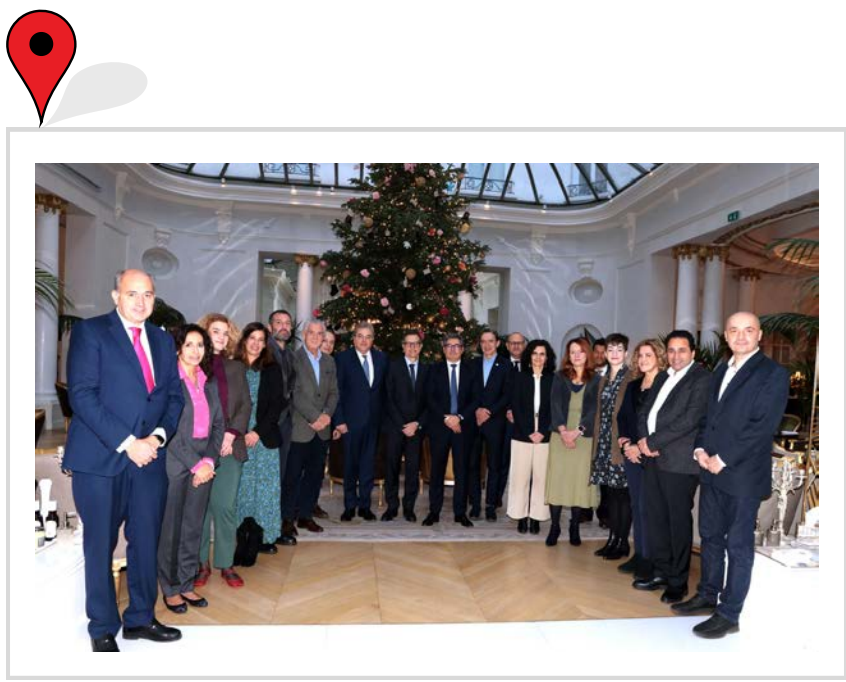


**Dedicated Session for AMs**  
**"Breaking the Ground in Public-Private Partnership"**

WORLD TOURISM DAY 2022



# Other events organized by the Affiliate Members Department



**1st World Experts Meeting on Cultural Tourism**  
December 1-2, Madrid, Spain. Jointly organized by AMD and the AM: Comunidad the Madrid



**UNWTO Affiliate Members Corner**  
"Trends taking shape in the travel industry in 2023"  
FITUR 2023, 20 January



**UNWTO Roundtable discussion**  
"Connecting sports tourism to health"  
ITB Berlin, 9 March



**2nd World Sports Tourism Congress (WSTC)**  
Zadar, Croatia, 26-27 April



# Join the UN Family, Join the UNWTO Affiliate Members

For more information reach out to the  
Affiliate Members Department at:

**[am@unwto.org](mailto:am@unwto.org)**



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