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REPORT AFFILIATE MEMBERS ACTIVITIES

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UNWTO

World Tourism Organization

Executive Summary

In November 2020, the UNWTO Affiliate Members Department (AMD) submitted for the consideration and debate of the 42nd Plenary Session of the Affiliate Members its proposal for Affiliate Members Department Programme of Work for 2021 (PoW2021), previously coordinated with the Board of Affiliate Members. Said document defined the priority lines of action of the Affiliate Members Department for 2021, in full alignment with UNWTO's Management Vision, Objectives and Priorities, as well as detailed the main activities to be carried out in order to achieve the established objectives.

Given the extraordinary circumstances created by the unprecedented health crisis of the COVID-19, particularly the constantly changing conditions, the PoW 2021 was constantly updated, mainly through incorporation of new and valuable ideas and proposals received from the Affiliate Members, last important update being shared and debated with the Board in May 2021, on the occasion of the 54th Board Meeting.

While the strategic objectives and priorities of the Affiliate Members Department (AMD) have remained unchanged, its main focus during this period has been to reinforce the partnership between the UNWTO and its Affiliate Members, ensuring that the UNWTO received the strongest contributions from the private sector, while offering full support to the Affiliate Members in a joint effort to mitigate this crisis, propel tourism recovery and restore confidence.

The present document gives an overview of the main lines of work and achievements during last 12 months. Detailed information on the activities and projects carried out between November 2020 – November 2021 are provided in the following Annexes:

- Annex I:** Main UNWTO activities and events with Affiliate Membership participation
- Annex II:** Activities and initiatives proposed by Affiliate Members and carried out with UNWTO - AMD support / participation
- Annex III:** The ongoing Reform of the Legal Framework of the UNWTO Affiliate Membership
- Annex IV:** List of publications with Affiliate Members involvement
- Annex V:** List of agreements signed between UNWTO and Affiliate Members
- Annex VI:** Elections process for the 2022- 2025 Board of the Affiliate Members
- Annex VII:** Evolution of the UNWTO Affiliate Membership

Introduction: 2021 a challenging context

At its 42nd Plenary Session of Affiliate Members, held on 5-6 November 2020 in Madrid, the UNWTO Affiliate Members Department (AMD) submitted to debate and consideration of the Affiliate Membership its proposal of Programme of Work for 2021 (PoW 2021), which settled out the priority lines of action for the coming year, in full alignment with UNWTO's strategic objectives and priorities.

The PoW 2021 has been defined under extremely challenging circumstances. The world was facing an unprecedented global health emergency, with huge impact on societies and livelihoods. On the socio-economic front, the travel and tourism sector was one of the most affected by the global recession, with jobs at risk throughout the entire travel and tourism value chain, affecting in particular the most vulnerable groups of the population, such as women, youth and rural communities.

Since the start of the pandemic, the UNWTO has worked closely with its Members –both Members States and Affiliate Members– to ensure a coordinated and effective global response. The Affiliate Membership was strongly engaged in this joint effort during the period of these Report. The Affiliate Members continued to have an active participation in the Global Tourism Crisis Committee meetings, through the institutional representation of the Chair of the Board of the Affiliate Members (Ms. Ana Larrañaga / Director of IFEMA / Spain), as well as through the direct participation of some of the AMs with relevant expertise in their sector such as the International Air Transport Association (IATA).

The Committee worked tirelessly to evaluate the situation and advance recommendations to mitigate the impact of COVID-19 crisis on the tourism sector and to stimulate recovery. The recommendations elaborated were aimed at providing an actionable framework to assist governments and the private sector to effectively tackle the immense challenge the tourism sector is facing and to ensure that tourism will continue to be a major economic and development driver. The effective contribution of the private sector, through the UNWTO Affiliate Members, to the development of recommendations to mitigate the impact of COVID-19 crisis on the tourism sector and to stimulate recovery has been decisive and widely recognized.

The UNWTO's response to COVID has also been channelled by other important and ground-breaking initiatives in a wide spectrum of areas, including: gathering information from across the globe on travel restrictions and tourism recovery; elaborating impact assessments; providing courses, webinars and resources for tourism professionals to improve their knowledge and skills; and making available for Member States and other eligible institutions the Tourism Recovery Technical Assistance Package, among others.



Affiliate Members

Department specific objectives and priorities

The AMD's specific objectives and priority lines of action are fully aligned with UNWTO's management vision and the strategic objectives and priorities of the Organization. At the same time, they reflect the outcomes of the permanent dialogue and consultations of the Organization, through AMD, with the Affiliate Members.

AMD strategic objective. The activities included in the PoW for 2021 were oriented on achieving the strategic objective established by the Secretary General for this Department: **strengthen UNWTO's capacity to deliver value, through the contribution of its Affiliate Membership.**

AMD priority lines of action. In line with this approach, AMD activity in 2021 have been oriented by the following priority lines of actions:

- **Deliver value for UNWTO Members,** through permanently incorporating projects, contributions and support from the Affiliate Members, to strengthen the capacity of the Organization to deliver value for its Members and to achieve its leading mission.
- **Expand and reinforce the Affiliate Membership.**
- **Provide modernized and efficient management for the Affiliate Membership network.**

AMD's goal is to continuously develop UNWTO's Affiliate Membership as a robust pillar of the Organisation, capable to strengthen the capacity of the Organization to achieve its important objectives, through a strong partnership with the private sector.

With this goal in mind, AMD prioritize its efforts toward deliver to the Affiliate Members the services, support and opportunities they expect from the Organization, as part of the value of the Membership. This was also considered an appropriate approach towards the goal of attracting new quality members worldwide that can enrich the robust network of AMs. Since offering a unique space for dialogue and information sharing between the Affiliate Members and the UNWTO is at the core of the activities, AMD focused also on permanently improve and modernize the management and daily operation of the Affiliate Members network.

Adapting AMD action to the changing context created by the COVID-19 Pandemic

Under the well-known unprecedented circumstances created by the COVID-19 pandemic, AMD has been constantly updating and adapting its specific activities established through the 2021 Programme of Work to contribute to an effective response to the crisis.

We permanently adapted and updated AMD's agenda of planned activities and events, to respond in real time to the challenges imposed by the evolution of the crisis.

To this end, numerous regular bilateral and multilateral meetings with the Affiliate Members were organized, to guarantee a fast and efficient exchange of information and best practices between the Affiliate Members and the Organization. AMD promoted and shared with the Affiliate Members the most relevant initiatives through the dedicated AMConnected Portal, AMNewsletter, social media and mailings, to ensure the UNWTO and AMs are permanently updated about each other's activities.



Main activities carried out since November 2020

In order to achieve the objectives established through PoW 2021, AMD focused its efforts on the following main lines of activities.

1. Deliver value for UNWTO Members

An important pillar of AMD initiatives were oriented towards continuously improving our capacity to attract valuable ideas and innovative projects from the affiliated tourism private stakeholders, by providing a consistent framework for a reinforced interaction and collaboration between the UNWTO and the 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 & projects.

AMD launched various "Calls for submission of projects", proactively inviting the Affiliate Members, as a strategic approach, to gather solid proposals and best practices on specific sectors addressing the following topics:

- **Call for proposals for the Programme of Work 2021**, carried out prior to the [42nd UNWTO Plenary Session of the Affiliate Members](#), with the aim of enriching PoW for 2021 with fresh and innovative ideas and to make sure that 2021 AMs agenda of activities will be adequately aligned also with the priorities and needs of the Affiliate Membership.
- **The Thematic Sessions “Recovering Tourism. Rebuilding Trust. Reinforcing Partnerships”** sessions carried out in November 2020 offered the perfect framework to capture best practices of some Affiliate Members, under three sections:
 - UNWTO's response to the crisis and the public-private partnership schemes
 - Best practices: adaptation and mitigation - roadmap to new business models
 - Best practices: the 2030 Agenda, universal goals, practical solutions
- **The Affiliate Members and the COVID-19 response:** call for contributions to proposals to face the COVID-19 challenges. AMD continued to work to obtain valuable inputs from the Affiliate Members on COVID-19 response, to facilitate a consistent involvement of the Affiliate Members in the common effort to mitigate the negative consequences of the crisis and to contribute to the restart of the tourism sector.

AMD's approach was to build a win-win scheme of collaboration: to ensure that the UNWTO receives all the relevant input from the affiliated private sector, on the one hand; and to facilitate the involvement of the Affiliate Members and offer them full support in a joint effort to deal with the negative impact of the COVID-19 crisis, on the other.

Under this approach, Affiliate Membership provided the UNWTO, through the established mechanism, with relevant information on the initiatives, re-opening protocols and guidelines prepared by the Affiliate Members, contributing consistently to the Organization's permanent work of the mitigation of the impact of the crisis and stimulate recovery.



[UNWTO-IATA Destination Tracker](#) is an illustrative example of such valuable contribution and collaboration: UNWTO in collaboration with our Affiliate Member The International Air Transport Association (IATA) developed the first global dashboard on Air Travel Restrictions and Health-related Travel Requirements at the destination. With a phased relaxation of restrictions, it is difficult for travellers, airlines or other stakeholders to find the current status of destinations (cities, attractions or resorts) relating to COVID-19 without searching many different sources. Available for free, this central source of information available online, it aims to build confidence among travellers and business and support policy making by providing a global overview of travel restrictions worldwide. The tool contains useful and up-to-date information by country on:

- COVID-19 indicators, such as positivity and infection rates and vaccination roll-outs.
 - Air Travel regulations, including test and quarantine requirements.
 - Destination measures, such as the use of face masks, transit through countries, curfew, or regulations related to restaurants, services, and tourist attractions.
- **The calls for proposals and for contributions to our POW 2022** launched in recent days, opened to all our Affiliate Members, as preparatory process of this Plenary Session, in order to make sure that the Programme of Work 2022 will be aligned with the priorities of the entire Affiliate Membership.

The balance of the mentioned calls for contributions/projects has been excellent, numerous of our Affiliate Members submitting solid and valuable proposals to the Organization for consideration as contributions to the efforts to mitigate the negative consequences of the crisis and to the restart of the tourism, as well as for incorporation into the future Programs of Work.



Specifically, during the last year more than 90 initiatives and projects were received in response to the mentioned calls for proposals, in areas and topics on which the Affiliate Members have proved they have the capacity and experience to support the activities of UNWTO and its Member States. These proposals have been used by the Organization in different ways, including through the incorporation in all the documents and products that UNWTO have been developed during this period.

1.2 Boost the visibility of inputs received from the Affiliate Members

Within the aforementioned approach, AMD placed a special emphasis on providing higher visibility for the contributions and projects received from the Affiliate Members.

Once the critical phase of the pandemic was left behind and the agenda of in-person activities was resumed, we organized dedicated activities aiming to **offer to our Affiliate Members opportunities to showcase their relevant projects and innovative products** within relevant international events, big International Tourism Fairs and similar events.

- a. We reinforced and intensively used the concept the **“Corner of the Affiliate Member”** – through which the Affiliate Members Department 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:

- **AMCorner organized within the 42nd Plenary Session 2020**, with the theme “Recovering Tourism. Rebuilding Trust. Reinforcing Partnerships”. The event, divided in three sessions focused on the private sector’s response to Covid-19, roadmap to new business models, and best practices towards the fulfillment of the 2030 Agenda saw the presentation of initiatives by some of the most valued Affiliate Members, such as Turisme de Barcelona, TripAdvisor, Hotel Business Association of Madrid, Chameleon Strategies, Atravia and many more.



- **Affiliate Members Corner on the occasion of FITUR 2021**, on 21st of May – organized as a meeting space for the Affiliate Membership to share and showcase their latest projects. This edition was focused on the much-needed “Recovery of Tourism” and offered the framework for presentations delivered by of 16 Affiliate Members such as, among the others, Necstour, Allianz Partners, Quintana Roo Tourism Promotion Council, Expedia Group and the Catalan Tourism Board.

- **Affiliate Members Corner on the occasion of Iberseries Platino Industria** (30 September, Madrid) aimed to foster the synergies between the tourism and audiovisual industries, where local administrations, destination management organizations, tourism boards and other private entities presented their offer in terms of facilities and conditions attracting the shooting of movies, series and other audiovisual contents.

b. UNWTO Affiliate Members Distinction Awards. Given the consistent and generous contributions, projects and proposals received from our affiliates, that have supported the effort of the UNWTO to lead the global response of the Tourism sector to the pandemic have significantly contributed to strengthen public-private collaboration, the UNWTO has considered it important to give a deserved recognition to such relevant initiatives.

UNWTO Affiliate Members Distinction Awards in November 2020 - organized against the backdrop of the 42nd Affiliate Members Plenary Session boosted visibility of those Affiliate Members who best embedded the spirit of solidarity and determination that underlined the sector's response to the COVID-19 pandemic. The UNWTO Affiliate Members Distinction Awards 2020 went to:



- **CNN International** - best "Inspirational Communication Campaign" for its work bringing the UNWTO's #TravelTomorrow campaign to a global audience of millions.
- **Chameleon Strategies** - best "Promotion of the UNWTO Affiliate Membership in Asia" for their excellent work in promoting the Membership in the region.
- **Facility Concept and Africa Tourism Partners Company** - both recognized with best "Promotion of the UNWTO Affiliate Membership in Africa" for their initiatives and work in the African region.
- **XCaret Group** - best "Contribution to the Reopening of Tourism: Attraction and Thematic Parks" for their guidelines to safely reopen the global attraction industry.
- **IATA** - best "Contribution to the Reopening of Tourism: Air Transport Sector" for their protocols to safely restarting aviation.
- **IFEMA** - "Solidarity towards the community" for its response to the crisis and, in particular, for allowing its exhibition space to be repurposed as the largest hospital in Spain attending almost 4,000 coronavirus patients.

- **CAIXABANK** - best "Contribution to support the tourism private sector" for its contribution and support to tourism companies through its business line specialized in the sector «CaixaBank Hotels and Tourism».
- **EGEDA** - best "Promotion of the Sustainable Development Goals (SDGs)" for their work in promoting the SDGs and, in particular, the organization of the Platino Awards for Iberoamerican Cinema "17 Awards, 17 Sustainable Development Goals".
- **Madrid City Hall** - best "Commitment with the Public-Private Partnership in Tourism sector" for leading by example in fostering public-private partnerships for response and recover.
- **Seoul Tourism Organization** - best "Promotion of Tourism as Tool for Peace and Reconciliation" for their work on sustainable tourism based on peace and fairness and, in particular, the organization of the Seoul International Fair and Sustainable Tourism Forum in 2019.
- **Royal Commission for Al Ula** - best "Promotion of Inclusive Community Development through Tourism".

UNWTO have accompanied our Affiliate Members who have promoted initiatives to highlight the commitment of the tourism sector with society during this period marked by the harsh impact of the pandemic, through the deserved recognitions of innovative projects: CETT Alimara Awards, Travelling for Happiness awards, Caixa Bank & Hotels Awards.

c. Consistent engagement in Executive Councils and Regional Commissions. AMD was continuously working on promoting a more consistent and visible participation of our Affiliate Members in UNWTO Statutory Events - Executive Councils and Regional Commissions, not only for the visibility opportunities, 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 most recent Executive Councils (held in Tbilisi, in September 2020 and in Madrid, in 2021) and the annually Regional Commissions organized between June and September 2021 constituted illustrative examples of the positive and fruitful involvement of the Affiliate Membership. All these statutory meetings have included in the agenda a consistent part regarding Affiliate Membership:

- Adoption of important initiatives, like the launching of the Legal Reform Process
- Reports of the Chair of the Board
- Progress Report on the ongoing activities
- Approval of new candidatures

Also in the **2021 Regional Commissions**, the agenda has included consistent presentations on the situation and evolution of the Affiliate Membership in the respective regions of each Regional Commission, as well as, in some cases, the intervention of an institutional representative of the Affiliate Members, as it was the case of the with interventions from Chameleon Strategies, JATA (Japan Association of Travel Agents) and JTB Corporation. It should be underlined that the new legal framework proposed to be adopted during the 24th general assembly will provide us with very important mechanisms to strengthen the integration of the Affiliate Membership with the UNWTO agenda, through the creation of a specialized Committee on Matters related to Affiliate Membership to serve as a much necessary institutional vehicle for an effective integration of the Affiliate Members with the Governments and within UNWTO.

d. Co-organize UNWTO-AM International Conferences. AMD supported the organization of conferences and events with the Affiliate Members on topics of common interest that are in line with UNWTO's mandate, contributing to strengthening cooperation with the Affiliate Members while helping them enhance their visibility internationally through UNWTO's global network.



International Astrotourism Conference (Evora Portugal 8-9 September 2021): the first International Astrotourism Conference by Starlight, co-organized by UNWTO and our Affiliate Members Starlight Foundation and Dark Sky Association was held in Évora, Portugal, and served as a major platform to discuss the potential of this modality of tourism and move forward with initiatives that contribute to generate knowledge about it.

The Working Group on Scientific Tourism came together during the event in the format of a roundtable, where the participants discussed several topics related to astrotourism: certification, case studies, product development, attraction of astrotourists and promotion, among others. Organizing Affiliate Members included, while SODEPAL was also part of the discussion during the roundtable.



Iberseries Platino Industria (28 September – 1 October, Madrid, Spain). UNWTO, EGEDA and Netflix have partnered to explore insights into changing trends in screen tourism, its positive impacts on strengthening cultural affinity and the role of online streaming services in promoting tourism and cultural affinity between people, cultures and countries in line with the 2030 Agenda. The event also served to underline how public-private partnerships can support destinations to promote themselves as attractive locations for audio-visual producers. Affiliate Members were invited to attend Iberseries Platino Industria and some of them directly got involved through presentations or exhibition spaces (Turisme de Barcelona, Mallorca Turisme foundation and Turisme de Tenerife).



[World Sports Tourism Congress \(25-26 November, Lloret de Mar/Spain\)](#): organized in collaboration with the Affiliate Member Catalan Tourist Board, the event explored the relationship between sports tourism and sustainable and inclusive development and how sports tourism can serve as a tool for tourism dispersal, differentiation and deseasonalization. In line with this, the congress challenged all participants to further explore these topics and discuss innovation and current and future trends in the sector, as well as successful governance and private sector strategies. UNWTO offered facilities for the attendance of the Affiliate Members and opportunities to be part of the sessions.

1.3 Further develop the priority topics directly managed by AMD.

a. Tourism and the Audio-visual Industry

The audio-visual sector plays a vital role in supporting the promotion of tourism, especially in a context marked by its recovery. 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.

Iberseries Platino Industria (Madrid, 27 September - 2 October) – the largest international event for professionals linked to the audiovisual industry in Spanish and Portuguese provided the excellent space for a specialized AM Corner aimed to facilitate DMOs to present their offer for audiovisual production, highlighting their work being done to keep receiving major productions with the highest standards of safety and promote their destination to producers by providing a wide range of services, from granting filming permits to finding locations and local providers, among others.

Platino Award for Cinema on Education & Values. With UNWTO also focusing this year on Education, UNWTO Secretary-General presented for the second time the prestigious Platino Award for Cinema on Education & Values with the goal to efficiently promote the SDGs and the UNWTO's 2030 Agenda within the outstanding visibility platform given by the huge media coverage of such events.

Global Report on Cultural Affinity and Screen Tourism. Affiliate Members Department 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, within the framework of the event "Beyond the traditional concept of Screen Tourism", organized at Iberseries Platino Industria in Madrid.

This joint study and publication look at the role of film and series as drivers for tourism and cultural affinity. Its ultimate goal is to support policymakers and key stakeholders within the tourism sector to implement policies that make their destinations attractive for audio-visual producers. At the same time, it aims to help in the building of focused strategies to promote tourism and consumption of local culture, investing in skills and training to develop the local film and creative sectors, and integrating tourism at film festivals to deepen the global audiences' knowledge. The Affiliate Members department will continue to continue deepening this study, adding knowledge and experience of other Affiliate Members in order to make strategies available to interested destinations to take advantage of the potential of the production and distribution of audiovisual content to enhance the tourism sector.

b. Sports tourism

Based on inputs and proposals received from the AMs, Sports Tourism became a priority area for UNWTO, placed under direct responsibility and coordination of AMD.

- For the first time, UNWTO organized a World Sports Tourism Congress in collaboration with the Affiliate Member the Catalan Tourism Board (25-26 November 2021, Lloret de Mar, Spain). The event also served for other Affiliate Members to showcase their work in this field through intervention as panelists during the sessions, namely: George Washington University, SKAL International, Thessaloniki Tourism Organization, Tourism Kwazulu Natal Convention Bureau, International Motorcycling Federation (FIM), Cluster Montagne and FC Porto Museum.
- The affiliate Members Department participated in other sport events like football competition MadCup (26-30 June 2021), launched in collaboration with Affiliate Members, targeting to connect sport, tourism, education in values and promotion of SDGs.

1.4 Expand and support the activity of Working Groups (WG)

- **Working Group on SDGs Support**, led by Hostelling International: within the framework of PoW 2021, the Working Group discussed how promote the United Nations Sustainable Development Goals in the private sector, how to develop a toolkit/training material for tourism stakeholders on implementing the SDGs: Online course “Sustainable Development and Images of the Future”, including an unit “UN SDGs and tourism”.
- **Working Group on Accessible Tourism**, led by Red Estable: aimed at promoting more accessible tourism practices among entities of the private sector. During the last year, the members of the Working Group participated in an Expert Meeting organized in the framework of FITUR 2021. During the event, the publication “Accessibility and Inclusive Tourism Development in Nature Areas – Compendium of Best Practices” was launched, and some of the Affiliate Members and organizations which contributed to it had the opportunity to present their projects. This was a great platform to promote the report and boost the visibility of outstanding projects on accessibility in nature areas.



- **Working Group on Scientific Tourism**, led by Starlight Foundation: the working group was launched with the rational raising awareness about this tourist product and its potential to diversify the offer in destinations. The members of the working group have participated in the organization of the I International Astrotourism Conference, held in Portugal, 8-11 September 2021. The working group is currently exploring the possibility to develop a guide on the creation of the astrotourism products in destinations.

1.5 Provide increasing opportunities for networking and information-exchange

In line with the objectives and concrete proposals of activities established through the PoW2021, AMD supported the implementation of a consistent agenda of activities of Affiliate Members or with the participation of them, organized both in-person and virtually, targeting to provide more and better networking and information-exchange and to permanently enrich and improve the services offered to the AMs.

These activities, which were in line with the objectives and priorities of UNWTO, took place in form of AM Corners, online meetings, launch events, participation in statutory meetings, targeting to further engage ideas, knowledge and expertise.

More details available in Annex I: Main UNWTO meetings and events with Affiliate Membership participation and Annex II: Activities and initiatives proposed by Affiliate Members with UNWTO - AMD support/ participation

1.6 Enhance communication and easy access to information

AMD was fully committed to providing the Affiliate Members with fast, professional and easy access to the information. To achieve this, during 2021 AMD focused on:

- Intensively use AMConnected platform capabilities to communicate and share information, establish new business relationships and always stay up to date with the current news and events of the UNWTO.

- Improve the AM Newsletter, allowing the Affiliate Members to share their initiatives and projects more efficiently with the AM community on a monthly basis.
- Facilitate an easy and fast access to the UNWTO's information resources, including E-Library, Barometer, Statistical Data, and Joint Reports.

1.7 Joint UNWTO / AMD - AMs research & publications.

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



[“The Global Report on Cultural Affinity and Screen Tourism – The Case of Internet Entertainment Services”.](#)

This report, result of a fruitful collaboration between the UNWTO and NETFLIX aimed to rethink tourism looks at the role of film and series as drivers for tourism and cultural affinity. The Global Report explores how the online distribution of films and TV series can strengthen cultural ties 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 and traditions.



[Accessibility and Inclusive Tourism Development in Nature Areas – Compendium of Best Practices.](#)

This report is the main outcome of the work of the Working Group on Accessible Tourism in the last year. It addresses the relative lack of research carried out into the topic of accessibility in nature areas and consists in a compilation of best practices on accessibility in nature areas implemented by the members of the Working Group. It provides tourism stakeholders from both the public and private sectors with relevant conclusions on how to identify accessible tourism products and services in nature areas and wants to inspire them to launch similar initiatives aimed at making nature accessible to all.

More details available in Annex IV: List of publications with Affiliate Members involvement and Annex V: details on the Agreements signed between UNWTO and Affiliate Members

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.

AMD's goal in 2021 was to expand and strengthen –incorporating more and stronger new affiliated entities. To accomplish this, AMD focused on:

- a. **Promote the expansion of the Membership: more AMs.** AMD carried out promotional activities, along with modernizing the promotional strategy and available tools. The promotional campaign had a special focus on regions with great tourism potential but less Affiliate Members and counted on the support of existing Affiliate Members.

Also AMD continued to develop effective communication and promotional campaigns to create higher awareness of the benefits and the value of the AM Membership worldwide, by more actively involving UNWTO's Member States –through closer cooperation with the UNWTO Regional Departments– in supporting promote the Affiliate Membership in their countries and mobilize their tourism sector.

On the expansion dimension, we continued to carry out promotional activities along with modernizing the promotional strategy and available tools.

Within the framework of 2021 World Tourism Day, the Affiliate Members Department organized the session **“UNWTO Affiliate Membership and private tourism sector development in Africa”**. The main benefits, services and tools offered to the Affiliate Members were presented before more than 100 representatives of the African tourism private sector. Furthermore, two affiliated entities from the region, namely Facility Concept and Africa Tourism Partners Company described their experiences since they joined the UNWTO and showcased practical examples of collaboration with the Organization.



- b. Focus on quality dimension: stronger new AMs.** An important aspect worth to be underlined is that AMD was focused on this stage in the quality dimension, in attracting stronger candidates.

It must be underlined that our main efforts were focused on the process of modernization of the current Legal Framework, to provide us 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 is expected to:

- Establish more demanding eligibility criteria and a clearer description of the categories of entities to which affiliate membership is open
- 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, through:
 - ◇ The involvement of the Government of the State in which the candidate's headquarters are located in the eligibility check of the new candidate
 - ◇ Due diligence procedure - whenever considered necessary.

As a result of the promotional activity developed, the evolution of the Affiliate Membership was encouraging, despite the given difficult context: since September 2020 to the date **we have registered 41 new Affiliate Members**.

Inevitably, the status of our Affiliate Membership suffered the tough consequences of the COVID-19, which had a huge impact on the tourism private sector, especially in economic terms. These difficult circumstances are reflected in a foreseeable and unfortunately unavoidable increase in the number of affiliate members who face difficulties in coping with the payment of their membership fees. Taking this into account, one of the Organization's priorities was to find solutions to support them to get over the difficult context.

More details available in Annex VII: Evolution of the UNWTO Affiliate Membership

3. Improved support for / management of the Affiliate Members 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.

At the beginning of this year, AMD has conducted a survey aimed to gain more insight into which are the goals that the Affiliate Members want to achieve with the affiliation.

The main needs & expectations are:

- **opportunities to network and connect** with other private sector organizations, as well as with the Governments & public entities. At the same time, to engage and collaborate with other UNWTO Members.
- and **to have firsthand access to knowledge regarding the trends / developments within the sector** but also on what other entities are doing.



It is important to emphasize that the development and implementation of our dedicated Platform AMConnected solved part of this problem and our current goal is to make effective use of it and get full benefit of this on-line support already developed and implemented.

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, in 2021 the priorities of AMD were focused, in accordance with the approved PoW, on:

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

After more than 3 years of analysing the inputs received from our affiliates and based on some consistent surveys carried out in 2019 and 2021, we reached the conclusion that is essential and urgent to update the current legal framework of the UNWTO Affiliate Membership, which has become obsolete, that at this stage a comprehensive Legal Reform is a sine qua non condition to reach some of our key objectives.

Actually, the Reform of our legal basis was the highest priority in the Affiliate Members Department since September 2020.

The process was initiated in September 2020, when UNWTO Secretary General submitted to consideration and approval of the 112th UNWTO Executive Council (Tbilisi, Georgia, 15-17 September 2020), the Decision 4(CXII) through which was created the Working Group for the Reform of the Affiliate Membership Legal Framework

(WG-AMLR) with the mandate to elaborate an updated and modernized legal framework for the UNWTO Affiliate Membership.



Since then, a fruitful process of consultations and elaboration of modernized provisions was carried out. After celebrating 7 meetings of the mentioned WG-AMLR and an intense and permanent process of consultation with the Affiliate Members, which included 5 Meetings of the Board (12 January 2021, 18 February 2021, 20 April 2021 and 21 May 2021), AMD reached the stage of being able to submit for the approval of the 43rd Plenary Session the revised Rules of Procedure of the Committee of the Affiliate Members(in accordance with the Statutes/Article 7.5 and to the current Rules of Procedures/ article 13) and then the package of the whole Legal Framework to the approval of the 24th General Assembly.

The Reform, if approved, would allow UNWTO to count with necessary the tools, procedures & institutional mechanisms to achieve key objectives such as:

reinforce the public – private partnership, through enhanced integration of Affiliate Members with Member States/Governments and within UNWTO

- Promote a quality-oriented Expansion of the Affiliate Membership
- Build an updated and solid value proposition addressed to our membership.
- Fully align the legal framework of affiliate members with the UNWTO Statutes

More details available in Annex III: The ongoing Reform of the Legal Framework of the UNWTO Affiliate Membership

3.2 Consolidate the use of AMConnected Platform

The portal was designed as a state-of-the-art tool that allows Affiliate Members to directly communicate and exchange knowledge, ideas and proposals.

During 2021 we intensified our efforts on making the application more intensively used by the Affiliate Members and in making them aware of the advantages and facilities that offer. 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.

The results are very encouraging: AMConnected is becoming every day more intensively used, as was proved with the process of involvement of AMs in the efforts to deal with the COVID crisis.

3.3 Organization of the electoral process for election of the members of the Board of AMs

In accordance with the Rules of procedures of the Committee of the Affiliate Members and in consultation with the Board of the Affiliate Members, the UNWTO Secretariat established the 2021 Election Calendar for the election process for the Board of the Affiliate Members. It should be noted that the Board to be elected in these elections is expected to have a term of office of 4 years (instead of 2 years as is currently the case). Therefore, it was not possible to complete the elections before the General Assembly because of the expected changes in the Rules of Procedure of the Affiliate Members.

We are confident that this calendar will guaranty sufficient time to present the candidatures, and, in the same time, will comply with the actual & updated legal procedure, allowing us to have in January 2022 the first meeting of the new Board.

In accordance with Article 8.1 of the UNWTO Affiliate Members' Rules of Procedure, all Affiliate Members, in full exercise of their rights, may vote and be voted for. At the same time, in accordance with the provisions of the aforementioned regulation, only Affiliate Members without membership arrears may participate in the election process of the Affiliate Members Board.

The Affiliate Members Department will provide a secure voting platform for the elections, immediately after the General Assembly.

More details available in Annex VI: Elections process for the 2022- 2025 Board of the Affiliate Members

ANNEX I: 2021 Main UNWTO meetings & events with Affiliate Membership participation

A. UNWTO / AMD Statutory and high-level Meetings				
Date	Event	Venue	Format	Affiliate Members participation
5-6 November 2020	42nd UNWTO Plenary Session of the Affiliate Members	Madrid	In-person & virtual	<ul style="list-style-type: none"> • Debate on the AMs PoW 2021 • A new edition of the UNWTO Affiliate Members Corner • First edition of the UNWTO Affiliate Members Distinction Awards 2020 to outstanding Affiliate Member initiatives • Thematic Sessions on Recovering Tourism. Rebuilding Trust. Reinforcing Partnerships
19 January	113th Session of the UNWTO Executive Council	Madrid	In-person & virtual	<ul style="list-style-type: none"> • Progress Report on the Reform of the Legal Framework • Report of the Chair of Board • Admission of 7 new AMs
30 November – 3 December	24th UNWTO General Assembly			
	<ul style="list-style-type: none"> • General Assembly Sessions • 43rd Affiliate Members Plenary Session • Meeting of the Committee for Revision of Candidatures • AMs Corner: showcase of relevant AMs initiatives 	Madrid, Spain	In - person	<ul style="list-style-type: none"> • Approval of the new Regulatory framework for Affiliate Membership • Debate on the AMs PoW 2022 • B2B facilities for Affiliate Members • AM Corner

UNWTO Regional Commissions				
26 – 27 May	47 th Regional Commission for the Middle East	Riyadh, Saudi Arabia	In-person	<ul style="list-style-type: none"> Report on the regional Affiliate Membership presented by SG Participation of many AMs from the region
2 – 4 June	66 th Regional Commission for Europe	Athens, Greece	In-person	<ul style="list-style-type: none"> Report on the regional Affiliate Membership presented by SG Participation of many AMs from the region
24 June	66 th Regional Commission for Americas	Kensington, Jamaica	Virtual	<ul style="list-style-type: none"> Participation of many AMs from the region Institutional representation of Affiliate Members
2 – 3 September	64 th Regional Commission for Africa	Sal, Cape Verde	Hybrid	<ul style="list-style-type: none"> Participation of many AMs from the region Institutional representation of Affiliate Members
14 September	33 rd Regional Commission for Asia Pacific and South Asia	Madrid	Virtual	<ul style="list-style-type: none"> Report on the regional Affiliate Membership presented by Vice Chair of the Board Institutional representation of Affiliate Members by Vice Chair of the Board
Meetings of the Board of the Affiliate Members				
12 January 2021	51 st Meeting of the AM Board		Virtual	<ul style="list-style-type: none"> Approval of the updated PoW 2021 Established the participation of AMs in the 113th Executive Council
18 February 2021	52 nd Meeting of the AM Board		Virtual	<ul style="list-style-type: none"> Update on the evolution of the process Reform of the UNWTO Affiliate Membership Legal Framework Updated Programme of Work 2021 Definition of the calendar of the 2021 elections for the Board of the AMs
20 April 2021	53 rd Meeting of the AM Board		Virtual	<ul style="list-style-type: none"> Update on the evolution of the Reform of the Affiliate Membership Legal Framework

21 May 2021	54 th Meeting of the Board	Madrid	In-person & virtual	<ul style="list-style-type: none"> • State of the implementation of the Affiliate Members Programme of Work 2021 • Calendar of participation of Affiliate Members in UNWTO's 2021 agenda of events • Review of the activities of the Working Groups • Participation of the representative (s) of the AM Board in the coming UNWTO Regional Commissions. • Affiliate Members Survey: main outcomes and proposals • Affiliate Membership Legal Framework Process – state of play and next steps • The role and functions of the AM Governing bodies within the Organization - presentation by UNWTO Legal Counsel
Meetings of the Working Group on the Affiliate Membership Legal Reform (WG – AMLR)				
2 December 2020	1 st Meeting of WG- AMLR		Virtual	<ul style="list-style-type: none"> • Adoption of the Rules of Procedure of the Working Group • Approval of the Action Plan 2020 – 2021
14 January 2021	2 nd Meeting of WG- AMLR		Virtual	<ul style="list-style-type: none"> • Election of the Chair • Presentation of the Secretariat proposal of Reform's structure
16 March 2021	3 rd Meeting of WG- AMLR		Virtual	<ul style="list-style-type: none"> • Examination of the Text "Article 6: Committee on Matters Related to Affiliate Membership"
22 April 2021	4 th Meeting of WG- AMLR		Virtual	<ul style="list-style-type: none"> • Approval of the revised Text "Article 6: Committee on matters related to Affiliate Membership" • Preliminary examination of the Text of the Articles 1 to 5

1 June 2021	5 th Meeting of WG- AMLR		Virtual	<ul style="list-style-type: none"> • Approval of the revised text Articles 1 to 5 • Preliminary examination of the Text of the Articles 7 to 13
24 June 2021	6 th Meeting of WG- AMLR		Virtual	<ul style="list-style-type: none"> • Approval of the revised Text of the Article 7 to 13 • Presentation of the final structure of the consolidated text of the new Legal Framework
15 July 2021	7 th Meeting of WG- AMLR		Virtual	<ul style="list-style-type: none"> • Approval of the final text of the new Legal Framework to be submitted to the Plenary Session of Affiliate Members and the General Assembly • Approval of the proposal of the WG-AMLR concerning the composition of CMAM for the transition period 2021-2023
Meetings of the Global Tourism Crisis Committee				
10 December 2020	7th meeting of the Global Tourism Crisis Committee	Lisbon	In-person & virtual	<ul style="list-style-type: none"> • AMs represented by the Chair of the Board • Some AMs invited on specific topics
18 January 2021	8th Meeting of the Global Tourism Crisis Committee	Madrid	In-person & virtual	
9 April 2021	9th Meeting of the Global Tourism Crisis Committee	Riyadh	In-person & virtual	

B. UNWTO / AMD Main conferences & events, with AM participation

Date	Event	Venue	Format	Affiliate Members participation
19-23 May	FITUR 2021 - Madrid International Tourism Fair	Madrid, Spain	In-person	<p>Activities for Affiliate Members:</p> <ul style="list-style-type: none"> • AMs Corner • B2B opportunities • Expert Meeting organized by AM Working Groups on Accessibility • Launched the publication “Accessibility and Inclusive Tourism Development in Nature Areas – Compendium of Best Practices” • UNWTO/Netflix Panel of Experts on Screen Tourism and Cultural Affinity • Caixa Bank Hotels& Tourism Award
9-10 September	5th UNWTO Global Conference on Wine Tourism	Alentejo, Portugal	Hybrid	<ul style="list-style-type: none"> • Participation of Affiliate Members
27 September	World Tourism Day	Abidjan, Cote d’Ivoire	In-person	<ul style="list-style-type: none"> • Promotional session "UNWTO Affiliate Membership and tourism private sector development in Africa"
25-26 November	World Sports Tourism Congress	Lloret de Mar, Spain	In-person & virtual	<ul style="list-style-type: none"> • Global Congress organized by AMD in collaboration with the AM Catalan Tourist Board
31 October - 2 November	6th UNWTO World Forum on Gastronomy Tourism	Flanders, Belgium	In-person & virtual	<ul style="list-style-type: none"> • Participation of Affiliate Members

C. AMD Main projects & initiatives		
Date	Project / Initiative	Details
November 2020 – November 2021	Elaboration of the proposal for a Reform of the Affiliate Membership Legal Framework	<ul style="list-style-type: none"> • 7 meetings of the WG-AMLR • 5 coordination meetings of the Board • Proposal finalized on 15th July
6 November 2020	Thematic Sessions “Recovering Tourism. Rebuilding Trust. Reinforcing Partnerships”	The event provided a high-level platform to allow Members to share their best practices and proposals for recovery. The Sessions echoed the wider priorities of UNWTO, above all restoring confidence in international travel and promoting collaboration at every level.
January-March	2021 Survey on Affiliate Membership – Value creation within the UNWTO Affiliate Membership	
January - September	Elaboration of the “Global Report on Cultural Affinity and Screen Tourism” with Netflix Launched on 1 October 2021	AMD and NETFLIX carried out a joint research and publish a study on the priority topic Tourism and Audio-visual Industry, focused on the link between creation of local video content and tourism.
March	Call for Proposals for FITUR 2021	AMD organized a promotional activity dedicated to the presentation of relevant AMs projects during FITUR 2021, based on the inputs received in response to the Call for proposal & projects.
September	Call for Proposals for AMCorner IBERSERIES Platino Industria	AMD invited destinations/cities from all over the world interested in promoting their offer in terms of facilities and conditions attracting the shooting of movies, series and other audiovisual contents.
September	Call for proposals for the Programme of Work 2022	AMD invited AMs to contribute with proposals to be included in the PoW 2022.
July-December 2021	Election of the Board of Affiliate Members 2022-2025	AMD is organizing the process of election of the members of the new Board, to take office on January 2022.

ANNEX II: Activities and initiatives carried out by Affiliate Members, with UNWTO - AMD support / participation

A. AMs events & activities carried out with UNWTO -AMD support / participation					
Affiliate Member(s)	Date	Event / activity	Venue	Format	UNWTO / AMD involvement
Cámara Argentina de Turismo CAT	3 December 2020	Webinar: <i>Hablemos de Turismo Accesible: en el marco del día mundial del personal con discapacidad</i>		Virtual	AMD participation with: <ul style="list-style-type: none"> • Speakers • Promotion of the event
SKÅL International	11 February	Webinar: <i>International Code for the Protection of Tourists</i>		Virtual	AMD participation with: <ul style="list-style-type: none"> • Speakers • Promotion of the event
ATREVIA	2 March	Webinar: <i>Turismo en Latinoamérica</i>		Virtual	AMD participation with: <ul style="list-style-type: none"> • Speakers • Promotion of the event
Starlight Foundation	8-11 September	I International Astrotourism Conference	Évora, Portugal	In-person	AMD participation with: <ul style="list-style-type: none"> • Speakers • Promotion of the event AM Corner
CETT	10 June	Alimara CETT Awards	Barcelona, Spain	In-person	AMD participation with: <ul style="list-style-type: none"> • In-person representation & speaker • Promotion of the event
AEHM	24 June	AEHM Awards	Madrid, Spain	In-person	AMD participation with: <ul style="list-style-type: none"> • In-person representation & speaker • Promotion of the event
EGEDA	27 September - 2 October	Iberseries Platino Industria	Madrid, Spain	In-person	AMD participation with: <ul style="list-style-type: none"> • Event “Beyond the traditional concept of Screen Tourism”

					<ul style="list-style-type: none"> • Participation of UNWTO Secretary General in the Platino Awards ceremony to hand over the Cinema and Values Education Award • Participation in IPI Pitch - Film Commissions.
Saint Petesburg Convention Bureau	22-24 October	International Motorcycle Tourism Forum MotoSummit		Virtual	AMD participation with: <ul style="list-style-type: none"> • Speakers • Promotion of the event
North-Ossetian State University	11 November	Online course “Sustainable Development and Images of the Future”		Virtual	AMD participation with: <ul style="list-style-type: none"> • Speakers • Promotion of the event

B. AMs projects - implemented with UNWTO / AMD support

Affiliate Member(s)	Project / Theme implemented	UNWTO / AMD participation
International Air Transport Association (IATA)	Destination Tracker Status . Joint project UNWTO – IATA	UNWTO & IATA developed a portal offering to the traveller updated information on the situation & travel requirements of destination worldwide as useful tools to contribute to foster the confidence of the persons to travel.
Working Group on Accesibility	Accessibility and Inclusive Tourism Development in Nature Areas – Compendium of Best Practices	Coordination of the publication, Design, layout, printing and publication on UNWTO’s E-Library
Working Group on SDGs Support	Meetings of the Working Group on SDGs Support on 19 March and 28 April.	Joint activities within the group to further position SDGs in tourism reactivation plans Working Group members’ involvement in UNWTO Students' League
Working Group on Scientific Tourism	Meeting of the Working Group on Scientific Tourism on 3 December 2020, 19 March 2021 and 8 June 2021.	Preliminary talks on the development of a guide on astrotourism for destinations.

Annex III:



AFFILIATE MEMBERS DEPARTMENT

REFORM OF THE UNWTO AFFILIATE MEMBERSHIP LEGAL FRAMEWORK

Starting from extensive analysis and evaluation of the membership, based on inputs received from Members and surveys carried out in 2019 and 2021 AMD reached the conclusion that is essential and urgent to update and modernize the current legal framework of the UNWTO Affiliate Membership.

Within this context, the Reform of our legal basis is the highest priority in the Affiliate Members Department since January 2020.

Why an integral Reform?

For UNWTO to count with necessary the tools, procedures & institutional mechanisms to achieve key objectives:

- **Quality-oriented Expansion of the Affiliate Membership**
- **Reinforce the public – private partnership, through enhanced integration of Affiliate Members with Member States/Governments and within UNWTO**
- **Build value for UNWTO Members; updated and solid value proposition addressed to our membership.**
- **Fully align the legal framework of affiliate members with the UNWTO Statutes**

+500
Affiliate Members

+80
Countries



How to achieve it?

The Roadmap of the Reform Process

1 **2018-2019:** comprehensive **internal assessment** of the Affiliate Membership

2 **January 2020:** the initiative to reform the existing Legal Framework shared with the Board of the Affiliate Members and with the Committee for the Review of Applications for Affiliate Membership.

The initiative has been well valued by both the Board and the Committee.

3 **September 2019:** 112 Executive Council (Tbilisi, Georgia) approved the proposal of the Secretary General to amend the current legal basis for the Affiliate Members.

How to carry out the Reform?

Through the creation of a specialized **Working Group for the UNWTO Affiliate Membership Legal Reform (WG - AMLR)**, formed by 14 Members States from all the regions and the Chair of the Board as the institutional representative of the Affiliate Members, with Spain as Chair.

4 **November 2020:** the WG-AMLR formally constituted, under the Chairmanship of Spain

5 **December 2020 - July 2021:**

- **7 meetings of the WG - AMLR**, to fulfil the mandate entrusted by the Executive Council.
- In parallel **5 meetings of the Board of Affiliate Members**, to keep AMs updated, evaluate progress of the Reform and incorporate AMs proposals

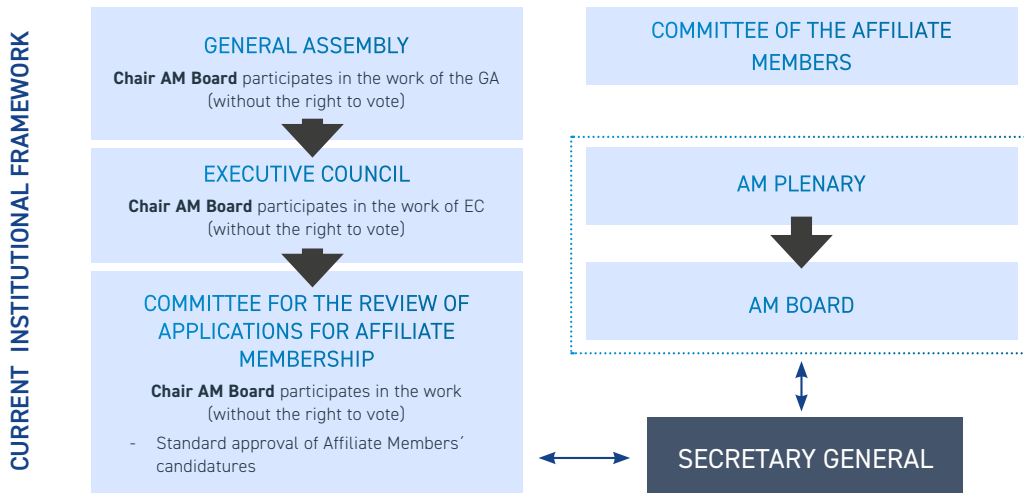
6 **15 July 2021:** the final version of the new Legal Framework approved by the WG - AMLR.

7 **Since July 2021:** communicating the content of the proposed Reform among the Affiliate Members.

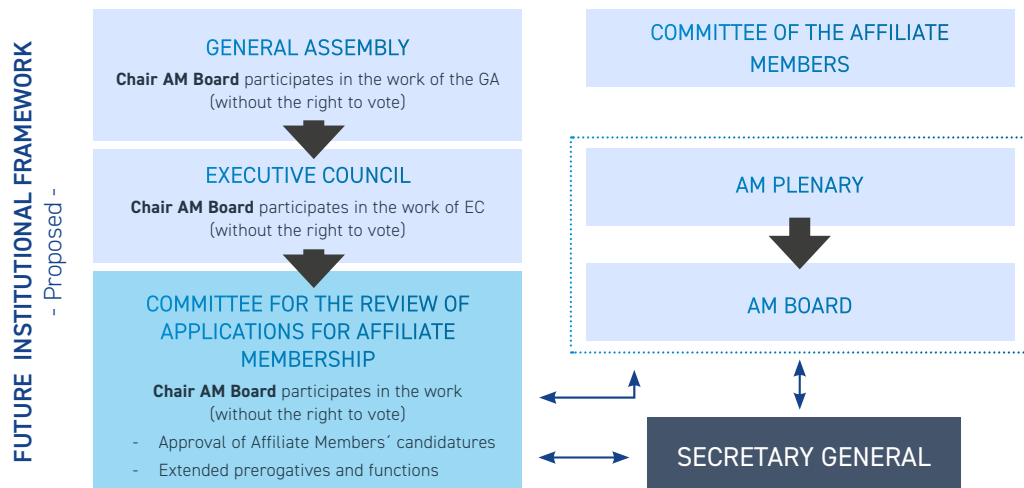
What? Main outcomes

Creation of a **specialized “Committee on Matters Related to Affiliate Membership” (CMAM)** – to serve as a much necessary institutional vehicle for an **effective integration of the Affiliate Members with the Governments and within UNWTO.**

Currently there is no dedicated institutional framework foreseen for the Affiliate Members, to allow them to debate with the Member States and to bring their proposals to the consideration of the Executive Council and the General Assembly. The only institutional channels that Affiliate Members have as of today for this purpose is through the Secretariat / Secretary General.



CMAM will fill this gap and will serve as the specialized body to offer to the Affiliate Members the necessary support and an operational mechanism to network, dialogue and collaborate with the Governments, particularly to interact with the UNWTO statutory bodies (General Assembly, Executive Councils and Regional Commissions).



2 Provide the necessary tools to promote a quality-oriented expansion of the Affiliate Membership.

In this regard the new Charter of the Affiliate Membership:

- Establish more **demanding eligibility criteria** and a **clearer description of the categories of entities** to which affiliate membership is open.
- 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, through:
 - **Involvement of the Government** of the State in which the candidate's headquarters are located in the eligibility check of the new candidate
 - **due diligence procedure** - whenever considered necessary.
- A **faster withdrawal procedure** is also introduced

3 Regulation of the functions and working methods of the Plenary and the Board

Improvement of the rigor and clarity of the specification of the prerogatives and responsibilities of the Governing Bodies of the Affiliate Membership: the Board and the Plenary.

The current legal framework establishes in a fairly detailed way what the Board of Affiliates can do and how it operates, but leaves practically undefined all the key aspects regarding the functioning of the Plenary of the Affiliates - which is the organ of greatest representativeness.

The improvements introduced through the **Revised Rules of Procedure** includes:

For the Plenary of the Affiliate Members:

- Specific **quorum** for decision-making
- Adoption of **decisions by consensus**, except when a majority is required- Detailed specific functions and responsibilities
- **Sessions every 2 years** in the framework of the General Assembly, instead of every year

For the Board of the Affiliate Members:

- Term of office of the Board Members of 4 years instead of 2 years
- Functions revised and fully aligned with the UNWTO Statutes

4 Legal Framework with coherent structure and plenty in accordance with UNWTO Statutes.

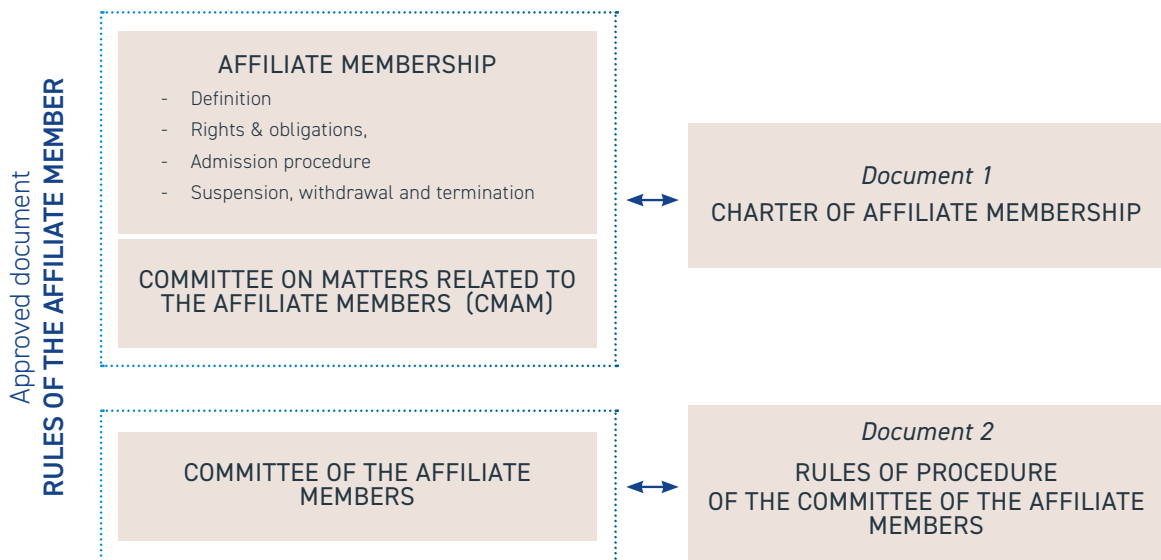
The reform also solved the imperative to have a **Legal Framework establishing in a clear manner which governing body is competent for what.**

The problem: The current legal framework for affiliate members is contained in a single document, the Rules of Procedure of the Committee for Affiliate Members, which includes some prerogatives that are the exclusive competence of the Member States, i.e. topics in which neither the Plenary nor the Board can take decisions, since otherwise it would be contrary to the UNWTO Statutes.

The solution: through the reform the legal framework was restructured as to include in the Rules of Procedures of the Committee for Affiliate Members only those topics in which the Plenary and/or the Board have the prerogative to adopt changes and to include in a separate document those prerogatives and responsibilities which are exclusive competence of the Member States, according to the statutes of the Organization.

Therefore, the new Legal Framework of the UNWTO Affiliate Membership would consist of two documents:

- a. The revised **Rules of Procedure of the Committee of the Affiliate Members** which includes all the regulation concerning the Plenary and the Board, fully in line with the provision of the Article 7.5 of the UNWTO Statutes (“*there may be a Committee of the Affiliate Members which shall establish its own rules and submit them to the General Assembly*”).



- b. A **Charter of the UNWTO Affiliate Membership** which includes all the content concerning:
 - the Affiliate Membership – i.e. definition of Affiliate Membership, admission process, rights & obligations of AMs, withdrawal procedure etc, and;
 - the new Committee on Matters Related to Affiliate Membership (CMAM).

What next?

Approval by the Plenary & the 24GA

To obtain the approval of the Plenary of the Affiliates and of the General Assembly for the proposed new Legal Framework:

Next steps: approval by the 24th GA



30 November 2021 / 43rd AM Plenary:

- The **revised Rules of Procedure of the Committee of the Affiliate Members** to be submitted for the approval of the 43rd Plenary Session, in accordance with the Statutes (Article 7.5) and to the current Rules of Procedures (article 13).

Note:

- Two-third majority of the affiliate members present and voting required for the approval.

2 December / 24th General Assembly:

- The **Charter of the UNWTO Affiliate Membership** and the **Rules of Procedure of the Committee of the Affiliate Members** (previously submitted to the approval of the Plenary) to be submitted for the approval of the 24th General Assembly

Note:

- Only the **Rules of Procedure of the Affiliate Members** will be submitted to approval of the **Plenary**
- The other document, **The Charter of the UNWTO Affiliate Membership** will be submitted for approval directly to of the **General Assembly**, on 2 December 2021.

See the full text of the new Legal Framework here:

[24GA Agenda item 17 - Reform of the AM Legal Framework](#)

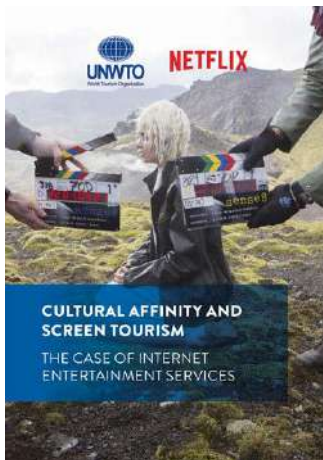
Accessibility and Inclusive Tourism Development in Nature Areas – Compendium of Best Practices



This publication, which was presented at the Expert Meeting on Accessible Tourism in the framework of FITUR, is the result of the work carried out in the last months by the Working Group on Accessible Tourism, coordinated by our Department and chaired by the AM Spanish Network for Accessible Tourism (RedEstable). This compilation of best practices and the conclusive recommendations are a joint effort showcasing case studies that provided innovative, inclusive and sustainable solutions fostering access to nature for all. All the projects compiled in this publication have made a recognized and challenging effort to break barriers and bring new, exciting opportunities for users and other entities and organizations to follow their examples and replicate them in different destinations.

- *“Accessibility to the Natural Park Network of the Barcelona Provincial Council – Don’t Stay Home”*, Barcelona Provincial Council. AM Catalan Tourist Board (ACT)
- *“Forest Trail Bliznec at Medvednica Natural Park”*, AM Croatian National Tourism Board
- *“Accessible Tourist Attraction Development Project”*, AM Korea Tourism Organization
- *“Breaking Barriers”*, Aigüestortes i Estany of Sant Maurici National Park. Affiliate Member: AM Catalan Tourist Board (ACT)
- *“Donatapa – Beaches for all by re-using plastic”*, Red Costarricense de Turismo Accesible. AM International Social Tourism Organization (ISTO)
- *“Blue Flag as a promoter for accessible tourism”*, AM Foundation for Environmental Education
- *“Implementation and certification of a universal accessibility management system for the creation of an assisted bathing point at Las Canteras beach”*, AM Promoción de la Ciudad de Las Palmas de Gran Canarias
- *“Accessible Way of Saint James”*, AM Fundación ONCE
- *“Can Morei”*, Can Morei. A AM Catalan Tourist Board (ACT)
- *“Accessible Cycling Routes in Wallonia”*, Commissariat Général au Tourisme Wallonia. AM International Social Tourism Organization (ISTO)
- *“Hiking for all: enjoy your abilities with Handisport Mallorca”*, Fundación Handisport Mallorca, AM RedEstable

Global Report on Cultural Affinity and Screen Tourism: The Case of Internet Entertainment Services



The Global Report is the result of a fruitful partnership between the two organizations- It looks at the role of film and series as drivers for tourism and cultural affinity.

Its ultimate goal is to support policymakers and key stakeholders within the tourism sector to implement policies that make their destinations attractive for audio-visual producers. At the same time, It aims to help in the building of focused strategies to promote tourism and consumption of local culture, investing in skills and training to develop the local film and creative sectors, and integrating tourism at film festivals to deepen the global audiences' knowledge.

Key findings and Recommendations:

Diverse, accessible and quality content is key.

For governments, this means investing in skills and training to develop the local film and creative sectors to ensure a high level of talent, infrastructure and production capacity to enable high quality local productions.

Alignment between ministries of culture, tourism, film commissions, economic development agencies and the private sector

For governments, this means ensuring there is a coordinated strategy to encourage investment in such content, particularly ensuring that local policies in one area do not contradict these goals in another area. For example, policies that restrict ease of entry of new players or introduce high regulatory burdens can re-direct funds and efforts from local content investments and result in overall less impact on tourism and building cultural affinity through such content.

Integrating tourism and showcasing culture at film festivals, and vice versa.

For governments, efforts can be made to establish these partnerships and carve out space at local conferences, festivals, expos and even national sporting events where film and TV series are used to deepen the global audiences' knowledge about their local culture and travel destinations.

Framing strategies and policies in line with the Sustainable Development Goals (SDGs).

Governments should also develop infrastructure that enables such practices to be brought in by the private sector, for example by investing in electric vehicle infrastructure or ensuring that underrepresented groups in their society have access to education and skills development so that they can develop their careers both in the creative industries, as well as tourism sectors. Education on respecting the environment will also help ensure that the growth of tourism is not done at the expense of environmental concerns.

Annex V - List of agreements signed between UNWTO and Affiliate Members

Memorandums of Understanding

- Memorandum of Understanding between the World Tourism Organization (UNWTO) and Avangreen Energy Solutions (Avangreen)
- Memorandum of Understanding between the World Tourism Organization (UNWTO) and the *Consejo Empresarial Alianza por Iberoamérica (CEAPI)*
- Memorandum of Understanding between the World Tourism Organization (UNWTO) and *Grupo Xcaret*
- Memorandum of Understanding between the World Tourism Organization (UNWTO) and *Grupo Ciudades Patrimonio de la Humanidad (GCPHE)*
- Memorandum of Understanding between the World Tourism Organization (UNWTO) and Nova School of Business and Economics (Nova SBE)
- Memorandum of Understanding between the World Tourism Organization (UNWTO) and the Basque Culinary Center (BCC)

Co-edition agreements

- Agreement between the World Tourism Organization (UNWTO) and the International Air Transport Association (IATA) regarding the Development of an online Dashboard on COVID-19: Travel Restrictions and Health Related Travel Requirements
- Co-edition Agreement between the World Tourism Organization (UNWTO) and Netflix regarding the Publication of “Report on Cultural Affinity and Screen Tourism, driven by Internet Entertainment Services”

Sponsorship agreements

- Sponsorship Agreement between the World Tourism Organization and Madrid Destino Cultura Turismo y Negocio, S.A. (Madrid Destino), for the 42nd Plenary Session of the UNWTO Affiliate Members (November 5-6, 2020)
- Sponsorship Agreement between the World Tourism Organization and Eurecat for the participation in UNWTO’s Students League

Partnership agreements

- Collaboration Agreement between the World Tourism Organization (UNWTO) and the Basque Culinary Center (BCC) for the Organization/Celebration of the UNWTO Tourism Tech Adventures: Gastronomy / 3rd UNWTO Gastronomy Tourism Startup Competition: Local Impact
- Collaboration Agreement between the World Tourism Organization (UNWTO) and ONCE Foundation and European Network For Accessible Tourism (ENAT-European Network For Accessible Tourism)

Internship agreements

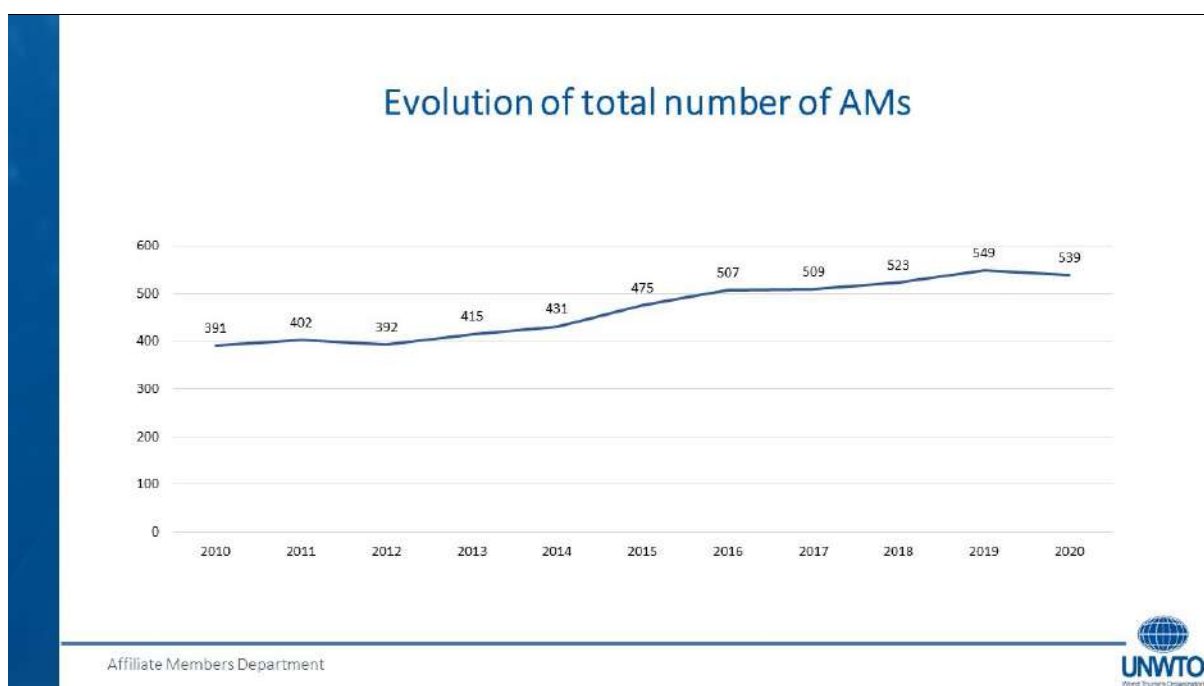
- Cooperation Agreement between the World Tourism Organization (UNWTO) and the InHolland University of Applied Sciences of The Netherlands on Internship Programme

Annex VI - Elections process for the 2022- 2025 Board of the Affiliate Members

The Affiliate Members Department launch in June 2021 the process to elect the new Board of the Affiliate Members, which is expected to take office in January 2022.

Activity	Date/Deadline
Publication of the electoral calendar and the guidelines for the election procedure	28 June 2021
Publication of the provisional electoral census	12 July
Updating the electoral census, based on updates/inputs from AMs	12 July – 1 September
Publication of the final electoral census	1 September
Opening of the period for the presentation of candidatures	6 September
End of the period for the presentation of candidatures	4 October, 18:00 hrs CET
Publication of the approved list of candidatures	7 October
Period for the promotion of the candidatures / campaign of the candidates to attract support among the Affiliate Members	7 October-3 December
24th UNWTO General Assembly New Legal Framework for AM expected to be approved	30 November-3 December
UNWTO will notify the Affiliate Members of the provisions of the newly approved Rules of Affiliate Members, including: - 4-year term of office of the members of the Board (instead of 2 years)	3 December
Opening of the voting period	6 December
Closing of the voting period	16 December, 18:00 CET
Publication of the official results	17 December
Announcement of the 3 Members of the Board designated by the Secretary-General	22 December
Announcement of the date of the first Board meeting UNWTO will communicate to the elected members of the Board the proposed date for the first meeting for the formal constitution of the Board 2021- 2025	22 December
First Meeting of the elected Board of Affiliate Members Formal constitution of Board and election of the Chair, First Vice-Chair and Second Vice-Chair	January 2022 – date to be defined

Annex VII – Evolution of the UNWTO Affiliate Membership



Admitted Affiliate Members in 2021

Executive Council – 113th session, Madrid, Spain, 18-19 January 2021

1. Allianz Partners (Spain)
2. Conseil des Grands Crus Classés en 1855 (France)
3. Gulf Air (Bahrain)
4. NOVA School of Business and Economics (Portugal)
5. Osaka Seikei University (Japan)
6. Patronato Provincial de Turismo de la Diputación de Córdoba (Spain)
7. Tourism Data Driven Solutions (Spain)

General Assembly, – 24th Session, Madrid, Spain, 30 November 2021

1. AMAALA Company (Saudi Arabia)
2. ASICOTUR (Spain)
3. Confederación Española de Organizaciones Empresariales – CEOE (Spain)
4. Consejo Consultivo Estatal de Turismo (CCET) del Estado de Yucatán (México)
5. Costa Crociere (Italy)
6. Gastronomic Association of Georgia (Georgia)
7. Ghana Tourism Federation (Ghana)
8. GIATA (Germany)
9. International Council of Marine Industry Associations (ICOMIA) (Belgium)
10. Kasese Tourism Investors Forum (Uganda)
11. Nigerian Tourism Development Corporation (Nigeria)
12. RVF International (USA)
13. Saint Petersburg Convention Bureau (Russia)

14. SPET - Turismo de Tenerife (Spain)
15. The Arab Regional Centre for World Heritage (Bahrain)
16. UNAUTO VTC (Spain)
17. Universidad Americana (Paraguay)
18. VisitMerida Mx (México)
19. Kobe University (Japan)
20. Bunyan Riyadh Higher Training Institute (Saudi Arabia)
21. Center for Global Understanding of Sustainable and Experiential Tourism (USA)
22. Soudah Development Company (Saudi Arabia)
23. Global Performance Group (USA)
24. PKF Hospitality Group (Austria)
25. Gangwon Tourism Organization (Republic of Korea)
26. Hotelbeds USA Inc. (USA)
27. International Foundation of Sport Tourism and Youth (Georgia)
28. Politécnico Grancolombiano (Colombia)
29. P.A. The Lift (Mexico)
30. Club Atlético de Madrid (Spain)
31. Avangreen Energy Solutions S.A. (Spain)
32. Abelmes S.A. (Uruguay)
33. Business Association of Georgia (Georgia)
34. Asociación para la Protección del Patrimonio Gastronómico (Spain)

Total number of new Affiliate Members admitted in 2021: 41



UNWTO Affiliate Members Department

UNWTO - a Specialized Agency of the United Nations

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