



ASSOCIATION **M**ONDIALE POUR LA **FOR**MATION **H**OTELIERE ET **T**OURISTIQUE  
WORLD **A**SSOCIATION FOR **H**OSPITALITY AND **T**OURISM **E**DUICATION AND **T**RAINING  
ASOCIACION **M**UNDIAL PARA LA **FOR**MACION **H**OSTELERA Y **T**URISTICA

**General Assembly – November 29<sup>th</sup> 2017**  
**ITHQ – Institut du tourisme et d’hôtellerie - Montréal,**  
**Québec - Canada**

**Presents:** Didier ARGENCE, Saïd BOUKHELIFA, Paul CACCIA, Stéphane DEMAEGHT, Ismet ESENYEL, Martine FERRY, Philippe FRANCOIS, Xavier GRET, Laura HENRIET, Sylvie LEROY, Chrystel MASDUPUY, Ricardo MEJIA, Maria José MORENO, Michel MOUISEL, Valéria PLAISANCE, Edouard PLAISANCE, Pasqual PORCEL, Abderrazak SEDOUGA, Benoit SIRARD, Hélène VERDET, Thomas YUNG

**Excused with proxies:** Abdou BELGAT, Mercedes CARREÑO, Paul CONSTABLE, Mathieu DATI, Svetlana DIKHTYAR, Moez KACEM, Nathalie LAMBERT, Hervé LAURENT, Jean-Pierre LOZATO-GIOTART, Giovanna MEDINA, Berthide NOAILLES, Georges QIAO, Katia ORTEGA-BORLOZ, Eléonore VIAL, +13 proxies

**Absents:** Kaye CHON, Vitaliy VOLINETS, Giovanni ZONIN

**Welcome statement**

Philippe FRANÇOIS, President of AMFORHT, opens the General Assembly with a welcome message to all attendants. He thanks the ITHQ team among which Paul CACCIA for their warm welcome. The chosen language for the meeting is French. The presentation attached in therefore in French.

To start the General Assembly, all proxies are checked. The Minutes from the previous General Assembly in Puebla-Mexico (17<sup>th</sup> November 2016) are validated.

**President asks for approval on the minutes of the previous General Assembly**

*None against and no abstention: motion is validated*

President introduces the new special consultative status granted by the United Nations (the Economic and Social Council), and explains how we can develop our NGO.

**1) Report from President**

President reports on the follow-up of AMFORHT 's policy and makes an update on the association's history and past forums with some with more than 200 attendants.

He summarizes the past year's actions as it has been deeply filled with many events and actions and leave the Vice Presidents expressing their views.

He explains the importance of multicultural discussions within AMFORHT and the increasing communication that took place in 2017.

The new Status from UN involves to think deeply and collectively to a new international approach.

He outlines the high needs for communication from our members and coordinated by Hélène, our General Delegate. The online tool is therefore key to launch projects and opportunities directly on our platform (AMFORHT Platform on internet).

Special thanks to Saïd BOUKHELIFA for his implication as Delegate for Algeria and recent nomination in at the Travel agency organisation SNAV in Algeria. President mentions the new partnerships and members within our NGO.

**First Vice-President in Administration and Communication asks for approval of the President's report**

*None against and no abstention: motion is validated*



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## 2) Annual report from First Vice Presidents: Martine FERRY, Michel MOUISEL, and the General Delegate, H  l  ne VERDET

a- Martine FERRY congratulates the General Delegate for her excellent work and initiatives. As VP of Communication, she reports the different actions and events in 2017 around the world, such as the Regional conference in PFUR, Russia, the 1<sup>st</sup> FETI (AMFORHT conference) in Hangzhou-China, the Mountain Tourism Alliance (ITMA) conference in China, the Conference of European Ministers of Tourism, in Malta...

As a conclusion, she invites all members to become AMFORHT followers on social medias and to participate to upcoming events, and share ideas.

b- Michel MOUISEL explains his actions as the First Vice-president in charge of development

He points out his role is to stay in touch with all AMFORHT Delegates with H  l  ne VERDET. He goes through the events in 2017, new active and famous members like EPMT school (France), Lausanne School (Switzerland), The Hokuto School (Japan) and upcoming initiatives from the Fondazione Luigi Clerici (Italy), the 2<sup>nd</sup> China Regional AMFORHT conference, the possible Regional conference in South Korea...

Michel MOUISEL points out the development of Gastronomic Tourism and possible partnerships with some Chefs.

c- H  l  ne VERDET, General Delegate, summarizes her actions

H  l  ne VERDET summarizes her efforts to strengthen the existing network with past and new members (44 active entities since last general Assembly) in nearly 70 countries.

She is pleased to work in this dynamic atmosphere with an increasing recognition of AMFORHT's presence worldwide. She is coordinating many projects between members, and more delegations, as well as partnerships like Erasmus+, Skal, WTTC, IHRA.

She outlines the fact that membership fees are sometimes difficult to get. She worked hard with Campusgroups (our platform provider) so that API is always getting new technical improvements and features to facilitate members's navigation.

H  l  ne confirms seeing a positive impact from the use of the tool as members become active and visible through their network communication.

She mentions the launch of e-learning sessions with groups of members to show them how to post information and get visibility.

She explains that the "E-shop" service has been launched in early January 2017, firstly to offer a personalized innovative **Wall plaque** for AMFORHT Members; unfortunately, it is not used as much as it should. After one year of test, new products will be proposed, always with the brand of the school or company. Rates have been negotiated to satisfy the AMFORHT members and give them the opportunity to get high quality goodies for a nice price.

President asks for Board Members' approval of the First Vice-presidents and the General Delegate's reports

***None against and no abstention: motions are accepted***

## 3) Reporting from Regional and Country Delegates

President makes an update on the organizational human chart and delegations by region or language that are available (ex: Australia, UK...)

St  phane DEMAEGHT, AMFORHT President advisor shares his experience at the "Global Conference on Talent Development" from UNWTO that took place in Les Roches-Marbella.

The audience watches the special video recorded by Moez KACEM, delegate Tunisia.

President introduces a new member, Marie-Anne JACQUET, who is involved in the development of the Travel agencies and Travel companies. Her video presents her work and approach to this new category of AMFORHT Members.



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After a quick coffee break, Abderrazak SEDOUGA explains the AMFUL project to all members in a live presentation. This E-Library, named for the time being AMFUL – for **AMFORHT Free Universal Library** – is aiming to compile freely our knowledge. This Library will house thousands of documents, audio and visual, in all languages, representing all cultures; open, universal, for FREE!

He confirms the E-library has already an online section on API. <https://amforht.groupment.com/elibrary/about/>

The project will be updated during the 22<sup>nd</sup> World forum in Luxembourg; in the meantime, all members can send him his books, articles... to be posted on the AMFORHT website.

Debate with the members is open.

President asks for Board Members' approval of the Delegate's reports

***None against and no abstention: motions are accepted***

#### **4) Annual report on AMFORHT finances by Didier ARGENCE, First Vice- President Treasurer**

As First Vice President Treasurer, Didier ARGENCE explains the financial situation with the display of the accounts. He reads the realized 2016 budget, the current 2016 budget and the projected 2017 budget.

He points out that this is very important to get the fees at the beginning of the year.

The balance in the realized budget 2016 budget shows a deficit of 4.639,05€, which has been reduced vs previous years.

This trend would be confirmed for 2017. He recalls main expenses and the arrival of the General delegate as a permanent employee.

Statutory Auditing: Michel MOUISEL representing the accounts statutory auditor, states that the accounts have been checked, they are correct.

President asks for Board Members' approval of the final realized 2017 budget.

***None against and no abstention: motions are accepted***

According to decisions which have been taken during the last Board Meeting, Didier ARGENCE presents current 2017 budget and the projected overall 2018 budget.

He explains the growing trend of our income which concretizing in 2017, as the figure's growth are positive, with a realised "benefit" of 2.328.80€ and 309.39€ in the forecast. The overall actions have highly contributed to stabilise the membership fees.

In 2017, membership fees have increased in order to cover the expenses. This measure has been completed by a high level of commercialisation to get new members and contributors.

To achieve financial stabilization, AMFORHT benefits from the hard work of the permanent General Delegate.

Didier ARGENCE summarizes new services and initiatives covered by the association since 2012 and explains the importance of contributions from members. A forecast for 2018 budget is presented with a positive balance of 994€.

Some decisions have to be taken by this General Assembly:

- Some sponsorship agreements have started to emerge since 2017 and should be renewed and developed by 2018
- The launch of the AMFORHT e-shop with a selection of goodies for members should increase AMFORHT revenues with a commission on sales
- New categories of members in the Industry have arisen from the initial membership options: for example, the Travel agencies, Tour Operators should be represented within AMFORHT
- An increase of 10% on membership fees is planned from 2018, in order to cover the expenses.



- The working time of H el ene VERDET is now 80% since 2017; her salary should increase by 5%

President asks for Board Members' approval of the 2017 current budget and estimated overall 2017 and 2018 budgets

President asks for Board Members' approval of new categories of members

President asks for Board Members' approval of new membership fees

President asks for Board Members' approval of the General Delegate salary

***None against and no abstention: motions are accepted***

Philippe FRANCOIS thanks the Assembly for these votes.

### 5) Floor is given to our Members

- Benoit SIRARD and Pasqual PORCEL share their views on the importance of a marketing approach with 62 countries represented in AMFORHT. The visibility and notoriety shall be increased. For quality and strategic positioning, passive members who are not contributing shall be removed from the platform.

There is also a way to look for subventions.

- Sylvie LEROY confirms that le Journal des Palaces will continue to sponsor AMFORHT and share the contacts.

The whole audience agrees to co-opt 3 to 4 new members each in order to see concrete results.

President asks for Board Members' approval of the actions to be taken regarding new members and non-contributing members

***None against and no abstention: motions are accepted***

### 6) Approval on Applicants' candidacies

H el ene VERDET introduces 40 new members with their country of origin and category with a summary.

She explains the selection process before approving new entrants, achieved by the Applicant Selection Committee of AMFORHT. A registration form explaining the reasons to join, and a CV are examined by the Committee and Country Delegates.

Questions arise about new members and partners to get to know them.

President asks for Board Members' approval of the validation of new members and partners

***None against and no abstention: motions are accepted***

### 7) Elections

Before the presentation of the next forums, President mentions the 2018 elections with board members' renewals some candidates for new Board Members. A chart is presented on the screen.

President asks if there is any candidate. Nobody declared himself to date. Philippe Fran ois then officially presents his candidacy for a new mandate.

President asks for Board Members' approval of the elections process

***None against and no abstention: motions are accepted***



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## 8) Forum 2018

A feedback is shared about this first edition of a common forum in Montreal, which gathers Hospitality professionals and Education key players. This is a success as all participants have been satisfied by the level of professionalism and organisation for this event.

A certificate of forum attendance is requested by the general Assembly's attendants and agreed.

With the set-up of the 22<sup>nd</sup> World Forum in Luxembourg, it has been agreed that from now on, AMFORHT forums will happen in Spring. The main reasons are to attract more participants and be more competitive compared with other associations in autumn, which prevent some members to attend our events.

Stéphane DEMAEGHT presents the 22<sup>nd</sup> World AMFORHT Forum in Luxembourg and the topic: "Transform our World by Education and Cooperation." Deadline is stretched to organise such an event in 4 months, but all Board members will contribute to help.

About upcoming forums, we actively work on the organization of the 2019 forum. Martine FERRY explains that a project to sign a forum contract with the Institut Paul Bocuse will be confirmed at the next forum in Luxembourg  
President asks for Board Members' approval of the new dates and planning for Forums

***None against and no abstention: motions are accepted***

President asks for Board Members' approval of the upcoming Forum in Luxembourg in 2018

***None against and no abstention: motions are accepted***

## 9) Synthesis and projection by the President

President summarizes the 2017 actions and projected 2018 orientations, mentioning again the future elections in March. The organizers of this current and successful event (AHQ and ITHQ) are warmly thanked, as well as all attendants for their active participation to this General Assembly.

President thus closes the General Assembly, giving an appointment to all in Luxembourg.