

Budapest, 26<sup>th</sup> February 2018

**Subject:**

**Acceptance of the Statutes of UNWTO and commitment to the UNWTO Global Code of Ethics for Tourism**

To: Mrs. Yolanda Perdomo  
Director  
Affiliate Members Programme  
World Tourism Organization  
Capitán Haya, 42  
28020 Madrid (Spain)

From: **BFTK Budapest Festival and Tourism Centre Non-Profit Limited Liability Company**  
H-1052 Budapest, Városház street 9-11.

Tel.: +36 1 486 33 00  
E-mail: [igazgatosag@budapestinfo.hu](mailto:igazgatosag@budapestinfo.hu)

In my capacity as Executive Director of the above-mentioned entity, I hereby declare that we have taken cognizance of the Statutes of the World Tourism Organization, that we adopt the objectives of the Organization as our own, that we undertake to constantly make an effort to practice and develop the principles of the Global Code of Ethics for Tourism of the UNWTO and accept the obligations inherent to affiliate membership as set forth in the Statutes of the Organization and in Article 2 Section 2 of the Rules of Procedure of the Committee of Affiliate Members.



**Ms. Teodóra Bán**  
Director  
BFTK Budapest Festival and Tourism Centre





# Affiliate Membership Application Form

## I. Your organization or company

### 1. Name:

(Please indicate the registered name of your organization / company)

**BFTK Budapest Festival and Tourism Centre Non-Profit Limited Liability Company**

### 2. Head Office address:

Address line 1: Városház street 9-11.

Address line 2 (optional):

Town / City: Budapest

Postcode: 1052

Country: Hungary

### 3. Description:

(Please write your organization's objectives and main activities. **Max 500 words**).

As official tourism organization, BFTK's main objective is to support the organic development of tourism of Budapest. As cultural ambassador, our mission is to organize high level cultural events in Budapest.

#### Main activities and tasks of BFTK:

- Destination management: coordination and lobbying (Budapest Tourism Round Table, strategic partnerships) .
- Official tourist information: personal at Budapestinfo Point offices and infodesks as well as by printed brochures (Budapest Guide, city map, Finest Budapest, etc.), and via online presence (budapestinfo.hu).
- Official travel trade (B2B) information via Budapest MICE Guide, festival tours, package tour availabilities, connecting partners.
- Hosting and assistance for guests and visitors of global/international events in Budapest (sport, culture, MICE).
- International and domestic promotion in cooperation with the national tourism organization (MTÜ) and service providers.



- Producing/promoting high level, 4-season cultural festivals (Spring Festival, Summer Open Air Theatre at Margaret Island, Autumn Budapest CAFE, Winter Advent Market with cultural programmes)
- Qualifying and branding tourist services of Budapest through Budapest Card.
- Maintaining and developing the official Budapest Card tourist card system as a trademark and a returnable income resource.

## Affiliate Membership Application Form

#### 4. Website:

[www.budapestinfo.hu](http://www.budapestinfo.hu)  
[www.budapest-card.com](http://www.budapest-card.com)

#### 5. Logo.

Please send your organization / company logo to [unwtoam@unwto.org](mailto:unwtoam@unwto.org)



**BFTK**  
Budapest Festival  
& Tourism Centre  
Non-profit Limited Liability Company

#### 6. Billing information

Please provide below the information you need to include in your invoice:

Legal name of the organization / company: **BFTK Budapest Festival and Tourism Centre Non-Profit Ltd.**  
VAT number: HU18079519  
Purchase order: Affiliate membership requirement to UNWTO City Tourism Network

#### Other:

(Please note no modification will be accepted after issuance of the regular invoice issued on January 2 of the financial year in which it is due)



7. Contacts:

## Affiliate Membership

### MAIN CONTACT

**Title:** Ms.  
**Name:** Teodóra  
**Surname:** Bán  
**Position:** Executive Director  
**Email address:** [igazgatosag@budapestinfo.hu](mailto:igazgatosag@budapestinfo.hu)  
**Address:** H-1052 Budapest, Városház street 9-11.  
**Telephone:** +36 1 486 33 00  
**Fax:** +36 1 486 3310  
**Country:** Hungary

(The main contact will receive all the information and communications from UNWTO and will be the visible contact in the Affiliate Members directory on [www.platma.org](http://www.platma.org))

### ADMINISTRATIVE CONTACT

**Title:** Ms.  
**Name:** Maria  
**Surname:** Pap  
**Position:** Head Of Tourism Division  
**Email address:** [Pap.Maria@budapestinfo.hu](mailto:Pap.Maria@budapestinfo.hu)  
**Address:** H-1052 Budapest, Városház street 9-11.  
**Telephone:** +36 1 486 33 28  
**Fax:** +36 1 486 3320  
**Country:** Hungary

(The administrative contact will receive all the information and communication related to billing and membership issues)

### ADDITIONAL CONTACT (OPTIONAL)

**Title:**  
**Name:**  
**Surname:**  
**Position:**  
**Email address:**  
**Address:**  
**Telephone:**  
**Fax:**  
**Country:**

(Please fill in if you wish to add another contact person from your organization / company)



## II. Activities, areas of interest, products and services

# Affiliate Membership

### 1. Your organization's primary main activity:

(Please indicate the closest to your organization / company main activity)

Destination Management Organization

Public entity directly related to tourism

Convention & Visitors Bureau

Education and research

University

Business School

Technical studies

Research and investigation centre

Other \_\_\_\_\_

Tourism Services Provider

Hotel

Airline

Travel agent. Tour operator

F&B Sector

Cultural and natural heritage management

Car Rental

Rail Transport

Road Transport

MICE

Tourist entertainment centre

(Theme Parks, wellness centre, etc.)

Tour Guides

Other, \_\_\_\_\_

Other type of private company

Consulting firm

Technology and Innovation



Marketing and Communication

Finance   
Other

# Affiliate Membership

## Application Form

Corporation, please indicate type of corporation \_\_\_\_\_

NGO

Quality

Social Tourism

Youth Tourism

Sustainable Tourism

Other \_\_\_\_\_

Association

Hotels

Travel Agents

Restaurants

Professional staff

Destination

Tour Guides

Trade Unions

Other \_\_\_\_\_

### 2. Areas of interest:

(Please indicate the main three (3) areas of interest for your organization / company)

Travel sector trends (statistic, supply and demand)

Tourism sustainable development

Tourism as a Social Development element (Code of Ethics, Corporate Social Responsibility, Poverty Reduction, Social Tourism, etc.)

Destination Management

Innovation and use of new technologies



Education and research

Marketing and Communications

Public – Private cooperation

Human Resources

Risk and Crisis Management

Development Cooperation

Other \_\_\_\_\_

# Affiliate Membership Application Form



### 3. Main tourism products

(Briefly explain your organization / company main products and services, as well as projects your organization / company is currently working on, which are directly related to tourism and connected to UNWTO main objectives and principles **Máx. 500 words**).

List of category products related to tourism and the tourism sector

### 4. Activities to collaborate and support UNWTO

#### Collaborate with UNWTO and its main programmes:

(Please indicate the main three (3) programmes that are of interest to your organization / company)

Competitiveness and trade in tourism services

Technical Cooperation

Coordination in Destination Management

Sustainable Development of Tourism

Education and Training

Statistics and Tourism Satellite Account

Ethics and Social Dimensions of Tourism

Risk and Crisis Management

Information Resources & Archives

Knowledge Network

Regional Programme for Africa

Regional Programme for the Americas

Regional Programme for Asia - Pacific





Regional Programme for Europe



Regional Programme for Middle East



Tourism Trends and Marketing Strategies



# Affiliate Membership Application Form

## Cooperate with the Affiliate Members work plan

(Please indicate the most interesting areas for your organization / company)

Research and publications



Seminars, meetings and forums



Marketing



Knowledge Management



## Other

(Please clearly indicate the scope of your collaboration with UNWTO)

## 5. In which regions does your organization / company operate?

Global



África

North Africa



Western Africa



Central Africa



East Africa



South of Africa



Américas

North America



Caribbean



Central America



South America



Asia - Pacífic

North East Asia







South East Asia

The Pacific

South Asia

Europa

Northern Europe

Western Europe

Central and Eastern Europe

Southern Europe

Middle East

Middle East

# Affiliate Membership Application Form

Please indicate your Name:

Teodóra

Surname:

Bán

Organization / Company:

BFTK Budapest Festival and Tourism Centre Non-Profit Ltd.

I confirm that the information I have provided on this form is true and correct and I authorize the Secretariat of the UNWTO Affiliate Members to use it, if needed, for a better management of its working program and its disclosure to other UNWTO Affiliate Members for issues of common interest and only within the strict framework of the partnership established with the UNWTO. This information may not be offered and transferred to third parties outside this

Signature:

Date: Budapest, .....<sup>26</sup> February 2018

