



SKÅL INTERNATIONAL BY-LAWS ARTICLE I SKÅL CLUBS AND MEMBERSHIP

1.2. Membership Classifications

1. AVIATION (Airlines, Airports and I.A.T.A.)

1.1. Airlines

1.2. Airports

1.3. I.A.T.A.

2. MARITIME COMPANIES

2.1. Passenger shipping, sea ferries and sea ports

N.B.: Ports: Only the Managing Director or Deputy Managing Director of a port is eligible. Applications for membership from lake or river steamers, yachts and sightseeing operations shall be submitted under "Inland Waterway Operations". Not eligible for membership: persons working for cross-harbour or river ferry operators.

2.2. INLAND WATERWAY OPERATIONS (Cruising, excursions and hire)

On the condition that they are tourism orientated either by the extent of their operations or the nature of their clientele.

N.B.: Not eligible for membership: persons working for cross-harbour, river ferries or waterway taxi operators

3. RAILWAYS

N.B.: Not eligible for membership: persons working for ski lifts or historical or model railways

4. AUTOCAR AND COACH COMPANIES

On the condition that they are tourism orientated either by the extent of their operations or the nature of their clientele.

N.B.: Not eligible for membership: taxi owners or operators, drivers, guides or couriers.

5. CAR HIRE COMPANIES (with or without driver)

These companies shall meet the following requirements:

- (a) the nature of their operations, their clients and the activity of the establishment are tourism-based.
- (b) independent establishments which do not form part of the network of an international car hire company must have a minimum of 25 vehicles for hire and have a licence for car hire operations in accordance with local regulations.
- (c) Limousine services – these companies must have a minimum of five vehicles, be licensed in their state/country and offer both fixed and FIT itineraries to clients in addition to regular transfer services to and from airports, etc.

N.B. Not eligible for membership: taxi owners or operators, drivers, couriers or guides

6. HOTELS, MOTELS AND OTHER TOURIST ACCOMMODATION

6.1. Hotels, Motels, Holiday Villages, Clubs and Camps

In order that persons working for these establishments qualify for membership, these companies must:

- (a) fulfil the administrative requirements of the country, in the accommodation category if this exists, for recognition as tourist hotel including the additional services of a restaurant.
- (b) be open a minimum of six months per year
- (c) have a minimum of six rooms. Rates to be specified when application submitted to ensure the quality of the establishment.
- (d) have entrances, stairs and lifts for the sole use of the establishment.
- (e) have a proven tourism clientele.

N.B.: Not eligible for membership: real estate agents, persons letting unfurnished accommodation or "timeshare" agencies.

6.2. Hotel chains

In order that persons working for these establishments qualify, it is required that:

- (a) the hotel chain for which the candidate works has a management or administrative department, maintains a relationship as owner, franchiser or franchisee with the hotels, which make up the group, so that these are managed under trade names owned by the group.
- (b) a list of the hotels making up the chain, which meet the requirements established in the hotel classification, must be attached to the application.

N.B. The candidate who is employed by a chain or group of hotels and works for one of the chain's hotels will qualify under the hotel classification. Those persons working for companies offering consultancy services to hotel owners or chains must meet the requirements set out under tourism consultants.

6.3. Tourist Apartments

In order that persons working for these establishments qualify they must meet the following requirements:

- (a) fulfil the administrative requirements of the country in the tourist apartment category, if this exists, for recognition as tourist apartments
- (b) the candidate's company must manage a building or complex exclusively dedicated to this activity, which also includes timeshare and complementary services
- (c) the establishment will have at least 10 tourist apartments, comfortably furnished to satisfy the requirements of international tourism
- (d) be open at least six months per year
- (e) have a proven tourism clientele

N.B. The administrator of the building does not qualify unless he has managerial or commercial responsibilities.

6.4. Camping sites

To qualify for membership the establishment must have fully furnished accommodation for a minimum of 40 persons, be open for guests for at least six months of the year, have a proven collaboration with travel agents or tour operators and have a proven international clientele.

N.B. Not eligible for membership: persons working for caravan or tent camping sites or places letting unfurnished accommodation.

7. TRAVEL AGENTS AND TOUR OPERATORS

7.1. Travel Agents (Retail and Corporate)

In order that persons working for these establishments qualify, the establishments must:

- (a) fulfil the administrative requirements of the country in the travel agent category, if this exists, permitting them to organise tourist services which facilitate and promote travel.
- (b) hold an I.A.T.A. licence and/or form part of a national or international association of travel agents.
- (c) The agent should be directly involved in the sales, marketing or promotion of travel, accommodation and tourism services.

7.2. Tours Operators (Inbound or Outbound)

In order that persons working for these establishments qualify, these establishments must:

- (a) fulfil the administrative requirements of the country in the tour operator category, if this exists, permitting them to prepare, elaborate and organise all tourist products.
- (b) have their own commercial office open to the public that is completely independent of any other activity and that this office is solely dedicated to the activity of tour operations
- (c) have at least two, full-time employees who are directly involved in the sales, marketing or promotion of the services of the tour operator

N.B. The tour operators which distribute their products directly to the public and thus act as travel agents at the same time must meet the requirements set out under travel agents.

7.3. Travel Brokers

Travel brokers must be contracted to a recognised IATA registered organisation/wholesaler/consolidator/inbound or outbound tour operator.

8. GENERAL SALES AGENTS

In order that persons working for these establishments qualify, these establishments must fulfil the following requirements:

- (a) general sales agents who do not also act as travel agents must indicate the international, tourism company(ies), which they represent. Those establishments who are also travel agents must qualify under the travel agents category.
- (b) have a commercial office, which is solely dedicated to the representation of tourist enterprises.
- (c) have at least two, full-time employees who are directly involved in the sales, marketing or promotion of the tourism products of the companies represented.
- (d) maintain commercial relationships with travel agents and/or tour operators in its area of representation.

9. OFFICIAL TOURIST ORGANISATIONS

Ministers for tourism, senior officials within embassies and consulates and other senior officials of government organisations responsible, full-time, for the promotion of tourism (whether stationed in their own country or abroad) of a country, province, region, city or town.

N.B. The exact position must be specified on the Membership Proposal Form and the name of the place for which the person is responsible must be indicated on the form under "additional information".

10. TRAVEL MEDIA (Press, Television, Internet and Radio)

Persons proposed for membership must:

- (a) be employed full-time by a recognised travel/tourism magazine or newspaper, or by a magazine or newspaper which has a permanent travel/tourism section on a daily, weekly or monthly basis whether this is printed or published on the internet or
- (b) be employed full-time by a regional, national or international television or radio company which has a permanent travel/tourism programme on a weekly or monthly basis as.

Publisher

Editor

Journalist

Television producer

Radio/Television Reporter/Broadcaster

N.B. The exact position must be specified on the Membership Proposal Form together with the themes, frequency, space (in pages or time) and the distribution area of the printed magazine, newspaper or radio/television programme or to whom the internet version is sent/available. Two copies of the last editions should be attached to the Membership Proposal Form when referring to a written publication or a certificate from the emitting authority with details of the tourism programme. Not eligible for membership: freelance or part-time, contracted journalists, writers, reporters, producers or broadcasters. To qualify for membership the candidate must be specialised in the tourism industry, to which he must dedicate the majority of his professional work.

11. VARIOUS TOURIST ORGANISATIONS

The * (asterisk) against the following categories means that approval is by the Executive Committee of Skål International and the additional information listed must be sent with the Membership Proposal Forms. Persons proposed must be employed full-time in the company, organisation or entity.

11.1. Travel and tourism education *

The Dean, Principal or Head of Travel/Tourism Studies at an accredited university, college or school granting a degree or diploma in travel and tourism and Senior Lecturers working full time in these training establishments

N.B.: Not eligible for membership: visiting professors or general teaching staff.

11.2. Congress and convention centres *

Only Congress or convention centres supplying proof of both national or international arrangements and clientele qualify.

11.3. Congress and convention organisers*

Only Congress and convention promoters, PCOs and Destination Management Companies promoting events with a national or international clientele qualify

11.4. Reservations systems *

Reservations systems for transportation, package tours and hotel accommodation, whether computerised or manual, which give a national or international coverage.

N.B.: Not eligible for membership: persons working for systems giving only local coverage. The area of coverage must be included in "additional information" on the Membership Proposal Form.

11.5. Hotel Associations *

Eligible as members: The Managing Director or other such title used by the senior executive, working solely for the association, Sales Manager and Marketing Manager

N.B.: Not eligible for membership: persons working for associations, which have restaurateurs as members. Information as to whether the association is international, national, regional or local must be included in "additional information" on the Proposal Form.

11.6. Travel Agent and Tour Operator Associations *

Membership is limited to the Managing Director, or such other title used by the senior executive and the Sales or Marketing Manager, all of whom must work full-time and solely for the association:

Eligible as members: Managing Director or senior association executive, Sales Manager and Marketing Manager

N.B.: Information as to whether the association is international, national, regional or local must be included under "additional information" on the Membership Proposal Form.

11.7. Tourist Attractions *

Membership is limited to the owner, senior executive under whatever title this person is known, director, sales manager and marketing manager only, employed full-time by the concern on an all year contract.

Eligible as members: Owner or Senior Executive, Director, Sales Manager and Marketing Manager

The following must accompany the Membership Proposal Form:

- (a) confirmation that the attraction has a fixed location or is performed at a fixed location such as a hotel or amphitheatre (i.e. shows for tourists)
- (b) copies of brochures, web addresses and/or other promotional material in all of the languages in which these are produced
- (c) confirmation of the actual number of annual visitors and that included in this figure is a proven tourism clientele

N.B.: Not eligible for membership: persons working in arcades, fairgrounds, religious establishments, ski-lifts, sporting and social clubs or similar unless these operations can clearly establish that they are tourist attractions in their own right with other activities related to the travel and tourism industry. All applications must be accompanied by comprehensive, support material.

12. TRAVEL AND TOURISM CONSULTANCIES

Membership is limited to the following positions: Owner, Senior Executive, Managing Director or equivalent, Managing Partner, Sales Manager, Marketing Manager, Commercial Manager and Senior Consultant.

Special requirements, which must be confirmed and shall accompany the Membership Proposal Form are that:

- (a) The Consultant must work for a properly constituted and registered business entity – sole trader, partnership or limited company
- (b) The Consultant must work a minimum of 30 hours a week or more in the travel and tourism industry
- (c) The Consultant must perform one of the following roles:
 - representative or agent for established travel and tourism principals
 - business analysis and planning for established travel and tourism principals or corporations wishing to enter the travel industry
- (d) A Consultant must have a minimum of five years at senior management level within the travel and tourism industry.

13. TRAVEL INSURANCE

Membership is limited to the owner or senior executive under whatever title this person is known; director, sales manager and marketing manager only, employed full-time on a year round basis and solely for the Travel Insurance Company. The company must:

- (a) be a fully independent operation, marketing only travel insurance to the public through travel agents, principals and tour wholesalers.
- (b) pay commission to their travel partners.
- (c) produce literature that promotes the benefits of travel and travel insurance and does not contain other insurance options.
- (d) participate in travel and tourism trade shows promoting travel to the industry and/or the general public.
- (e) have at least two full-time employees who are directly involved in the sales, marketing or promotion of the services of the travel insurance company

N.B.: Not eligible for membership: persons working for banks and credit card companies which offer travel insurance as an incentive to purchase or use other services.

14. RESTAURANTS

To qualify for membership, applicants must:

- (a) Hold managerial positions in the travel and tourism industry or positions considered equivalent by Skål International
- (b) Must work full time in their positions
- (c) Must be involved in sales, marketing or promotion work or be engaged in work defined in the membership classification
- (d) Must have three years experience in the industry; not necessarily in a managerial position

NB. Not eligible for membership: persons whose principal duties are Chef or Maître d' unless they are the proprietor of the establishment.

To qualify for membership the establishment must:

- (a) Have seating for a minimum of 40 persons, be open for patrons for at least 8 months of the year and have waiter service.
- (b) Have a proven collaboration with travel agents or tour operators either by the payment of commission or mentioned in literature produced by them.
- (c) Have a proven tourist clientele
- (d) Have full time employees who are directly involved in the sales, marketing or promotion of the services of the restaurant to the travel and tourism industry.

15. GOLF CLUBS*

Applicants must:

- (a) hold managerial* positions or positions considered equivalent by Skål International in the travel and tourism industry
- (b) work full time in their positions
- (c) be involved in sales, marketing or promotion work or be engaged in work defined in the membership classification
- (d) have three years experience in the industry not necessarily in a management position

*NB. Not eligible for membership: persons whose principal duties are golf professional or golf course superintendent

To qualify for membership the Golf Course must:

- (a) have a proven collaboration with hotels and accommodation providers in their immediate area, making bookings directly with them on behalf of visiting golf club patrons
- (b) have a proven collaboration with travel agents or tour operators either by the payment of commission or mentioned in literature produced by them
- (c) have a proven tourist clientele of at least 25% of all golfing participation
- (d) produce promotional literature/website and distribute it either through travel agents or tour operators to international clients
- (e) have full time employees who are directly involved in the sales, marketing or promotion of the services of the golf course to the travel and tourism industry.

N.B. Golf Courses with on-site accommodation will qualify under the hotel category

16. SPAS

Applicants must:

- (a) Hold managerial position or positions considered equivalent by Skål International in the travel and tourism industry
- (b) Must work full time in their positions
- (c) Must be involved in sales, marketing or promotion work or be engaged in work defined in the membership classification
- (d) Must have three years experience in the industry, not necessarily in a management position.

To qualify for membership the establishment must:

- (a) offer a minimum of four treatment rooms
- (b) offer full day spa packages
- (c) offer spa amenities including lounge, robes, showers, food and beverage, fulltime dedicated receptionist
- (d) offer at least four hydrotherapy services
- (e) have a proven tourism clientele
- (f) have a marketing/advertising plan directed to tourism clientele
- (g) have full time employees who are directly involved in the sales, marketing or promotion of the services of the establishment

Eligible as members: The Managing Director or other such title used by the senior executive, working solely for the spa, Sales Manager and Marketing Manager.

17. MEDICAL (WELLNESS) AND SPORTS TOURISM

17.1. Medical (Wellness Tourism)

Eligible as members:

- C.E.O./General Manager of medical facilities (includes hospitals and clinics) that offer overnight, patient care
- Medical tourist facilitators (must have proof of accreditation) and medical tourism case executives that are registered with the Medical Tourism Association (MTA)
- C.E.O./President/Executive Director of medical tourism associations
- Managers marketing medical tourism to the travel and tourism industry
- Positions of a similar nature to those described in other section and related to medical tourism, i.e. retail travel agents specialising in medical tourism and medical tourism marketing

17.2. Sports Tourism

Eligible as members:

- Owner/President/C.E.O./General Manager/Director/Manager of sports venues catering to teams who spectators include visitors travelling more than 50 kms to attend the event
- Owner/President/General Manager/Director/Manager of sports teams that attract international participants and/or spectators travelling a distance of 50 kms or more
- Owner/C.E.O./General Manager/Director/Manager of sporting events companies promoting sporting activities, teams and venues
- Owner/C.E.O./General Manager/Director/Manager of sports tourism operators
- Owner/President/C.E.O./General Manager/Director/Manager of sports councils (associations) whose mandate includes the promotion of sports teams, sporting activities, venues or countries.

18. UNACCOMPANIED BAGGAGE AGENTS

Managers of companies specialising in the transportation of unaccompanied baggage where 60% or more of their work is handling unaccompanied, tourist baggage.

19. SECRETARY GENERAL OF SKÅL INTERNATIONAL

In the event that this person was an Active or Life member immediately prior to taking up the position, a normal membership transfer from the previous Club will apply, in accordance with Transfer Membership in Article I, Section 1.5 (a) of these By-Laws. The Secretary General cannot be an officer of a Club, National or Area Committee, or of Skål International, whilst employed in this position.