

Terms of Reference: South West Wales Regional Tourism Forum

Name	South West Wales Regional Tourism Forum (SWWRTF)
Background	The SWWRTF was established in 2015, following the re-structuring of regional tourism delivery from Regional Tourism Partnerships to Visit Wales. It is officially recognised by Welsh Government and its Ministers as one of four Regional Tourism Fora.
Purpose	The SWWRTF is the key mechanism for communication between Visit Wales and the tourism sector. It aims to develop a co-ordinated approach on current and planned activity and to inform regional budget allocations around the priorities of the National Tourism Strategy on a regional level.
Forum objectives	To act as a means for the exchange of relevant views and ideas on tourism issues and a mechanism for effective collaboration between Welsh Government and key stakeholders in the region. Provide advice, guidance and links to Visit Wales and Welsh Government, Local Authorities, Destination Management Partnerships, on regional tourism related priorities. Strengthen collaboration between the Destination Management Partnerships within the region. Disseminate information, decisions and discussions at the Forum to the wider tourism sector via members' organisational networks.
Membership	The Forum will consist of a maximum of 35 full time members at any one time (excluding Visit Wales officers). Each member will be eligible to sit on the Forum for a 2 year period which can be renewed if a majority of Forum members agree. The Regional Forum will appoint a Chair and a Vice Chair every two years from amongst its membership. A member missing 3 consecutive Forum will forfeit their right to sit on the Forum. The Chair and Vice Chair of the Forum will represent the views of the Forum during twice yearly meetings with the Deputy Minister for Culture Sport and Tourism
Implementation	Three meetings will be held annually. The secretariat will be provided by Visit Wales' Regional Team. Members make a commitment to the group by participating in the sharing of knowledge and information with regular and active participation in the meetings. Members who are unable to attend can nominate an alternate representative.
Values/Ethos	Members are responsible for creating a supportive, non-judgemental working atmosphere in which everyone's views are heard and considered equally and treated with respect. Members represent and act on behalf of their organisation represented at the Forum. Each forum member will be expected to: <ul style="list-style-type: none"> • be an advocate of the forum • devolve the learning to others within the region i.e. funding opportunities, events, marketing support etc. • raise industry concerns within the group and actively look for ways to find solutions • be an industry leader / expert and gather tourism intelligence from your area of expertise to share with the group • contribute to discussions • communicate Forum messages to the wider tourism industry
Governance	The Chair will ensure that all activities of the SWWRTF are in compliance with the Terms of Reference. Any changes to the Terms of Reference must be agreed at a Forum meeting by a majority of members.