
Annex II: Consolidated reports of the Technical Committees

A. Committee on Tourism and Competitiveness (CTC)**I. Outputs:**

1. During the period 2015-2017, the Committee has focused on **i)** prioritizing a list of tourism types *for operational definitions* to achieve a harmonized conceptual approach which helps the destinations enhance their competitiveness in practical terms and **ii)** outlining the potential lines of action regarding the draft list of quantitative and qualitative factors for *destination competitiveness* and initiating the process for producing the technical reports/position papers on prioritized factors at this stage.

2. During its previous term 2013-2015, the CTC Members elaborated (by consensus) the following definitions/concepts which were endorsed by the 103rd Executive Council held in Malaga, Spain, on 9-11 May 2016 (CE/DEC/7(CIII)). These definitions are submitted to the 22nd Session of the General Assembly for adoption:

(a) Tourism Destination:

A Tourism Destination is a physical space with or without administrative and/or analytical boundaries in which a visitor can spend an overnight. It is the cluster (co-location) of products and services, and of activities and experiences along the tourism value chain and a basic unit of analysis of tourism. A destination incorporates various stakeholders and can network to form larger destinations. It is also intangible with its image and identity which may influence its market competitiveness.

(b) Destination Management / Marketing Organization:

A Destination Management/Marketing Organization (DMO) is the leading organizational entity which may encompass the various authorities, stakeholders and professionals and facilitates tourism sector partnerships towards a collective destination vision. The governance structures of DMOs vary from a single public authority to a public/private partnership model with the key role of initiating, coordinating and managing certain activities such as implementation of tourism policies, strategic planning, product development, promotion and marketing and convention bureau activities.

The functions of the DMOs may vary from national to regional and local levels depending on the current and potential needs as well as on the decentralization level of public administration. Not every tourism destination has a DMO.

(c) Tourism Product:

A Tourism Product is a combination of tangible and intangible elements, such as natural, cultural and man-made resources, attractions, facilities, services and activities around a specific center of interest which represents the core of the destination marketing mix and creates an overall visitor experience including emotional aspects for the potential customers. A tourism product is priced and sold through distribution channels and it has a life-cycle.

(d) Tourism Value Chain:

Tourism Value Chain is the sequence of primary and support activities which are strategically fundamental for the performance of the tourism sector. Linked processes such as policy making and integrated planning, product development and packaging, promotion and marketing, distribution and sales and destination operations and services are the key primary activities of the tourism value chain.

Support activities involve transport and infrastructure, human resource development, technology and systems development and other complementary goods and services which may not be related to core tourism businesses but have a high impact on the value of tourism.

(e) Quality of a Tourism Destination:

Quality of a Tourism Destination is the result of a process which implies the satisfaction of all tourism product and service needs, requirements and expectations of the consumer at an acceptable price, in conformity with mutually accepted contractual conditions and the implicit underlying factors such as safety and security, hygiene, accessibility, communication, infrastructure and public amenities and services. It also involves aspects of ethics, transparency and respect towards the human, natural and cultural environment.

Quality, as one of the key drivers of tourism competitiveness, is also a professional tool for organizational, operational and perception purposes for tourism suppliers.

(f) Innovation in Tourism:

Innovation in Tourism is the introduction of a new or improved component which intends to bring tangible and intangible benefits to tourism stakeholders and the local community, improve the value of the tourism experience and the core competencies of the tourism sector and hence enhance tourism competitiveness and /or sustainability. Innovation in tourism may cover potential areas, such as tourism destinations, tourism products, technology, processes, organizations and business models, skills, architecture, services, tools and/or practices for management, marketing, communication, operation, quality assurance and pricing.

(g) Competitiveness of a Tourism Destination:

The Competitiveness of a Tourism Destination is the ability of the destination to use its natural, cultural, human, man-made and capital resources efficiently to develop and deliver quality, innovative, ethical and attractive tourism products and services in order to achieve a sustainable growth within its overall vision and strategic goals, increase the added value of the tourism sector, improve and diversify its market components and optimize its attractiveness and benefits both for visitors and the local community in a sustainable perspective.

3. Considering the same approach and in fulfillment of its mandate received from the 103rd Executive Council, the Committee prioritized some selected tourism types and elaborated (by consensus) the following definitions which have been endorsed by the 106th Executive Council. These definitions are submitted to the 22nd Session of the General Assembly for adoption:

(a) Cultural Tourism:

Cultural tourism is a type of tourism activity in which the visitor's essential motivation is to learn, discover, experience and consume the tangible and intangible cultural attractions/products in a tourism destination.

These attractions/products relate to a set of distinctive material, intellectual, spiritual and emotional features of a society that encompasses arts and architecture, historical and cultural heritage, culinary heritage, literature, music, creative industries and the living cultures with their lifestyles, value systems, beliefs and traditions.

(b) Ecotourism:

Ecotourism is a type of nature-based tourism activity in which the visitor's essential motivation is to observe, learn, discover, experience and appreciate biological and cultural diversity with a responsible attitude to protect the integrity of the ecosystem and enhance the well-being of the local community.

Ecotourism increases awareness towards the conservation of biodiversity, natural environment and cultural assets both among locals and the visitors and requires special management processes to minimize the negative impact on the ecosystem.

(c) Rural Tourism:

Rural Tourism is a type of tourism activity in which the visitor's experience is related to a wide range of products generally linked to nature-based activities, agriculture, rural lifestyle / culture, angling and sightseeing.

Rural Tourism activities take place in non-urban (rural) areas with the following characteristics: i) low population density, ii) landscape and land-use dominated by agriculture and forestry and iii) traditional social structure and lifestyle.

(d) Adventure Tourism:

Adventure Tourism is a type of tourism which usually takes place in destinations with specific geographic features and landscape and tends to be associated with a physical activity, cultural exchange, interaction and engagement with nature. This experience may involve some kind of real or perceived risk and may require significant physical and/or mental effort.

Adventure Tourism generally includes outdoor activities such as mountaineering, trekking, bungee jumping, rock climbing, rafting, canoeing, kayaking, canyoning mountain biking, bushwalking, scuba diving. Likewise, some indoor adventure tourism activities may also be practiced.

(e) Health Tourism:

Health Tourism covers those types of tourism which have as a primary motivation, the contribution to physical, mental and/or spiritual health through medical and wellness-based activities which increase the capacity of individuals to satisfy their own needs and function better as individuals in their environment and society.

Health Tourism is the umbrella term for the subtypes: Wellness Tourism and Medical Tourism.

(f) Wellness Tourism:

Wellness Tourism is a type of tourism activity which aims to improve and balance all of the main domains of human life including physical, mental, emotional, occupational, intellectual and spiritual. The primary motivation for the wellness tourist is to engage in preventive, proactive, lifestyle-enhancing activities such as fitness, healthy eating, relaxation, pampering and healing treatments.

(g) Medical Tourism:

Medical Tourism is a type of tourism activity which involves the use of evidence-based medical healing resources and services (both invasive and non-invasive). This may include diagnosis, treatment, cure, prevention and rehabilitation.

(h) Business Tourism (related to the Meetings Industry):

Business Tourism is a type of tourism activity in which visitors travel for a specific professional and/or business purpose to a place outside their workplace and residence with the aim of attending a meeting, an activity or an event. The key components of business tourism are meetings, incentives, conventions and exhibitions.

The term “Meetings Industry” within the context of business tourism recognizes the industrial nature of such activities. Business tourism can be combined with any other tourism type during the same trip.

(i) Gastronomy Tourism:

Gastronomy Tourism is a type of tourism activity which is characterized by the visitor’s experience linked with food and related products and activities while travelling. Along with authentic, traditional,

and/or innovative culinary experiences, Gastronomy Tourism may also involve other related activities such as visiting the local producers, participating in food festivals and attending cooking classes.

Eno-tourism (Wine Tourism), as a sub-type of Gastronomy Tourism, refers to tourism whose purpose is visiting vineyards, wineries, tasting, consuming and/or purchasing wine, often at or near the source.

(j) Coastal, Maritime and Inland Water Tourism:

Coastal Tourism refers to land-based tourism activities such as swimming, surfing, sunbathing and other coastal leisure, recreation and sports activities which take place on the shore of a sea, lake or river.

Proximity to the coast is also a condition for services and facilities that support coastal tourism.

Maritime Tourism refers to sea-based activities such as cruising, yachting, boating and nautical sports and includes their respective land-based services and infrastructure.

Inland Water Tourism refers to tourism activities such as cruising, yachting, boating and nautical sports which take place in aquatic-influenced environments located within land boundaries and include lakes, rivers, ponds, streams, groundwater, springs, cave waters and others traditionally grouped as inland wetlands.

(k) Urban/City Tourism:

Urban/City Tourism is a type of tourism activity which takes place in an urban space with its inherent attributes characterized by non-agricultural based economy such as administration, manufacturing, trade and services and by being nodal points of transport. Urban/city destinations offer a broad and heterogeneous range of cultural, architectural, technological, social and natural experiences and products for leisure and business.

(l) Mountain Tourism:

Mountain Tourism is a type of tourism activity which takes place in a defined and limited geographical space such as hills or mountains with distinctive characteristics and attributes that are inherent to a specific landscape, topography, climate, biodiversity (flora and fauna) and local community. It encompasses a broad range of outdoor leisure and sports activities.

(m) Education Tourism:

Education Tourism covers those types of tourism which have as a primary motivation the tourist's engagement and experience in learning, self-improvement, intellectual growth and skills development.

Education Tourism represents a broad range of products and services related to academic studies, skill enhancement holidays, school trips, sports training, career development courses and language courses, among others.

(n) Sports Tourism:

Sports Tourism is a type of tourism activity which refers to the travel experience of the tourist who either observes as a spectator or actively participates in a sporting event generally involving commercial and non-commercial activities of a competitive nature.

4. The above listed definitions provide UNWTO Members and other tourism stakeholders with a comprehensive, concise, operational, brief, applicable and globally relevant conceptual framework on some selected tourism types to set the scene and contribute to establish a common ground for a harmonized understanding.

5. The CTC will continue to elaborate on more definitions which are relevant to the tourism sector and its value chain with the aim of assisting the destinations to measure, benchmark and label.

6. The UNWTO Secretariat drafted a provisional list of relevant quantitative and qualitative factors which identify the competitiveness of tourism destinations with the objective of assisting the Members in their research and policy-making process.

7. The draft list of factors was submitted for information to the 105th Session of the Executive Council held on 10-12 May 2017 in Madrid, Spain (CE/105/5(a), Annex I Report of the Committee on Tourism and Competitiveness). The following list does not indicate any ranking in terms of the predominance of factors:

<i>Factors related to governance, management and the market dynamics</i>	<i>Factors related to destination appeal, attractors, products and supply</i>
<ul style="list-style-type: none"> i. Sustainable tourism policy and regulations, ii. Strategic planning, iii. Public Private Partnership + vertical cooperation i.e. national-regional-local levels, iv. Governance structure, v. Safety and security, vi. Hygiene and health facilities, vii. Investment and entrepreneurship policy, and the business environment, viii. Promotion strategies and tools, ix. Economic impact, x. Entry visa facilitation, xi. Labour productivity in tourism services and human resources development, xii. Budget allocated to support the tourism sector, xiii. Volume of accommodation facilities + related and supportive facilities, xiv. Demand trends and patterns (number of visitors, length of 	<ul style="list-style-type: none"> i. Geographical location and connectivity, ii. Natural resources, iii. Cultural resources (tangible, intangible), iv. Public and private amenities, v. Infrastructure, vi. Quality, vii. Local community awareness, hospitality, viii. Authenticity, ix. Seasonality, x. Ethical and responsible tourism products and services, xi. Destination image, xii. Destination brand, xiii. Positioning in the domestic market, xiv. Positioning in the international market, xv. Innovative products and services, xvi. Price competitiveness, xvii. Others

stay, tourism revenues, tourism expenditure, seasonality, etc.) xv. Use of information technologies, xvi. Knowledge management and research, xvii. Capacity for innovation in tourism, xviii. Accessibility for all xix. Political and economic stability xx. Others	
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8. The CTC will keep on improving the list of quantitative and qualitative factors for destination competitiveness for further research.

9. Based on the consensus reached by the CTC Members, the Committee agreed on several lines of action for different factors, namely: i) draft an operational definition, or ii) draft a position paper / technical report (to be published), or iii) compile the information and data from the already existing available sources.

10. The objective is to provide tourism stakeholders with a conceptual and comprehensive framework for a clear understanding of the factors that explain competitiveness at the destination level which may be translated into guidelines to measure competitiveness.

II. Work Programme and Future Action:

11. Following the recommendations of the Chair (Peru), during the upcoming work period (2018-19) the CTC will work on developing technical guidelines to measure “tourism destination competitiveness”. This initiative mainly focuses on the essential guidelines which will assist UNWTO Members in their efforts to measure the competitiveness factors that they consider relevant to their needs. The guidelines will facilitate a methodology to evaluate the quantitative and qualitative factors at destination level without having the objective of making a ranking.

12. The Committee will draft technical reports and / or position papers on some of the selected factors for “tourism destination competitiveness”.

13. The CTC will continue working on harmonizing concepts and definitions related to “tourism destination competitiveness”.

III. Meetings of the CTC:

- 1) 1st Meeting: 25 August, 2013, Victoria Falls, Zambia /Zimbabwe (General Assembly)
- 2) 1st Virtual Meeting: 27 March, 2014
- 3) 2nd Virtual Meeting: 3 July, 2014
- 4) 3rd Virtual Meeting: 22 October, 2014
- 5) 2nd Meeting: 28 January, 2015, Madrid, Spain
- 6) 3rd Meeting: 13 September, 2015, Medellin, Colombia (General Assembly)
- 7) 4th Meeting: 22 January, 2016, Madrid, Spain

- 8) 4th Virtual Meeting: 21 April, 2016
- 9) 5th Meeting: 20 January, 2017, Madrid, Spain
- 10) 5th Virtual Meeting: 2 March, 2017
- 11) 6th Meeting: 11 September, 2017, Chengdu, China (General Assembly)

B. Committee on Tourism and Sustainability (CTS)

Composition 2015 – 2019

Full members:

- Africa: Morocco, Senegal
- Americas: Colombia (Acting Chair), Honduras, Asia and the Pacific: Bhutan, China
- Asia and the Pacific: Bhutan, China
- Europe: Lithuania, Montenegro
- Middle East: Oman

Representative of the Associate Members:

- Puerto Rico (2017)

Representatives of the Affiliate Members:

- Instituto para la Calidad Turística Consolidated Tourism and Investments Consultants Limited (CTICO), Jamaica, (2017)
- International Youth Hostel Federation (IYHF) Hostelling International, UK, (2017)

Observers:

- Brazil
- Chile

Outputs and follow up

- Validation of the Secretariat's report on the promotion of the sustainable tourism, including ecotourism for poverty eradication and environment protection prepared by the Secretariat in response to UN Resolution 69/223.
- Participation in the discussions of the Open Consultation Meeting on Advancing the Measurement of Sustainable Tourism Development and validation of the Rules for the Operation and Management of Observatories.
- Stressing the vital importance of regular and timely measurement of tourism performance and of data monitoring and analysis as the foundation for policy development.
- Validation of the ongoing research on the inclusion of sustainable consumption and production patterns (SCP) into national tourism planning.

Meetings

1. Teleconference: 6th meeting, 1 March 2016
2. Teleconference: 7th meeting, 24 June 2016
3. Public meeting on the Occasion of the Official Opening of the International Year of Sustainable Tourism for Development, 8th meeting, Madrid, 18 January 2017
4. Teleconference: 9th meeting, 7 June 2017