



UNWTO Commission for Africa

Fifty-seventh meeting
Medellin, Colombia
Provisional agenda item 8.2

CAF/57/8.2
Madrid, July 2015
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Update on the Committee on Tourism and Competitiveness (CTC)

I. Key priorities and activities:

- Support the UNWTO in fulfilling its “normative role”,
- Provide a dialogue mechanism between the public and the private stakeholders and the academia within a coherent framework to give guidance for tourism competitiveness,
- Identify, harmonize and develop concepts, models and definitions as regards the key qualitative factors of tourism / destination competitiveness.

II. Meetings:

- First presential meeting: 28 August, 2013, Victoria Falls, Zambia /Zimbabwe (General Assembly)
- First virtual meeting: 27 march, 2014
- 2nd virtual meeting: 03 July,2014
- 3rd virtual meeting: 22 September,2014,
- Second presential meeting: 28 January, 2015, Madrid, Spain
- Next presential meeting: September, 2015, Medellin, Colombia (General Assembly)

III. Members of CTC (2011-2015):

- **Full members:**
 - **Africa:** Namibia
Tunisia
 - **Americas:** Mexico (Chair)
Uruguay
 - **Asia and the Pacific:** Nepal
Philippines
 - **Europe:** Belarus
Croatia
 - **Middle East:** Oman

- **Representative of the Associate Members:** Flanders
- **Representatives of the Affiliate Members:** Chairman of the Affiliate Members Board, Instituto para la Calidad Turística ICTE (Spain)
- **Invited participants:**
 - AENOR: Spanish Association for Standardization and Certification
 - IH&RA (International Hotel and Restaurant Association)
 - INRouTe (The International Network on Regional Economics, Mobility and Tourism)
 - Prof. Geoffrey I. Crouch (La Trobe Business School, Melbourne, Australia)
 - Adventure Travel Trade Association (ATTA - USA)

IV. Outputs and follow up:

- The CTC members elaborated the following provisional definitions/concepts which will be subject to further consideration and final consensus:
 - Tourism destination
 - Destination management / marketing organization
 - Tourism product
 - Tourism value chain
 - Quality of a tourism destination
 - Innovation in tourism
 - Competitiveness of a tourism destination
- A simplified framework for destination competitiveness has also been identified including a list of quantitative and qualitative factors under two topics: i) governance, management and market dynamics, ii) destination appeal, attractors, products and supply.
- The Secretariat established a solid co-operation with ISO through AENOR (Spanish Association for Standardization) to mutually adopt the already elaborated definitions which are on the working agenda of ISO Technical Committee 228 for related standards and forms.
- Equally, other definitions and concepts will be harmonized such as:
 - Urban/city tourism
 - Ecotourism
 - Adventure tourism
 - Cultural tourism
 - Religious/spiritual tourism
 - Rural tourism
 - Wellness/spa tourism
 - Medical tourism
 - Mega events tourism
 - Meetings Industry, etc.