



2017  
INTERNATIONAL YEAR  
OF SUSTAINABLE TOURISM  
FOR DEVELOPMENT



## Executive Council

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### Implementation of the general programme of work for 2016-2017

#### I. Introduction

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1. This report presents a summary of the activities carried out by the Organization from March to June 2017. It is the chronological continuation of document CE/105/5(a) presented in Madrid, Spain, in May 2017.

#### II. Competitiveness and quality

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##### A. Sharing knowledge and experiences and building capacity

2. The potential of tourism itineraries and products in the Russian regions of Silk Road has centred the debates of a Seminar conducted by UNWTO on 12 March 2017 in Moscow, Russian Federation. The Seminar was held in the framework of the UNWTO Silk Road Programme in cooperation with the Russian Federal Agency for Tourism and the Intourmarket Tourism Fair. More information [online](#).

3. The event on “*Connecting Europe through Innovation*” (Madrid, Spain, 24 March 2017) aimed at exploring how to best stimulate innovation in tourism by connecting public-private initiatives and sharing best practices and how to assist European tourism SMEs through technology with positioning themselves and becoming more competitive in the global marketplace. The event was closely linked to the 1st World Conference on Smart Destinations organized in February in Murcia, Spain. More information [online](#).

4. The *11th Working Group meeting on the Convention on the Protection of Tourists and on the Rights and Obligations of Tourism Service Providers* was held on 28 and 29 March 2017. The Group decided to request the General Assembly to grant a mandate to the Secretary-General to convene an International Treaty Conference at a later stage, preferably in 2018, for the approval and adoption of the Convention. This suggested approach was endorsed by the Executive Council at its 105th session in decision CE/DEC/7(CV).

5. Representatives from 24 countries of both private and public nature involved in the Silk Road Task Force convened in the Mediterranean city of Valencia, Spain, on 30-31 March 2017, to discuss strategies and best-practice examples on how to adapt the Silk Road to the challenges and opportunities of the globalized tourism age. More information [online](#).



6. The 3rd UNWTO Euro-Asian Mountain Resorts Conference, held in Tbilisi, Georgia on 4-7 April, 2017 under the patronage of the Government of Georgia, addressed the current environmental, structural and market oriented challenges in mountain destinations and explored the opportunities to maximize the economic potential and social change for the local communities. More than 300 participants from 32 countries gathered for the conference. More information [online](#).

7. The capital city of Ethiopia, Addis Ababa, hosted the *59th Meeting of the UNWTO Commission for Africa*. Held between 18-21 April, the Commission included a *High-level Meeting on Chinese Outbound Tourism to Africa*, where regional representatives debated the potential that the sector brings to the continent. More information [online](#).

8. “Tourism can be a key driver of the growth and economic diversification for the Middle East and North Africa region” concluded the 2017 Ministerial Forum organized by the UNWTO and the Arabian Travel Market (ATM) in the framework of the 42nd Meeting of UNWTO Commission for the Middle East. Yet, maximizing the power of the sector requires increased regional cooperation, prioritization of tourism in the national agendas and building resilience and sustainability (Dubai, United Arab Emirates, 24 April, 2017). More information [online](#).

9. The integration of national security with tourism security, crisis communication and travel advisories were some of the key issues discussed at the *1st Meeting of the High Level Task Force on Tourism and Security*, ahead of the 105th UNWTO Executive Council meeting held in Madrid, Spain, on 11 and 12 May. It gathered representatives from UNWTO Member States, UN organizations such as the United Nations Office on Drugs and Crime (UNODC), and private sector entities such as the International Air Transport Association (IATA), the Pacific Asia Travel Association (PATA), the World Travel and Tourism Council (WTTC), the Federal Association of the German Tourism Industry (BTW) and the Association of British Travel Agencies (ABTA). More information [online](#).

10. The *UNWTO Master Class on “Attracting Chinese Tourism to the Mediterranean Countries”* has been formulated on the belief that the Mediterranean brand comprises a number of distinct attributes which should enable Mediterranean countries and destinations to develop a clear market positioning based on a set of unique selling propositions which are attractive to Chinese tourists (24 May, Balzan, Malta). More information [online](#).

11. UNWTO, in conjunction with the Ministry of Tourism of El Salvador and the Honduras Institute of Tourism, organized the *61st UNWTO Commission for the Americas*, held in San Salvador, El Salvador and Roatán, Honduras on 30 and 31 of May 2017. The Commission meeting was followed by an *International seminar on new technologies applied to tourism*, also held in Roatán on 1 June. More information [online](#).

## **B. Data, research and guidance**

12. The UNWTO Committee on Tourism and Competitiveness (CTC) decided to submit definitions (elaborated and agreed upon by consensus) on the following selected tourism types (prioritized at this stage) to the 106th session of the Executive Council for endorsement and, subsequently to the 22nd session of the General Assembly for adoption. More information on the CTC in [Annex I](#).

13. The UNWTO.QUEST initiative – a Certification System for Destination Management Organizations launched by the UNWTO Secretariat in cooperation with the UNWTO.Themis Foundation conducted its first pilot project of UNWTO.QUEST at the Convention Bureau Punta del Este (Uruguay) during March 2017.

14. UNWTO is currently conducting a research on 'private tourism services through digital platforms', a phenomenon often referred to as the 'sharing economy', the 'collaborative economy' or 'peer-to-peer' (P2P) economy. During ITB 2017, UNWTO presented the preliminary results of this ongoing research. More information [online](#).
15. *UNWTO World Tourism Barometer: Volume 15, March 2017*: update of the preliminary results for international tourist arrivals in 2016 reported by destinations around the world included in the January 2017 Advance Release. This analysis is complemented by data on receipts from international tourism, as well on international tourism expenditure data for source markets for 2016. Furthermore, this issue includes an analysis of hospitality markets in 2016. More information [online](#).
16. *European Union Short-Term Tourism Trends* is a regular monitoring of EU tourism by UNWTO in the framework of the cooperation with the Directorate-General for Internal Market, Industry, Entrepreneurship and SMEs (DG GROWTH) of the European Commission (EC). Aimed at monitoring the short-term evolution of tourism trends in the European Union (EU-28), it is periodically updated. The second issue has been released in June. More information [online](#).
17. *Innovation in Tourism – Bridging Theory and Practice* is a culmination of continuous efforts of the researchers seeking for knowledge in leading and shaping the future of our sector. Tourism is a constantly evolving activity in an ever growing and heterogeneous world. This publication presents various case studies from around the world on innovation practices that have been successfully implemented in the areas of product development and governance, strengthening the competitiveness of the destination and often by embracing advanced technology. More information [online](#).
18. For the second consecutive year, UNWTO Affiliate Member, TripAdvisor, supported by the UNWTO Silk Road Programme, conducted a specialized consumer survey assessing travel preferences, habits and interests along the Silk Road. Presented during the 7th UNWTO Silk Road Ministers Meeting at ITB Berlin 2017, the report highlights that top interests while travelling the Silk Road include visiting UNESCO World Heritage Sites, experiencing local gastronomy and attending local festivals and events. This joint report supports UNWTO's efforts to promote the Silk Road as a unified tourism route and to develop/monitor unified data and market intelligence on an annual basis. The report is available [online](#).
19. The UNWTO *2nd Global Report on LGBT Tourism* was launched at the Annual Convention of the Affiliate Member International Gay, Lesbian and Transgender Association (IGLTA) taking place on 4-6 May in Florida. The Report, developed in cooperation with IGLTA, underlines the potential of this segment and how to effectively maximize its value. Report available [online](#).
20. A major component of history, tradition and identity, gastronomy, has also become a major motivation to visit a destination. According to the *2nd UNWTO Report on Gastronomy Tourism*, this segment "offers enormous potential in stimulating local, regional and national economies and enhancing sustainability and inclusion". The Report was presented in the recent 3rd UNWTO World Forum on Gastronomy Tourism, held in San Sebastian, Spain in cooperation with the Basque Culinary Center. Report available [online](#).
21. UNWTO, together with the World Tourism Cities Federation, launched the "UNWTO - WTCF City Tourism Performance Research" to showcase success stories based on a list of identified key performance areas. A field study has been conducted in most of the cities involved and the final results of the research are in the process for publication. More information [online](#).
22. *Overview of the Meetings Industry in Asia* provides a comprehensive view of the linkages between business events and tourism, examines the region's key market segments and developments

in the meetings industry, and highlights, through a collection of case studies, the more recent trends in Asia. The Report looks into fifteen countries in the region in terms of attracting and hosting events and includes two special chapters on China and the Republic of Korea. More information [online](#).

### III. Sustainability and ethics

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#### A. Sharing knowledge and experiences and building capacity

23. The *7th UNWTO Silk Road Ministers Meeting* held at ITB Berlin on 8 March 2017 focused on how to foster sustainable tourism development along the Silk Road. Held within the framework of the International Year of Sustainable Tourism for Development, 2017, 31 countries from the Silk Road and beyond exchanged best-practices on how to advance the contribution of tourism to the Sustainable Development Goals (SDGs). More information [online](#).

24. The *6th UNWTO Silk Road Tour Operators Forum*, at ITB Berlin 2017, focussed on sharing the latest tourism intelligence and know-how of tourism product marketing and contemporary selling strategies tailored to the millennials' market. More information [online](#).

25. The *32nd meeting of the UNWTO World Tourism Network on Child Protection* focused on the role of governments in advancing the fight against the exploitation of children in tourism (ITB Berlin, 9 March 2017). The meeting was an opportunity to share best practices from India, Kenya, Maldives, Madagascar, Myanmar, Uruguay, the Association of British Travel Agents (ABTA) and the World Childhood Foundation. More information [online](#).

26. The *UNWTO Panel on Indigenous Tourism* was held in ITB Berlin on 9 March 2017, featuring a group of successful initiatives of socio-economic empowerment of indigenous communities through tourism based on equitable partnerships. The panellists, with interventions by the Ministers of Tourism of Ghana and the Philippines, highlighted the need for more systematic guidance in the tourism sector regarding a sustainable and responsible development of indigenous tourism. More information [online](#).

27. The power of tourism to induce poverty reduction and development constituted the main focus of the UNWTO Workshop held in Guangdong, China, on 24-25 March 2017. The workshop was conducted under the framework of the agreement signed between UNWTO and the Chimelong Group in 2016 designed to support sustainable tourism and wildlife protection through tourism. More information [online](#).

28. Nearly 200 representatives from both the private sector and the public sector convened in Port Moresby, Papua New Guinea, to discuss the potential that the tourism sector can bring into the region at the *11th UNWTO Asia/Pacific Executive Training Programme on Tourism Policy and Strategy* (20-23 March 2017). The Executive Training Programme, supported by the Ministry of Culture, Sports and Tourism of the Republic of Korea since 2006, provides a unique platform for senior-level officials to come together and discuss pertinent issues related to policy, strategy and development of tourism in the Asia Pacific Region. More information [online](#).

29. The UNWTO.Themis Foundation and the Caribbean Tourism Organization (CTO) organized the *Workshop on Sustainable Tourism Destination Management and Marketing*, held in Saint Lucia, from 27 to 31 March 2017. This executive training workshop examined key concepts, processes and practices in sustainable tourism destination management and marketing, based on lessons learned internationally and in the region of the Americas. More information [online](#).

30. Tourism stakeholders convened in Krakow, Poland, for the *3rd UNWTO International Congress on Ethics* to underline the need to continue advancing the ethical framework of the sector. The event,

which was conducted on 26-28 April, is one of the pillars of the 'Enhancing the Understanding of European Tourism' Project, implemented by UNWTO in cooperation with the European Commission. During the event, the Recommendations on the Responsible use of Ratings and Reviews on Digital Platforms developed by the World Committee on Tourism Ethics together with TripAdvisor, Yelp and Minube were launched publicly. More information [online](#).

31. Also as part of the 'Enhancing the Understanding of European Tourism' Project, UNWTO, the Ministry of Tourism of Greece and the region of Eastern Macedonia and Thrace jointly organized, in Alexandroupoli, Greece, the *1st International UNWTO Western Silk Road Workshop*, held on 26-27 April 2017. The Western Silk Road Tourism Development Initiative aims to revive and redefine Silk Road heritage located throughout the European or Western section of the historic Silk Road routes. More information [online](#).

32. The Sustainable Tourism Programme of the United Nations 10-Year Framework of Programmes on Sustainable Consumption and Production (10YFP STP), led by UNWTO with the governments of France, Morocco and the Republic of Korea as Co-leads and in collaboration with the 10YFP Secretariat at UN Environment, successfully completed its Annual Reporting for the year 2016. The results of the reporting exercise were integrated into the overall report on 10YFP submitted by the UN Environment (E/2017/63) on 1 May 2017 to the High Level Political Forum on sustainable development, under the Economic and Social Council for discussion at its upcoming 2017 session. The Annual Reporting of 10YFP Sustainable Tourism Programme is based on the Portfolio Exercise which allows programme actors to include new and ongoing initiatives and activities under the umbrella of the programme, given their potential to advance sustainable consumption and production in the tourism sector. A total of 47 members of the 10YFP STP network linked over 135 initiatives to the Portfolio for 2016, resulting in an overall value of USD 12 million. More information [online](#).

33. The *4th World Forum on Intercultural Dialogue "Advancing Intercultural Dialogue: New Avenues for Human Security, Peace and Sustainable Development"* (Baku, Azerbaijan, 5-6 May 2017), co-organized with UNWTO, served as an international platform to enable and encourage people, countries and organizations around the globe to take concrete actions to support diversity, dialogue and mutual understanding among nations by raising awareness on the importance of intercultural dialogue. More information [online](#).

34. UNWTO and the City of Madrid, with the support of the Ministry of Energy, Tourism and Digital Agenda of Spain, hosted a *Panel discussion on sustainable urban tourism* on 10 May 2017. This event took place on the occasion of the 105th session of the UNWTO Executive Council and provided a perfect opportunity to contribute to the objectives of the International Year 2017, namely, to increase awareness on the role of tourism in urban environments. More information [online](#).

35. The commitment of gastronomy tourism towards the principles of sustainability was one of the conclusions of the 3rd UNWTO World Forum on Gastronomy Tourism, held in San Sebastian, Spain, on 8-9 May 2017. This includes areas such as poverty reduction, efficient use of resources, environmental protection and climate change, and the protection of cultural values, heritage and diversity. More information [online](#).

36. Over 20 countries gathered in Chittagong, Bangladesh, on 16-17 May for the *29th joint meeting of the UNWTO Commissions for Asia and the Pacific and South Asia*, to discuss challenges facing the sector in the region, opportunities for sustainable tourism development and the programme of work of UNWTO in Asia for the coming two years. More information [online](#).

37. Over 30 countries and Affiliate Members of the UNWTO gathered in Chisinau, the capital city of the Republic of Moldova, for the *61st Meeting of the UNWTO Commission for Europe*. Participants

discussed the priority areas for the Organization as well as strategies to position the tourism sector as a key driver of sustainable development in Europe (6 June 2017). More information [online](#).

38. Under the title '*Tourism and Future Energy: Unlocking low-carbon growth opportunities*', private sector leaders and policy makers convened in the Kazakh capital city of Astana to discuss the contribution of the tourism sector to reducing carbon emissions. The event was held in the framework of the International Year of Sustainable Tourism for Development, 2017 and aimed to advance the commitment of the tourism sector to the global climate change agenda, including SDG 8, 12 and 13. The Conference was a joint initiative of Astana EXPO 2017 and UNWTO with the support of the Ministry of Culture and Sports of Kazakhstan. More information [online](#).

39. The 6th UNWTO International Conference on Tourism Statistics held in Manila, Philippines, on 21-24 June addressed the measurement of sustainable tourism. The Conference has been a resounding success with an internationally broad participation of Ministers, Chief Statisticians, private sector and key decision makers from international organizations. Nearly 1,000 participants from 88 countries reflected the collective vision and commitment for the need to develop and implement the Statistical Framework for Measuring Sustainable Tourism. More information [online](#) and in Annex IV of document [A/22/10\(I\)\(a\)](#). Back to back to the Conference, UNWTO and UN Statistical Division organized a regional workshop on Tourism Satellite Account. The workshop was also outstanding and an inspiring testimony of the richness of first-rate work being carried out by countries, especially developing economies which seem to be leading the way on many fronts.

40. Building on the success of the 1st workshop in Alexandroupoli, Greece, UNWTO and the Ministry of Tourism of Bulgaria organized in Sofia the *2nd International Western Silk Road Workshop* in cooperation and with the support of the European Commission (27-28 June 2017). The workshop counted upon experts' input in the areas of product development and tourism quality certification. A highlight of the workshop was also the establishment of the Western Silk Road Working Group as an ad hoc management structure that will allow the Western Silk Road to grow in a collaborative and unified manner. More information [online](#).

41. The *Conference on Sustainable Tourism in the Danube Region: New Perspectives*, taking place in Belgrade, Serbia, on 29-30 June 2017, in the framework of International Danube Day, looked at how to create joint policies and strategies that can best lay the framework for sustainable tourism development, investment and promotion in the region. It addressed key issues such as skills development, sustainability, transnational cooperation and innovation and aimed to identify flagship projects for transnational cooperation in the Danube. More information [online](#).

42. The 3rd issue of the Newsletter *UNWTO on the Ground*, describing the technical cooperation activities carried out by UNWTO in order to foster tourism for development was issued in May 2017. It is available [online](#). In addition, the Annex III of the document [A/22/10\(I\)\(a\)](#) is also dedicated to this matter.

## **B. Data, research and guidance**

43. UNWTO has welcomed the incorporation of the Sustainable Tourism Observatory of the Sonoma County, in California, USA, to its *International Network of Sustainable Tourism Observatories (INSTO)* in March 2017. The observatory is the first of its kind under the umbrella of the Coalition to Observe and Advance Sustainable Tourism (COAST), aiming to serve as an anchor for a possible network of Pacific Coast observatories, connecting key tourism destinations along the Pacific Coast of North America, stretching from San Francisco and the Channel Islands in the south to Vancouver and Victoria BC in the north. More information [online](#).

44. Furthermore, the Waikato Tourism Monitoring Observatory, New Zealand's first tourism observatory, has also joined UNWTO INSTO in April 2017. Committed to regular and timely measurement of tourism and its impacts and hosted by the University of Waikato Management School, the observatory is focused on two major tourist locations in Waikato region - Raglan and Waitomo. More information [online](#). Further to the extension of INSTO through its two new members, UNWTO has prepared and launched a new website for the network in June 2017 (<http://insto.unwto.org/>), giving the member destinations a platform for showcasing their efforts and commitment to continuously measuring sustainable tourism development at the local level in a timely and regular manner.

45. *Benchmarking Methodology for the Development of Sustainable Cruise Tourism in South-East Asia* follows the 2016 publication on *Sustainable Cruise Tourism Development Strategies – Tackling the Challenges in Itinerary Design in South-East Asia*. Both reports were prepared in cooperation with the Asia-Pacific Tourism Exchange Center (APTEC). This second publication presents a methodology for policymakers and stakeholders to evaluate the impacts of cruise tourism at the destination level. With this methodology, destinations can benchmark their progress compared to that of their neighbours and, ultimately, enhance their regional collaboration. More information [online](#).

46. UNWTO and its partners -the ONCE Foundation and the Spanish Standardization Agency (UNE)- have been working since 2016 with the International Organization for Standardization (ISO), through its Technical Committee ISO/TC228 "Tourism and related services", to develop an international standard on accessible tourism. The second meeting of the international Working Group (ISO/TC228 WG14 *Accessible Tourism*), entrusted with the development of the standard, was held in Panama City on 24-25 May.

47. In March 2017, the project report for the research on '*Innovative catalysts boosting sustainability in the tourism sector based on examples from Germany*' was finalized and published. Results were presented in Germany in June and insights have been integrated in the work of the SDT programme. Study available [online](#).

48. UNWTO, in February 2017, started the preparation of the report in response to the UN General Assembly resolution 70/196 (dated December 2015) on "Sustainable tourism and sustainable development in Central America". The 2017 report is the third report for the Central American region prepared by UNWTO (following A/68/278 (2013) and A/70/215 (2015)), and covers issues including, among others, an update on policies, tourism plans and initiatives on poverty reduction, climate change, disaster response and resilience, and sustainable consumption and production (SCP). Inputs for the report were collected from the Member States through a survey administered by UNWTO, to which all Member States of UNWTO in the region responded. As of July 2017, the report has been shared with the Member States and members of the Committee on Tourism and Sustainability (CTS) as part of stakeholder consultations. After undergoing revision based on the feedback from the stakeholders, the report will be submitted to the seventy-second session of the UNGA in September 2017.

49. As active partners of the Enhanced Integrated Framework (EIF) – a WTO Trust Fund for Aid for Trade – the World Tourism Organization (UNWTO) and the International Trade Centre (ITC) have prepared a Report on "Tourism for Sustainable Development in Least Developed Countries". Tourism is a key sector for trade development for many LDCs as highlighted in 45 out of 48 Diagnostic Trade Integration Studies analysed for this joint UNWTO-ITC-EIF report. This report provides concrete guidance on how to better harness the role of tourism for sustainable development and realize the 2030 Agenda for the prosperity of people and the planet through trade policies. More information [online](#).

#### **IV. Actions to be taken by the Executive Council**

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50. The Executive Council is invited:
- (a) To take note of all the activities summarized in this report and its annexes;
  - (b) To thank the Members of the Committee on Tourism and Competitiveness (CTC) and the Committee on Tourism and Sustainability (CTS) and to approve their respective reports;
  - (c) To acknowledge the progress made, as detailed in Report of the Committee on Tourism and Competitiveness;
  - (d) To endorse the definitions indicated in the Report of the CTC;
  - (e) To request the Secretary-General to submit the endorsed definitions to the 22nd session of the General Assembly as recommendations for adoption; and
  - (f) To welcome the initiative proposed by the Chair of the CTC on developing technical guidelines to measure “tourism destination competitiveness”, to encourage the CTC Members to contribute to this technical work and to request the UNWTO Members to share their knowledge and expertise when necessary with the Committee.



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**Annex I: Report of the Committee on Tourism and Competitiveness (CTC)**

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**A. Background:**

1. It is recalled that the **Committee on Tourism and Competitiveness (CTC)**, as a subsidiary organ of the Executive Council, was established at the 95<sup>th</sup> Session of the Executive Council (Belgrade, Serbia, 27-29 May 2013) (CE/DEC/7(XCV)).
2. Its Rules of Procedure and composition were approved by the Executive Council at its 96<sup>th</sup> Session (Victoria Falls, Zimbabwe, 25 August 2013) (CE/DEC/9(XCVI)).
3. The new Members of the CTC for the period of 2015-2019 were elected by the Executive Council at its 102<sup>nd</sup> Session (Medellín, Colombia, 17 September 2015, (CE/DEC/4(CII))). Following the appointment of the CTC Members, Peru and Italy were elected as Chair and Vice-Chair, respectively.
4. Since its establishment in 2013, CTC focused its work mainly on assessing the state of knowledge on the basic concept of “tourism competitiveness” and identifying its key factors. This process has also included identifying, developing and harmonizing concepts, models and operational definitions used in the *tourism value chain* within a hierarchal structure, from general to the specific. This should lead to a validation process which will reinforce the normative role of the Organization and form a *common ground* for all the members while the technical outputs and recommendations can be used by the UNWTO Members for different purposes such as measuring, labelling and/or benchmarking.

**B. Priorities:**

5. The key principles related to the work priorities of the Committee are as follows:
  - (a) To support the Organization in fulfilling its normative role;
  - (b) To provide a dialogue mechanism between the public and private tourism stakeholders and academia within a coherent framework to give guidance in building and strengthening tourism competitiveness policies and strategies; and
  - (c) To build synergies and strategic alignments in the harmonization of the related activities of the Secretariat as well as other collaborating organizations/entities in order to ensure consistency and consensus in the delivery of the outputs and reinforce the official position of the Organization.
6. Two recent meetings of the **UNWTO Committee on Tourism and Competitiveness (CTC)** – i) 5<sup>th</sup> face-to-face Meeting (20 January 2017) and ii) 5<sup>th</sup> Virtual Meeting (2 March 2017) – provided a follow up on the progress already achieved by the Committee. During both meetings, the CTC Members reviewed the working document which outlined the potential lines of action regarding the draft list of quantitative and qualitative factors for *destination competitiveness* and discussed the next steps as regards the definitions on tourism types. It was agreed by the CTC Members that the Committee should prioritize some selected tourism types and elaborate on their definitions whose outcome would be

submitted to the Statutory bodies of the Organization: the 106th Executive Council and the 22nd General Assembly for endorsement.

7. As a follow-up to these two meetings, the Committee has focused on **i)** 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 and **ii)** 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.

### C. Definitions:

8. During its previous term 2013-2015, the **Committee on Tourism and Competitiveness (CTC)** elaborated and agreed upon the following definitions, namely: ***Tourism Destination, Destination Management/Marketing Organization (DMO), Tourism Product, Tourism Value Chain, Quality of a Tourism Destination, Innovation in Tourism*** and ***Competitiveness of a Tourism Destination***. These definitions were endorsed by the 103rd Executive Council held in Málaga, Spain, on 9-11 May 2016 (CE/DEC/7(CIII)) and will be submitted to the 22nd Session of the General Assembly (Chengdu, China, 11-16 September 2017) for adoption.

9. Considering the same approach and in fulfillment of its mandate received from the 103<sup>rd</sup> Executive Council (Málaga, Spain, 9-11 May 2016), (CE/DEC/7(CIII)) the **Committee** at this stage prioritized some selected tourism types and agreed upon the following definitions, namely: ***Cultural Tourism, Ecotourism, Rural Tourism, Adventure Tourism, Health Tourism, Wellness Tourism, Medical Tourism, Business Tourism (related to the Meetings Industry), Gastronomy Tourism, Coastal, Maritime and Inland Water Tourism, Urban/City Tourism, Mountain Tourism, Education Tourism*** and ***Sports Tourism***. These definitions (elaborated by consensus) are submitted to the 106th Session of the Executive Council for endorsement and, subsequently, 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) The definition of **HEALTH TOURISM** is based on the working definition suggested by the Secretariat (**UNWTO/ETC “Exploring Health Tourism” Working Paper, 2016**):

**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) The definition of **WELLNESS TOURISM** is based on the working definition suggested by the Secretariat (**UNWTO/ETC “Exploring Health Tourism” Working Paper, 2016**):

**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) The definition of **MEDICAL TOURISM** is based on the working definition suggested by the Secretariat (**UNWTO/ETC “Exploring Health Tourism” Working Paper, 2016**):

**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.

10. It is aimed that the above listed definitions provide the UNWTO Members and other tourism stakeholders with a comprehensive and 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.

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.

**D. Factors for destination competitiveness**

11. The Secretariat drafted a *provisional list* of relevant quantitative and qualitative factors which identify the **competitiveness of a tourism destination**. This list was submitted to the 105th session of the Executive Council held on 10-12 May 2017 in Madrid, Spain for information (**CE/105/5(a), Annex I Report of the Committee on Tourism and Competitiveness**).

12. Based on the consensus reached by the CTC Members, the Committee agreed on several lines of action for different factors. The objective is to provide the Member States 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:

- 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.

**E. Work Programme and Future Action:**

13. Following the recommendations of the Chair (Peru), the CTC will work on developing technical guidelines to measure "tourism destination competitiveness".

14. The CTC will draft brief technical reports and / or position papers on some of the selected factors for "tourism destination competitiveness".

15. The CTC will continue working on harmonizing concepts and definitions related to "tourism destination competitiveness".

## Annex II: Report of the Committee on Tourism and Sustainability (CTS)

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1. The ninth meeting (teleconference) of the CTS took place on 7 June 2017, with the participation of Ms. Chhimmy Pem, Director of Tourism Council, Bhutan and Mr. Camilo A. Zuñiga Salazar, Third Secretary, Coordination of Economic Affairs, Directorate for Economic, Social and Environmental Affairs, Ministry of Foreign Affairs, Colombia and Acting Chairman of the CTS and Ms. Bibiana Mercedes Andrade Izquierdo, Contractor - International Cooperation, Quality Management and Sustainable Development of Tourism, Vice-Ministry of Tourism, Colombia.

2. During the meeting, the Secretariat provided an update on the major developments since its previous meeting (public), which focused on the importance of measurement for sustainable tourism development and integration of sustainable consumption and production patterns into national policies.

a. **Study on Innovative Catalysts Boosting Sustainability in the Tourism Sector:** Carried out with the financial support of the German Federal Ministry for the Environment, Nature Conservation, Building and Nuclear Safety, this study is based on German cases and initiatives and is focused on identifying and analyzing distinct enabling elements (referred to as “catalysts”) of sustainable tourism initiatives in Germany. The project illustrates the large scope of innovative activities aimed at accelerating the shift towards more SCP patterns in tourism in Germany.

b. **Research project focusing on integrating sustainable consumption and production into tourism policies:** The study is directly related to Sustainable Development Goal (SDG) 12 which aims to ensure sustainable consumption and production (SCP) patterns. The twofold methodology of the study includes a review of national tourism policies and a global survey on tourism planning. Up to this date 63 policies were reviewed and 70 responses received to the survey. The research is now moving to its third phase of interviews with the officials from the planning departments of ministries.

c. The **10YFP STP** during its second year of operation continues to serve as a collaborative platform to bring together existing initiatives and partnerships and facilitate new projects and activities to accelerate the shift to sustainable consumption and production (SCP) in tourism. The CTS members were informed that as of June 2017, the membership of the 10YFP STP has grown to involve over 120 proactive organizations working together to implement a variety of activities on sustainable tourism. The contribution of the Coordination Desk of 10YFP STP is summarized into the following four main areas:

1. Increasing the visibility of the programme members through initiatives;
2. Providing opportunities for members to participate in public fora addressing the integration of SCP in the tourism sector ;
3. Disseminating and promoting the exchange of knowledge ;
4. Supporting members which have succeeded obtaining funding from 10YFP Trust Fund in the implementation of their trust fund projects.

d. **UNWTO International Network of Sustainable Tourism Observatories (INSTO):** The network includes across the world 18 tourism observatories monitoring the economic, environmental and social impact of the tourism at destination level. As part of the IY2017



activities, UNWTO has launched a new website for the INSTO network. By creating this platform, UNWTO supports destinations in their continuous commitment and aims to foster open dialogues and strong partnerships even further. The latest members joining the network are the Sonoma Observatory, California (USA) and the Waikato Observatory (New Zealand).

e. The [1<sup>st</sup> UNWTO World Conference on Smart Destinations in Murcia](#) (15-17 February 2017) with over 100 speakers was highly successful and focused on destination level. During the conference, it was stressed that smart solutions must be purpose-driven, and data availability, both traditional and non-traditional, is of crucial importance to provide the necessary evidence for baseline information and to control and monitor the impacts of policies.

f. **UN General Assembly report** in response to the UN GA resolution 70/196 (dated December 2015) on Sustainable tourism and sustainable development in Central America. The Secretariat is in the process of preparing a report, which will be submitted to the seventy-second session of the UN GA in September 2017. This report will cover issues directly related to sustainable development and sustainable tourism in Central America, including among others an update on policies, tourism plans and initiatives on poverty reduction, climate change, disaster response and resilience, sustainable consumption and production (SCP). This will be the third report for the Central American region prepared by UNWTO.

3. Furthermore, the CTS Members were informed that the First Meeting of the High Level Task Force on Tourism and Security (HTFL) was successfully conducted on 10 May 2017 in Madrid within the framework of the 105th session of the UNWTO Executive Council. As a result of discussions, two lines of work emerged, normally how to advance in Travel Advisories and National Safe Tourism Plans. On the first issue, Estonia, as the upcoming Presidency of the Council of the EU (July-December 2017) showed interest in joining the effort of the Secretariat to place Travel Advisories high on the EU agenda. On National Safe Tourism Plans, interviews are being scheduled with the participants of HLTF with the aim of further deepen understanding of the national safe tourism plans.