

58th Meeting of the UNWTO Commission for Africa

Item 6.3 of the Agenda

Committee on Tourism and competitiveness

Presented by the Islamic
Republic of The Gambia, 19 Avril
2016, Abidjan
Côte d'Ivoire



CTC MEMBERS (2015-2019)

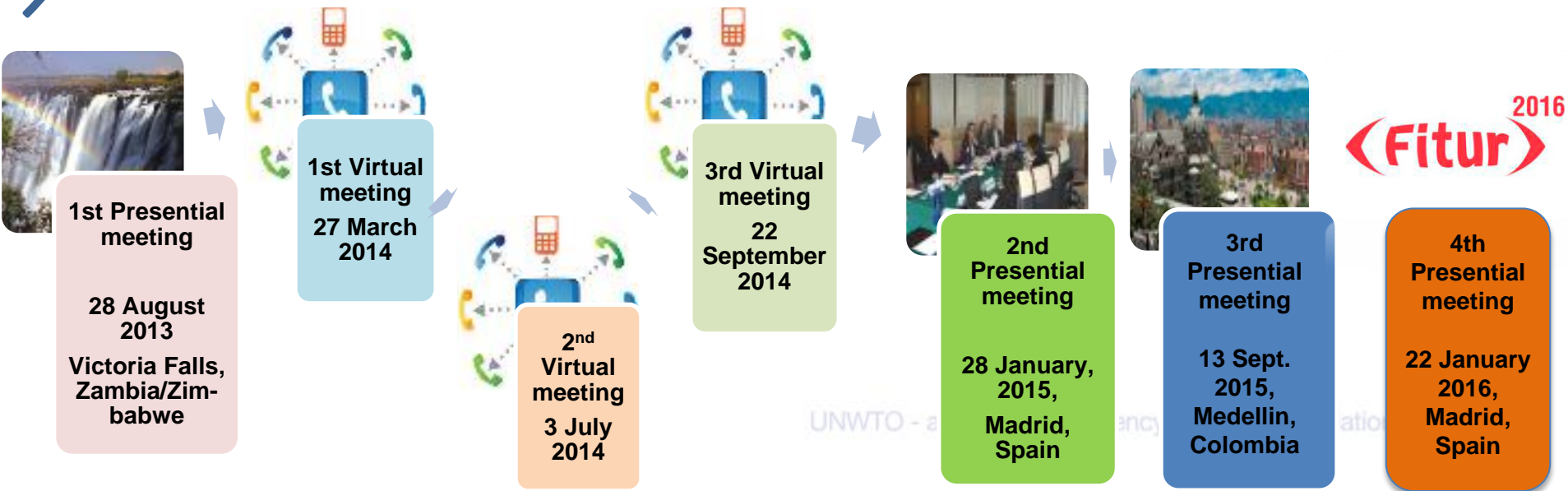
Member States	Rep. Aff. Memb.	Rep. Assoc. Members	Invited participants
Peru (Chair)	CTICO, Jamaica	Aruba (2017)	AENOR
Italy (Vice-Chair)			IH&RA
Croatia			INRouTe
Gambia			Prof. Geoffrey I. Crouch (La Trobe Business School, Melbourne, Australia)
Maldives			Adventure Travel Trade Association (ATTA - USA)
Mexico			
Namibia			
Quatar			
Republic of Korea			

CTC Key Priorities and Activities

Support the Organization 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



CTC Outputs and Follow-up

During the mandate 2013-2015 the CTC members elaborated the following definitions/concepts:

- **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.

CTC INITIATIVES 2015-2019

- **Further definitions** will be harmonized: e.g. tourism image, tourism brand, accessibility, accommodation types, tourism and/or product typologies(i.e. urban/city tourism, ecotourism, rural tourism, coastal tourism, cruise tourism, adventure tourism, cultural tourism, religious/spiritual tourism, wellness/spa tourism, medical tourism, mega-events tourism, meetings industry etc.) for review and consensus.
- **A new initiative will be launched:** (Proposed by Peru –Chair of CTC)) which aims at elaborating a series of technical publications which analyze and conceptually define the quantitative and qualitative factors of destination competitiveness and at the same time showcase a number of destinations at national, regional and/or local levels which already developed efficient methodologies , tools and indicators to evaluate their competitiveness, given some of the related factors/variables.

Thank you!
Regional Programme for
Africa

E-mail: caf@unwto.org

