



Committee on Tourism and Competitiveness (CTC)

63rd Meeting of the UNWTO
Commission for Europe

Prague, Czech Republic
12 June 2018

CTC MEMBERS (2015-2019)

Members of the Committee on Tourism and Competitiveness (2015-2019)



Invited Member: UNE - Spanish Association for Standardisation (former AENOR)

KEY PRIORITIES AND MEETINGS

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 provide guidance in building and strengthening tourism competitiveness policies and strategies

Identify, harmonize and develop concepts, models and definitions as regards the key qualitative factors of tourism / destination competitiveness

CTC MEETINGS

MEETINGS (FACE-TO-FACE)	VIRTUAL MEETINGS
1st Meeting: 25 August 2013, Victoria Falls, Zambia / Zimbabwe (during 20th UNWTO GA)	1st Virtual Meeting: 27 March 2014
2nd Meeting: 28 January 2015, Madrid, Spain	2nd Virtual Meeting: 3 July 2014
3rd Meeting: 13 September 2015, Medellin, Colombia (during 21st UNWTO GA)	3rd Virtual Meeting: 22 Oct. 2014
4th Meeting: 22 January 2016, Madrid, Spain	4th Virtual Meeting: 21 April 2016
5th Meeting: 20 January 2017, Madrid, Spain	5th Virtual Meeting: 2 March 2017
6th Meeting: 11 September 2017, Chengdu, China (during 22nd UNWTO GA)	
7th Meeting: 19 January 2018, Madrid, Spain	

CTC Outputs

1. DEFINITIONS

- During the mandate 2015-2017 the CTC members elaborated operational definitions on concepts used in the “tourism value chain” and operational definitions on some tourism types.
- These definitions were adopted as recommendations by the 22nd Session of the General Assembly in Chengdu, China , 11-16 September 2017 (A/RES/684(XXII)):

Operational definitions used in the tourism value chain	Operational definitions on tourism types	
Tourism Destination	Cultural Tourism	Business Tourism (related to the Meetings Industry)
Destination Management / Marketing Organization	Ecotourism	Gastronomy Tourism
Tourism Product	Rural Tourism	Coastal, Maritime and Inland Water Tourism
Tourism Value Chain	Adventure Tourism	Urban / City Tourism
Quality of a Tourism Destination	Health Tourism	Mountain Tourism
Innovation in Tourism	Wellness Tourism	Education Tourism
Competitiveness of a Tourism Destination	Medical Tourism	Sports Tourism

CTC Outputs (cont.)

2. FACTORS FOR DESTINATION COMPETITIVENESS

- A simplified framework for destination competitiveness was identified including an open-ended list of quantitative and qualitative factors under two topics: i) governance, management and market dynamics, ii) destination appeal, attractors, products and supply.

- Based on consensus, the CTC members decided on several lines of action for each of the factors, categorized as follows:
 - ✓ Draft an operational definition, or
 - ✓ Draft a position paper / technical report (to be published), or
 - ✓ Compile the information and data from the already existing available sources

- The CTC will identify, if needed and suggest other quantitative and qualitative factors.

LIST OF QUANTITATIVE AND QUALITATIVE FACTORS FOR DESTINATION COMPETITIVENESS

Factors related to governance, management and the market dynamics

- 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 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 stay, tourism revenues, tourism expenditure, seasonality, etc.)
- xv. Use of information technologies,
- xvi. Knowledge management and research,
- xvii. Capacity for innovation in tourism,
- xviii. Accessible tourism
- xix. Political and economic stability
- xx. Resilience capacity
- xx. Others

Factors related to destination appeal, attractors, products and supply

- 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. Visitors Experience
- xvii. Others

CTC initiatives and work plan

- **The CTC will continue with the work plan for the period of 2018-2019 by:**
 - **Drafting position papers / technical reports on prioritized factors for competitiveness**
 - **Developing technical guidelines to measure competitiveness factors at destination level**
 - **Elaborating further concepts and operational definitions to strengthen the normative role of the Organization.**



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Thank you!