



## Committee on Tourism and Competitiveness (CTC)



### CTC Members (2015-2019)

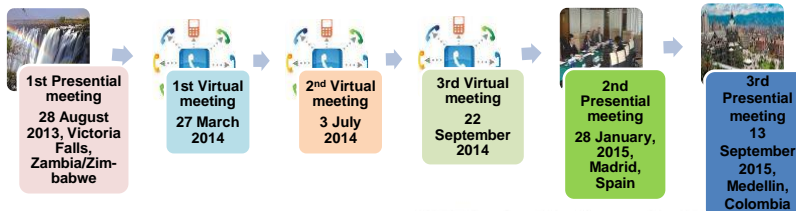
Chairman	Members	Rep. Aff. Memb.	Rep. Assoc. Members	Invited participants (status)
	Croatia	CTICO, Jamaica	Aruba (2017)	AENOR
	Gambia			IH&RA
Vice-Chair	Italy			INRouTe
	Mexico			Prof. Geoffrey I. Crouch (La Trobe Business School, Melbourne, Australia)
	Namibia			Adventure Travel Trade Association (ATTA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



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## 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.

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