



2017
INTERNATIONAL YEAR
OF SUSTAINABLE TOURISM
FOR DEVELOPMENT

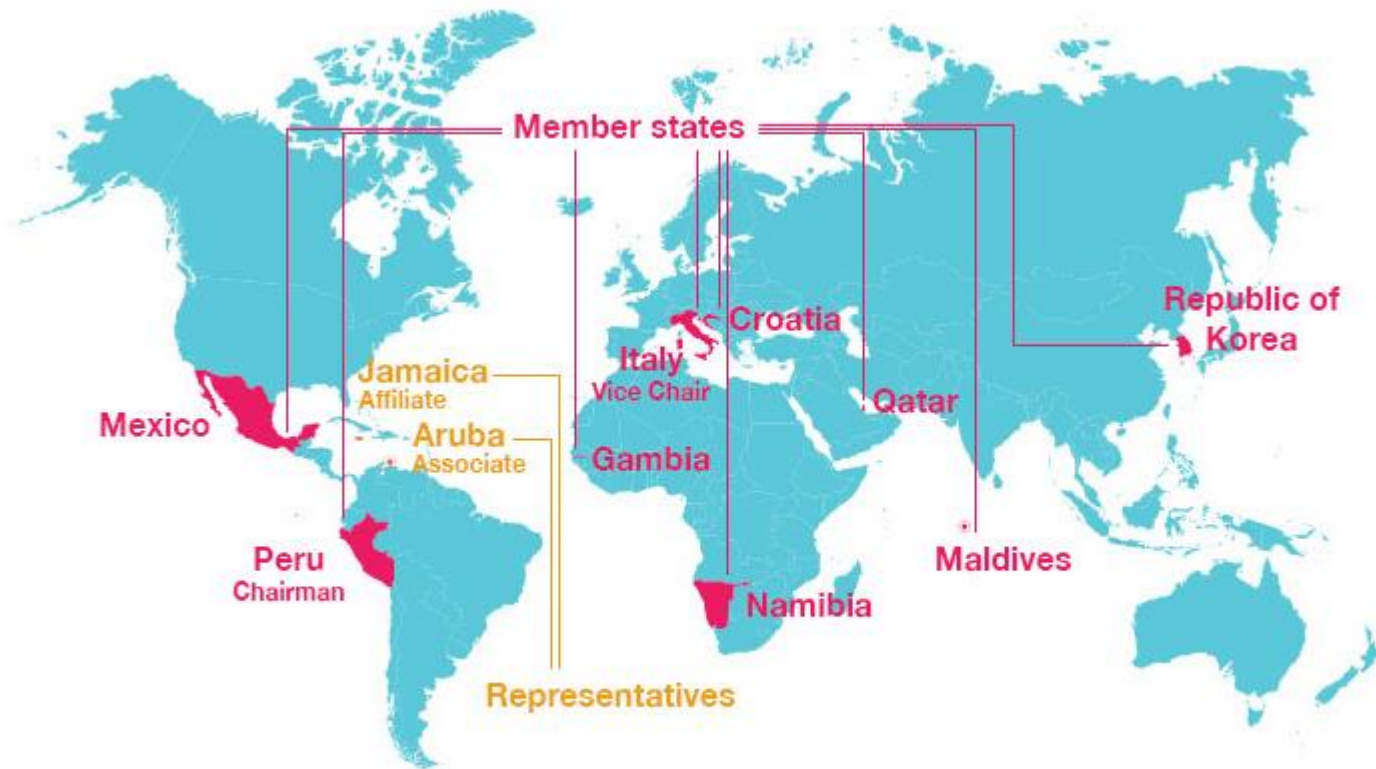


5.3 Report of the Committee on Tourism and Competitiveness (CTC)

59th Meeting of the UNWTO Regional
Commission for Africa

Addis Ababa, Ethiopia
19 April 2017

CTC MEMBERS (2015-2019)



Invited Member: AENOR - Spanish Association for Standardisation and Certification (new name UNE)



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

1st Meeting	2nd Meeting	3rd Meeting	4th Meeting	1st Virtual Meeting,	2nd Virtual Meeting,	3rd Virtual Meeting,	4th Virtual Meeting,	5th Meeting,	5th Virtual Meeting,
Victoria Falls, Zimbabwe/ Zambia, August 2013	UNWTO Headquarters Madrid, Spain January 2015	Medellín, Colombia September 2015	UNWTO Headquarters Madrid, Spain January 2016	March 2014	July 2014	October 2014	October 2016	UNWTO Headquarters Madrid, Spain January 2017	March 2017



CTC Outputs and Follow-up

- During the mandate 2015-2017 the CTC members elaborated the following definitions/concepts which were endorsed by the 103th Executive Council.
- These definitions will be submitted to the 22nd Session of the General Assembly in Chengdu, China (4-9 September 2017) for approval:

- TOURISM DESTINATION
- DESTINATION MANAGEMENT / MARKETING ORGANIZATION
- TOURISM PRODUCT
- TOURISM VALUE CHAIN
- QUALITY OF A TOURISM DESTINATION
- INNOVATION IN TOURISM
- COMPETITIVENESS OF A TOURISM DESTINATION

CTC Outputs and Follow-up (cont.)

1. FACTORS FOR DESTINATION COMPETITIVENESS

- A simplified framework for destination competitiveness has been 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 shall decide 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. 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. Others

CTC Outputs and Follow-up (cont.)

2. DEFINITIONS ON TOURISM TYPES

- The CTC recommended to prioritize 10 tourism types with a view to start elaborating definitions which should be finalized by June 2017.
- The selected/prioritized tourism types for further definition at this stage are as follows:
 - ✓ Cultural tourism
 - ✓ Ecotourism
 - ✓ Rural tourism
 - ✓ Adventure tourism
 - ✓ Health tourism
 - ✓ Business tourism (related to the Meetings Industry)
 - ✓ Gastronomy tourism
 - ✓ Marine/Coastal tourism
 - ✓ Urban tourism
 - ✓ Mountain tourism
- Additionally, upon the request of Gambia and Qatar respectively, “education tourism” and “sports tourism” will also be reviewed and incorporated in the list above.
- Once consensus is reached on part or all of the definitions, the proposal on the operational definitions shall be submitted to the 106th Executive Council and approval by the 22nd Session of the General Assembly, both to be held in Chengdu, China in September 2017.



CTC INITIATIVES 2018-2019

- **Guidelines to measure destination competitiveness;**
- **Draft position papers /technical documents;**
- **Elaborate more concepts and definitions.**



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Thank you
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