



COMMITTEE ON TOURISM AND COMPETITIVENESS (CTC)



CTC MEMBERS

Chairman	Members (status)	Rep. Aff. Memb.	Rep. Assoc. Members	Invited participants (status)
Mexico	Belarus	ICTE (Spain)	Flanders	AENOR: Spanish Association for Standardisation and Certification
	Croatia			IH&RA (International Hotel and Restaurant Association)
	Namibia			INRouTe (The International Network on Regional Economics, Mobility and Tourism)
	Nepal			Prof. Geoffrey I. Crouch (La Trobe Business School, Melbourne, Australia)
	Oman			Adventure Travel Trade Association (ATTA - USA)
	Philippines			
	Tunisia			
	Uruguay			

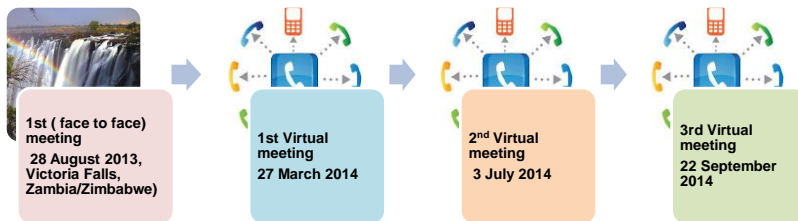


CTC : KEY PRIORITIES AND ACTIVITIES

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



UNWTO – a Specialized Agency of the United Nations



CTC OUTPUTS AND FOLLOW -UP

Destination Management and Quality Programme elaborated a draft Working Document containing a list of prevailing/operational definitions/concepts, which at the initial stage incorporates mainly the generic concepts of tourism:

- TOURISM DESTINATION
- DESTINATION MANAGEMENT/ MARKETING ORGANIZATION
- TOURISM PRODUCT
- QUALITY IN TOURISM
- INNOVATION IN TOURISM
- COMPETITIVENESS IN TOURISM (DESTINATION COMPETITIVENESS)

A SIMPLIFIED FRAMEWORK FOR TOURISM COMPETITIVENESS

Destination appeal, attractors, products

- i. Location and accessibility/connectivity
- ii. Natural resources
- iv. Cultural resources (tangible, intangible)
- v. Public and private amenities
- vi. Infrastructure
- vii. Quality
- viii. Local community awareness, hospitality
- ix. Authenticity
- x. Image
- xi. Brand,
- xii. Destination positioning in the marketplace
- xiii. Price competitiveness
- xiv. Innovation in product development

Tourism Governance and Management

- 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
- 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

FOLLOW - UP

- **A Questionnaire** has been drafted and circulated among the CTC members for their feedback on the proposed definitions
- Upon the request of the CTC members, one or two face to face meetings will be held during FITUR and/or ITB
- Further definitions will be jointly elaborated
- e.g.

Urban/city tourism	Rural tourism
Ecotourism	Wellness tourism
Adventure tourism	Medical tourism
Cultural tourism	Mega events tourism
Religious tourism	Meetings Industry (UNWTO's current definition to be used)
	Etc.
- The work will be submitted to the EC and the GA for approval.

UNWTO - PROPOSED OPERATIONAL DEFINITIONS
(IN CONSULTATION PROCESS)

- **TOURISM DESTINATION:** A physical space with administrative, physical and/or analytical boundaries in which a visitor spends at least one overnight. It is the cluster (co-location) of activities (products, experiences and services) along the tourism value chain and the basic unit of analysis of tourism. It is physical but also intangible with its image, identity and personality which also have impact on its market competitiveness.
- **DESTINATION MANAGEMENT / MARKETING ORGANIZATION (DMO):** The leading entity which may encompass the various authorities, stakeholders and professionals and facilitates the tourism sector partnerships towards a collective destination vision. The governance structures of DMOs vary from a single public authority to a public-private partnership model with the key role of coordinating and managing certain activities such as implementation of tourism policies, strategic planning, product development, promotion and marketing and convention bureau activities.
- **TOURISM PRODUCT :**A combination of tangible and intangible elements such as resources, attractions, facilities, services and activities which represents the core of the destination marketing mix and creates an overall tourist experience for the potential customers. A tourism product is priced and sold through the distribution channels and it has a life-cycle. The human factor has also a key role in the tourism product, given the interdependency between the performance of tourism services providers and the tourism product. .

UNWTO - PROPOSED OPERATIONAL DEFINITIONS (CONT.)
(IN CONSULTATION PROCESS)

- **QUALITY IN TOURISM:** The result of a process which implies the satisfaction of all the legitimate product and service needs, requirements and expectations of the consumer, at an acceptable price, in conformity with mutually accepted contractual conditions and the underlying quality determinants such as safety and security, hygiene, accessibility, communication, respect to the local community, authenticity of tourism experience, transparency and harmony of the tourism activity concerned with its human, natural and ethical environment, which contributes to the competitive advantages of a destination.
- **INNOVATION (IN TOURISM):** The introduction of a new or improved tourism component (a destination, a product, a process, a service, a tool and/ or a practice for management, marketing, communication, operation, pricing)...intended to bring tangible and intangible benefits to the tourism stakeholders, improve the quality visitor experience and enhance tourism competitiveness and/or sustainability.
- **COMPETITIVENESS (TOURISM DESTINATION):** Its ability to use its natural, cultural, human, man-made and capital resources efficiently and in a sustainable manner to develop and deliver quality, innovative, ethical and attractive tourism products and services in order to achieve a strong and sustainable growth, improve and diversify its market share in the face of its competitors and optimize its attractiveness for both for visitors and the local community.



THANK YOU

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