7.3 Update on the Committee on Tourism and Competitiveness (CTC)

58th meeting of the UNWTO Regional Commission for the Américas

Port-au-prince, Haiti
21 May 2015
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
## Members (2011 – 2015) of the Committee on Tourism and Competitiveness (CTC)

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<td>Mexico</td>
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<td>AENOR: Spanish Association for Standardization and Certification</td>
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<td>IH&amp;RA: International Hotel and Restaurant Association</td>
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<td>INRouTe: The International Network on Regional Economics, Mobility and Tourism</td>
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<td>Prof. Geoffrey I. Crouch: La Trobe Business School, Melbourne, Australia</td>
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<td>Adventure Travel Trade Association (ATTA - USA)</td>
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CTC Outputs and Follow-up

The CTC members elaborated the following provisional definitions/concepts which will be subject to further consideration and final consensus:

- 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 Outputs and Follow-up

• The Secretariat established a solid co-operation with ISO through AENOR (Spanish Association for Standardization) to mutually adopt the already elaborated definitions which are on the working agenda of ISO Technical Committee 228 for related standards and forms.

• Equally, other definitions and concepts will be harmonized such as:

  - URBAN/CITY TOURISM
  - ECOTOURISM
  - ADVENTURE TOURISM
  - CULTURAL TOURISM
  - RELIGIOUS/SPRITUAL TOURISM

  - RURAL TOURISM
  - WELLNESS/SPA TOURISM
  - MEDICAL TOURISM
  - MEGA EVENTS TOURISM
  - MEETINGS INDUSTRY (UNWTO’S CURRENT DEFINITION TO BE USED), ETC.
Thank you very much!