6.3 Committee on Tourism and Competitiveness (CTC)

60th meeting of the UNWTO Regional Commission for the Américas

Havana, Cuba
3 May 2016
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

1st Presential meeting
28 August 2013
Victoria Falls, Zambia/Zimbabwe

1st Virtual meeting
27 March 2014

2nd Virtual meeting
3 July 2014

3rd Virtual meeting
22 September 2014

2nd Presential meeting
28 January 2015, Madrid, Spain

3rd Presential meeting
13 Sept. 2015, Medellin, Colombia

4th Presential meeting
22 January 2016, Madrid, Spain
## CTC MEMBERS (2015-2019)

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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.
Further definitions will be harmonized: e.g. tourism image, tourism brand, accessibility, accommodation types, tourism and/or product typologies (i.e. urban/city tourism, ecotourism, rural tourism, coastal tourism, cruise tourism, adventure tourism, cultural tourism, religious/spiritual tourism, wellness/spa tourism, medical tourism, mega-events tourism, meetings industry etc.) for review and consensus.

A new initiative will be launched: (Proposed by Peru –Chair of CTC)) which aims at elaborating a series of technical publications which analyze and conceptually define the quantitative and qualitative factors of destination competitiveness and at the same time showcase a number of destinations at national, regional and/or local levels which already developed efficient methodologies, tools and indicators to evaluate their competitiveness, given some of the related factors/variables.
Thank you very much!