Item 7.3 of the Provisional Agenda

UPDATE ON TECHNICAL COMMITTEES:
COMMITTEE ON TOURISM AND COMPETITIVENESS

Note by the Secretary-General

The Secretary-General submits to the Joint Meeting of the two Commissions for Asia and the Pacific a report of the Committee on Tourism and Competitiveness
Committee on Tourism and Competitiveness (CTC)

I. Key priorities and activities

- Support the UNWTO 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.

II. Meetings held during the period 2013-2015

- First presental (in-person) meeting: 28 August, 2013, Victoria Falls, Zambia /Zimbabwe (General Assembly)
- First virtual meeting: 27 March, 2014
- 2nd virtual meeting: 03 July, 2014
- 3rd virtual meeting: 22 September, 2014
- 2nd presental (in-person) meeting: 28 January, 2015, Madrid, Spain
- 3rd presental (in-person) meeting: September, 2015, Medellin, Colombia (General Assembly)

III. Meetings held during the period 2016-2019

- 4th presental (in-person) meeting: 22 January, 2016, Madrid, Spain
- 4th virtual meeting: 21 April, 2016

IV. Members of CTC (2015-2019)

- Full members:
  - Africa: Gambia
      Namibia
  - Americas: Mexico
      Peru (Chair)
  - Asia and the Pacific: Maldives
      Republic of Korea
  - Europe: Croatia
      Italy (Vice-Chair)
  - Middle East: Qatar
Representative of the Associate Members: Aruba

Representatives of the Affiliate Members: Chairman of the Affiliate Members Board, CTITCO (Consolidated Tourism and Investment Consultants Limited), Jamaica

Invited participants (invited by the Secretary-General on an ad-hoc basis): i.e. representatives from academic institutions, industry associations, experts, DMO’s, etc.

V. Outputs and follow up:

- The CTC members elaborated the following provisional definitions/concepts which will be subject to the CTC members for further consideration and final consensus and to the Executive Council for endorsement:
  - 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.

- 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.

- During the period 2015-2019 the Committee will also work on harmonizing further definitions and concepts for review and consensus such as:
  - Urban/city tourism
  - Ecotourism
  - Adventure tourism
  - Cultural tourism
  - Religious/spiritual tourism
  - Rural tourism
  - Wellness/spa tourism
  - Medical tourism
  - Mega events tourism
  - Meetings Industry, etc.

- A new initiative (proposed by Peru – Chair of CTC) will be launched with the aim of 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.