

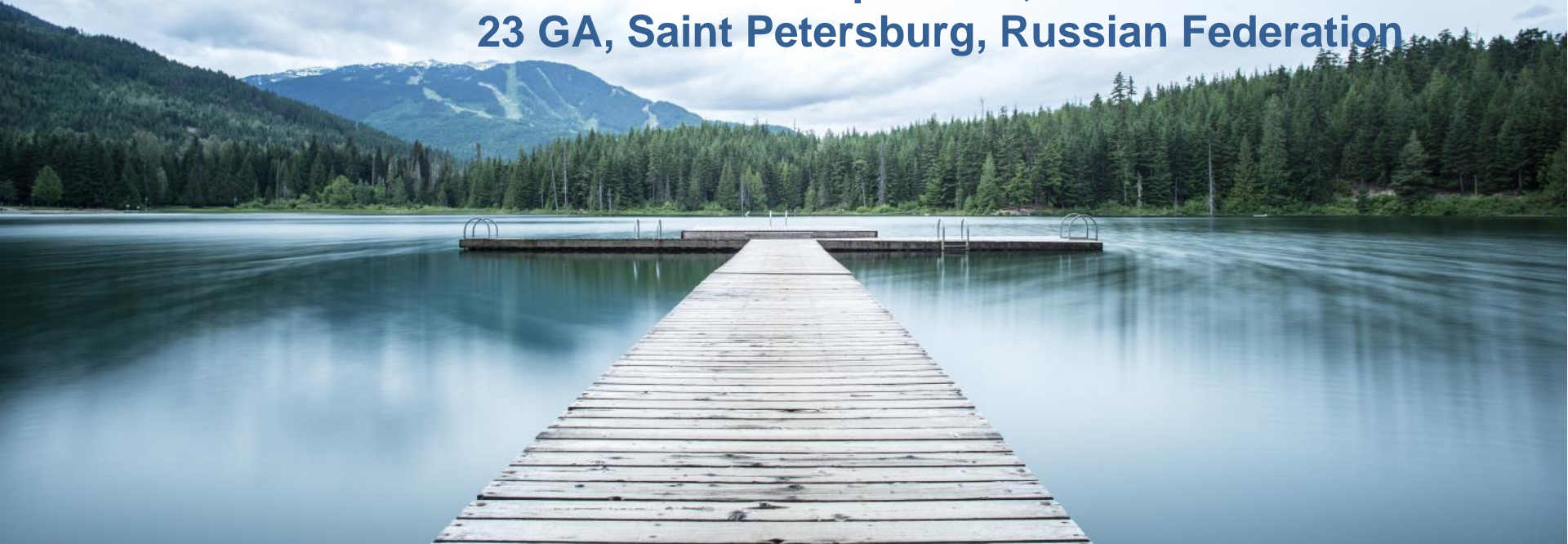


COMMITTEE ON TOURISM AND COMPETITIVENESS (CTC)

8th Meeting

10 September, 2019

23 GA, Saint Petersburg, Russian Federation



Report of the Work of the CTC 2015-2019

CTC Key priorities*

- (a) To support the Organization in fulfilling its normative role;
- (b) To provide a dialogue mechanism between the public and private tourism stakeholders and academia to give guide in building and strengthening tourism competitiveness policies and strategies; and
- (c) To build synergies and strategic alignments in the harmonization of the related activities of the Secretariat as well as other collaborating organizations/entities in order to ensure consistency and consensus in the delivery of the outputs and reinforce the official position of the Organization.

* Rules of procedure of the Technical Committees on Competitiveness and Sustainability available in:
http://cf.edn.unwto.org/sites/all/files/pdf/ce96_02_i_rules_procedure_tc_competitiveness_sustainability_en.pdf

Report of the Work of the CTC 2015-2019

CTC Members (GA 2015 – GA 2019)





UNWTO Tourism Definitions

Report of the Work of the CTC 2015-2019

CTC Outputs (I)

- Operational definitions used in the tourism value chain and on tourism types* (adopted as recommendations by 22 GA in Chengdu, China in September 2017 (A/RES/684 (XXII))) *

Operational definitions used in the tourism value chain (task commenced during CTC mandate of 2013-2015)
Tourism destination
Destination management/marketing organization (DMO)
Tourism product
Tourism value chain
Quality of a tourism destination
Innovation in tourism
Competitiveness of a tourism destination

* Full definitions are available in <http://cf.cdn.unwto.org/sites/all/files/pdf/9789284420858.pdf>

* A/RES/684 (XXII) is available in : http://cf.cdn.unwto.org/sites/all/files/pdf/a22_resolutions_en.pdf

Report of the Work of the CTC 2015-2019

CTC Outputs (I)

- Operational definitions used in the tourism value chain and on tourism types (adopted as recommendations by 22 GA in Chengdu, China in September 2017 (A/RES/684 (XXII)))

Operational definitions on tourism types	
Cultural tourism	Business tourism (related to the meetings industry)
Ecotourism	Gastronomy tourism
Rural tourism	Coastal, maritime and inland water tourism
Adventure tourism	Urban/city tourism
Health tourism	Mountain tourism
Wellness tourism	Education tourism
Medical tourism	Sports tourism

Report of the Work of the CTC 2015-2019

CTC Outputs (II)

- Identification of key quantitative and qualitative factors for “tourism competitiveness” under two categories*:
 - i) governance, management and market dynamics, and
 - ii) destination appeal, attractors, products and supply

* List of factors for tourism competitiveness included in document A/22/10(I)(a) rev.1 - Annex II.A: CTC available in: http://cf.cdn.unwto.org/sites/all/files/pdf/a22_10_i_a_implementation_of_the_general_programme_of_work_for_2016-2017_rev.1_en_final.pdf

Report of the Work of the CTC 201-2019

CTC Outputs (III)

- Position paper on competitiveness factors

“Tourism policy and strategic planning”



Future Work of the CTC 2019-2023

