

Agenda item 4(a)

**Report of the Committee on Tourism
and Competitiveness**

CE/112/4(a)
Madrid, 21 July 2020
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Executive summary

The Report of the Committee on Tourism and Competitiveness (CTC), a subsidiary organ of the Executive Council, presents the main updates on the Committee, including the renewal of its composition for the period of 2019-2023 with the new members nominated by the respective Regional Commissions held in 2019 and approved by the 111th session of the Executive Council (CE/DEC/2(CXI)) held on 13 September 2019 in Saint Petersburg, Russian Federation.

This report briefly explains the background, objectives and main achievements of the CTC in the previous mandate (2015-2019) as well as the Work Plan for 2020-2021, which covers the three areas of action of the Tourism Market Intelligence and Competitiveness Department, namely, 1) knowledge and market intelligence, 2) policy and destination management, and 3) product development.

The Work Plan was revised in light of the unprecedented global health emergency caused by COVID-19. Priority was given to adapting it to the crisis aftermath and assisting UNWTO Members to mitigate the impact of the outbreak, provide stimulus, regain growth in the tourism sector and prepare for the future ensuring leaving no one behind.

DRAFT DECISION¹

Agenda item 4(a)

Report of the Committee on Tourism and Competitiveness
(document CE/112/4(a))

The Executive Council,

Having examined the report,

Takes note of the information on the Committee on Tourism and Competitiveness summarized in document CE/112/4(a).

¹This is a draft decision. For the final decision adopted by the Council, please refer to the Decisions document issued at the end of the session.

I. Report of the Committee on Tourism and Competitiveness

Background and objectives

1. The Committee on Tourism and Competitiveness (CTC) was established in 2013 as a UNWTO technical committee ([CE/DEC/7\(XCV\)](#)) with an advisory role. It is meant to be the first step of a validation process that channels technical outputs referring to principles, policies, practices and processes such as guidelines, definitions, criteria and standards to the corresponding governing organs of the Organization for adoption.
2. The main objectives of the CTC are:
 - To support the Organization in fulfilling its normative role;
 - To provide a dialogue mechanism between the public and the private stakeholders and the academia within a coherent framework to provide guidance and recommendations in building and strengthening tourism competitiveness policies and strategies;
 - To identify and delve into the key factors of tourism competitiveness.
3. In fulfilment of its mandate, the CTC's achievements in the previous mandates are summarized as follows:
 - i) Elaboration of operational definitions on concepts related to the tourism value chain.
 - ii) Elaboration of operational definitions on some selected tourism types.
The definitions on the concepts listed above (available [here](#)) were adopted as recommendations by the 22nd General Assembly ([A/RES/684\(XXII\)](#)).
 - iii) Identification of factors which explain the competitiveness of a tourism destination. This list was submitted to the 105th Executive Council, for information ([CE/105/5\(a\) - Annex I Report of the Committee on Tourism and Competitiveness](#)).
 - iv) Based on the consensus reached by the CTC members, the Committee agreed on delving into one of the prioritized factors for competitiveness, tourism policy and strategic planning and elaborating a [position paper](#), which was presented in the 8th CTC Meeting, held on 10 September 2019 in Saint Petersburg, Russian Federation, immediately before the 23rd General Assembly.

Composition

4. The Committee renewed its composition for the period of 2019-2023 and the new members nominated by the respective Regional Commissions held in 2019 were approved by the 111st session of the Executive Council ([CE/DEC/2\(CXI\)](#)).
5. The members of the CTC (2019-2023) are:

Full members:

- **Africa:** Kenya
Senegal (Chair)
- **Americas:** Bahamas
Brazil
- **Asia and the Pacific:** Fiji (Vice-Chair)
India
- **Europe:** Israel
Republic of Moldova
- **Middle East:** Bahrain

Representative of the Associate Members: Macao, China (2019-2021)

Representatives of the Affiliate Members: Chairman of the Affiliate Members Board: FITUR, Spain (2019-2021)

6. Senegal and Fiji were elected among its full members as Chair and Vice-Chair, respectively at the 9th CTC meeting, held on 24 January 2020 at UNWTO Headquarters.

Scope and areas of work

7. As a technical committee, the work of the CTC is key to deliver value to the UNWTO Members and to guide them in competitiveness-related issues ensuring that it is relevant to Members and the sector at large and that its outcome has an operational approach which supports UNWTO Members in practical terms.
8. In line with its main objectives, it is recommended that the CTC adopt a more practical approach in the current mandate (2019-2023) and advances in the elaboration and validation of tangible outcomes with the technical contribution of the Committee members. The outputs of the CTC will be subsequently channelled to the governing organs (Executive Council and General Assembly) for adoption, as appropriate.

Work Plan

9. The Work Plan for the CTC for 2020-2021 will cover the three areas of action of the Tourism Market Intelligence and Competitiveness Department, namely, 1) knowledge and market intelligence, 2) policy and destination management, and 3) product development. The initial work plan discussed by the CTC members has been revised in light of the unprecedented global health emergency caused by COVID-19. Priority was given to adapting it to the crisis aftermath and assisting UNWTO members to mitigate the impact of the outbreak, provide stimulus, regain growth in the tourism sector and prepare for the future ensuring leaving no one behind. The revision of the Work Plan was agreed upon by consensus among the CTC members.
10. The Work Plan 2020-2021 will thus focus on:
 - Tourism Policy: analysis of policy measures – fiscal, monetary, jobs, market intelligence, public-private partnerships, etc. –adopted by the Member States in the framework of their national responses to mitigate the effects of COVID-19 crisis in the travel and tourism sector and accelerate recovery
 - Governance and Destination Management:revision of UNWTO.QUEST criteria and indicators and of the new role of DMOs
 - Policy Recommendations and Guidelines: i.e., tourism and rural development, etc.
 - Factors for tourism competitiveness: the CTC is engaged in the contribution of UNWTO to the Advisory Group created by the World Economic Forum (WEF) to revise the Travel and Tourism and Competitive Index (TTCI) and to develop a Travel and Tourism Sustainability Index (TTSRI).

Meetings

11. The Committee on Tourism and Competitiveness held one meeting since reporting last to the Executive Council. This meeting (9th) was held on 24 January 2020, in Madrid, Spain, during FITUR 2020.
12. The meeting was the first since the CTC renewed its composition for the period of 2019-2023 and was attended by all the Full Members of Committee: Bahamas, Bahrain, Brazil, Fiji, India, Israel, Kenya, Republic of Moldova and Senegal.
13. In the framework of this meeting the Full Members of the CTC elected Senegal and Fiji as Chair and Vice-Chair, respectively, of the Committee for the current mandate (2019-2023) according to the Rules of Procedure of the Technical Committees on Competitiveness and Sustainability([CE/DEC/9\(XCVI\)](#))

14. During this meeting the Work Plan for the period of 2020-2021 was presented and discussed. The CTC members agreed to move forward with the Work Plan for 2019-2020 which was later revised and updated to help UNWTO Members navigate the unmatched social and economic emergency resulting from COVID-19, bring tourism to the forefront of national recovery policies and plans, ensure the recovery of tourism and allow the sector to help drive wider societal revitalization.
15. Full list of meetings of the CTC since its establishment:

1st Meeting: 25 August 2013, Victoria Falls, Zambia/Zimbabwe (during 20th UNWTO General Assembly)

1st Virtual Meeting: 27 March 2014

2nd Virtual Meeting: 3 July 2014

3rd Virtual Meeting: 22 October 2014

2nd Meeting: 28 January 2015 Madrid, Spain

3rd Meeting: 13 September 2015, Medellin, Colombia (during 21st UNWTO General Assembly)

4th Meeting: 22 January, 2016 Madrid, Spain

4th Virtual Meeting: 21 April 2016

5th Meeting: 20 January 2017, Madrid, Spain

5th Virtual Meeting: 2 March 2017

6th Meeting: 11 September 2017, Chengdu, China (during 22nd UNWTO General Assembly)

7th Meeting: 19 January 2018, Madrid, Spain

8th Meeting: 10 September 2019, Saint Petersburg, Russian Federation (during 23rd UNWTO General Assembly)

9th Meeting: 24 January 2020, Madrid, Spain

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