Committee on Tourism and Competitiveness (CTC)

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<th>CTC Members (2015-2019)</th>
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<td><strong>Chairman</strong></td>
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<td><strong>Croatia</strong></td>
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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 September 2015, Medellin, Colombia

CTC Outputs and Follow-up

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.