5.3 Report of the Committee on Tourism and Competitiveness (CTC)

59th Meeting of the UNWTO Regional Commission for Africa

Addis Ababa, Ethiopia
19 April 2017
Invited Member: AENOR - Spanish Association for Standardisation and Certification (new name UNE)
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 provide guidance in building and strengthening tourism competitiveness policies and strategies

Identify, harmonize and develop concepts, models and definitions as regards the key qualitative factors of tourism/destination competitiveness

CTC MEETINGS

1st Meeting
Victoria Falls, Zimbabwe/Zambia, August 2013

2nd Meeting
UNWTO Headquarters, Madrid, Spain, January 2015

3rd Meeting
Medellin, Colombia, September 2015

4th Meeting
UNWTO Headquarters, Madrid, Spain, January 2016

1st Virtual Meeting
March 2014

2nd Virtual Meeting
July 2014

3rd Virtual Meeting
October 2014

4th Virtual Meeting
October 2016

5th Meeting
UNWTO Headquarters, Madrid, Spain, January 2017

5th Virtual Meeting
March 2017
During the mandate 2015-2017 the CTC members elaborated the following definitions/concepts which were endorsed by the 103\textsuperscript{th} Executive Council.

These definitions will be submitted to the 22\textsuperscript{nd} Session of the General Assembly in Chengdu, China (4-9 September 2017) for approval:

- TOURISM DESTINATION
- DESTINATION MANAGEMENT / MARKETING ORGANIZATION
- TOURISM PRODUCT
- TOURISM VALUE CHAIN
- QUALITY OF A TOURISM DESTINATION
- INNOVATION IN TOURISM
- COMPETITIVENESS OF A TOURISM DESTINATION
1. FACTORS FOR DESTINATION COMPETITIVENESS

• A simplified framework for destination competitiveness has been identified including an open-ended list of quantitative and qualitative factors under two topics: i) governance, management and market dynamics, ii) destination appeal, attractors, products and supply.

• Based on consensus, the CTC members shall decide on several lines of action for each of the factors, categorized as follows:

  ✓ Draft an operational definition, or
  ✓ Draft a position paper / technical report (to be published), or
  ✓ Compile the information and data from the already existing available sources

• The CTC will identify, if needed and suggest other quantitative and qualitative factors.
## List of Quantitative and Qualitative Factors for Destination Competitiveness

### Factors related to governance, management and the market dynamics

1. Sustainable tourism policy and regulations,
2. Strategic planning,
3. Public Private Partnership + vertical cooperation i.e. national-regional-local levels,
4. Governance structure,
5. Safety and security,
6. Hygiene and health facilities,
7. Investment and entrepreneurship policy and business environment,
8. Promotion strategies and tools,
9. Economic impact,
10. Entry visa facilitation,
11. Labour productivity in tourism services and human resources development,
12. Budget allocated to support the tourism sector,
13. Volume of accommodation facilities + related and supportive facilities,
14. Demand trends and patterns (number of visitors, length of stay, tourism revenues, tourism expenditure, seasonality, etc.)
15. Use of information technologies,
16. Knowledge management and research,
17. Capacity for innovation in tourism,
18. Accessible tourism
19. Political and economic stability
20. Others

### Factors related to destination appeal, attractors, products and supply

1. Geographical location and connectivity,
2. Natural resources,
3. Cultural resources (tangible, intangible),
4. Public and private amenities,
5. Infrastructure,
6. Quality,
7. Local community awareness, hospitality,
8. Authenticity,
9. Seasonality
10. Ethical and responsible tourism products and services,
11. Destination image,
12. Destination brand,
13. Positioning in the domestic market,
14. Positioning in the international market,
15. Innovative products and services,
16. Price competitiveness,
17. Others
2. DEFINITIONS ON TOURISM TYPES

- The CTC recommended to prioritize 10 tourism types with a view to start elaborating definitions which should be finalized by June 2017.

- The selected/prioritized tourism types for further definition at this stage are as follows:
  - Cultural tourism
  - Ecotourism
  - Rural tourism
  - Adventure tourism
  - Health tourism
  - Business tourism (related to the Meetings Industry)
  - Gastronomy tourism
  - Marine/Coastal tourism
  - Urban tourism
  - Mountain tourism

- Additionally, upon the request of Gambia and Qatar respectively, “education tourism” and “sports tourism” will also be reviewed and incorporated in the list above.

- Once consensus is reached on part or all of the definitions, the proposal on the operational definitions shall be submitted to the 106th Executive Council and approval by the 22nd Session of the General Assembly, both to be held in Chengdu, China in September 2017.

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CTC INITIATIVES  2018-2019

- Guidelines to measure destination competitiveness;
- Draft position papers /technical documents;
- Elaborate more concepts and definitions.
Thank you
caf@unwto.org
www.unwto.org