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**2009-10 PROGRAMME OF WORK
OF THE OECD TOURISM COMMITTEE**

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The attached note presents a summary of the 2009-10 Programme of Work of the OECD Tourism Committee. For detailed information about the activities and/or for establishing partnerships with the Tourism Committee, please contact: Mr. Alain Dupeyras (alain.dupeyras@oecd.org).

MANDATE OF THE TOURISM COMMITTEE (2007-2011)

The Tourism Committee will assist member countries and, as appropriate, non-member economies to:

- a) Maximise the economic, social and environmental benefits of tourism through medium and long-term strategic development, soundly-developed tourism policy and greater coherence between tourism and other policies (e.g. transport, environment, security, trade, taxation or migration);
- b) Promote, in a globalisation and decentralisation context, sustainable tourism development as a source of economic growth, job creation and poverty alleviation in both major centres and regional areas;
- c) Improve the infrastructure and image of destinations to make them more attractive to the local population and visitors and more competitive to investors for the benefit of the whole economy;
- d) Contribute to the advancement of international co-operation in the tourism sector.

To achieve these objectives, the Tourism Committee will be responsible for analysing and developing tourism-related policy recommendations. In the context of this mission, the Tourism Committee will:

- a) Prepare tourism policy analysis and evaluation, identify good policy and business practices to meet major challenges, provide policy advice and be a clearing house for information on tourism policy;
- b) Share knowledge and experiences to identify best practices on tourism-related policies and strategies, particularly in the areas of competitiveness, taxation, entrepreneurship and innovation, labour, environment, safety and security, culture, and infrastructure development;
- c) Carry out in-depth tourism industry and market analysis to help member countries, the travel and tourism industry and, as appropriate, non-member economies, realise the overall economic benefit of tourism;
- d) Improve the measurement of tourism services in OECD economies by addressing government and industry information needs and promoting the tourism satellite account, contribute to the dissemination of data on tourism economics and to a more effective use of such data for business and policy analysis and decision-making processes, and work in complementarity with other international organisations;
- e) Provide a forum for dialogue and disseminate results through publications and thematic conferences.

The actions undertaken by the Tourism Committee should be guided by the following operating principles. The Tourism Committee will:

- a) Develop, as appropriate, active links to the Organisation's horizontal programmes, maintain close working relations with other relevant bodies in the Organisation to complement and support analysis and discuss tourism aspects of questions raised and, where appropriate, undertake joint projects;
- b) Develop partnerships with the private sector and other stakeholders to build a shared vision of strategic developments and, where appropriate, organise forums to explore timely issues and develop policy recommendations;
- c) Engage non-member economies in accordance with its Global Relations Strategy, share the results of its work with non-member economies and co-operate closely with other international organisations active in the tourism field.

BUREAU OF THE TOURISM COMMITTEE FOR 2008-09

(Elected during the 81st session of the Tourism Committee held on 21-22 April 2008)

CHAIRPERSON

UNITED STATES

Ms. Isabel HILL
Department of Commerce

VICE CHAIRS

AUSTRALIA

Ms. Helen COX
Department of Resources, Energy and Tourism

AUSTRIA

Ms. Monika KLINGER
Federal Ministry of Economy, Family and Youth

DENMARK

Mr. Lars Erik JØNSSON
Visit Denmark

JAPAN

Mr. Satoru MIZUSHIMA
Ministry of Land, Infrastructure, Transport and Tourism

MEXICO

Mr. Gabriel SZEKELY
Ministry of Tourism

PORTUGAL

Ms. Rita DUARTE
Turismo de Portugal, IP

SPAIN

Mr. Miguel OREA MALO
Directorate General for Tourism

VICE-CHAIR AND BUREAU OFFICER IN CHARGE OF STATISTICS

Mr. Peter LAIMER
Statistik Austria

POLICY ENVIRONMENT

Globalisation raises permanent challenges to OECD member countries in their efforts to support the development of a competitive and sustainable tourism sector. Policies and programmes that encourage domestic and international tourism trade, suppress obstacles to tourism development, improve knowledge management, research and training promote excellence and innovation. These programmes attract and keep talent, support the access of enterprises in the global market and use resources more efficiently and innovatively to develop competitive products in the world market.

Countries are engaged in policy and governance reforms reflecting global and local trends and structural changes in the tourism industry that lead to a new paradigm for national and international tourism that traditional tourism policies do not necessarily address. Climate change, safety and security, demographic shifts, higher energy prices, uncompetitive tourism organisations, models and products have significant impacts on travel and tourism.

In this tourism policy environment, the policy challenge is to ensure that tourism programmes encourage a long term sustainable and competitive tourism growth for the benefits of residents, visitors and businesses. To this end, OECD members see considerable benefit in international cooperation in addressing economic and labour tourism issues, tourism policy performance and evaluation, policies harmonisation and convergence in tourism, for example for sustainable development.

The OECD is a recognised international player in the tourism field, notably on economic and horizontal policy issues linking tourism to related policies such the economy, trade, employment, transport, environment, local development and SMEs and Entrepreneurship, etc. The OECD Tourism Committee can provide policy-makers with concrete analysis of key challenges and their economic impacts and policy responses that will shape tourism in the years to come. The OECD guidelines on the economic and social measurement of tourism are internationally acknowledged standards.

EXPECTED OUTCOMES

From its output results, the Tourism Committee aims to:

- Promote sustainable economic growth, to provide employment opportunities for all and to promote a sustainable environment as well as other priorities such as to help achieve the Millennium goals and to spread the socio and economic benefits of globalisation wider.
- Member countries are better able to tailor their tourism policies to the latest challenges (e.g. sustainable development), to take a comprehensive approach encompassing the international, national and local dimensions and to look at linkages and coherence with other policies.
- Promote a culture of evaluation in tourism to increase the capability of national and local governments for measuring the long-term impact of tourism programmes and for improving tourism policy and programme effectiveness.
- Enhance education and training policies that support excellence and innovation in tourism and contribute to improve the overall attractiveness of the tourism labour market.
- Contribute to a better measurement of the importance of tourism services and of their contribution to growth through the development of reliable data and analysis for business and policy decision making.
- Support an increased awareness, understanding and use of OECD standards (e.g. Tourism Satellite Account) in the design of tourism policies.
- Promote, in line with its Global Relations Strategy, exchanges between member countries, non-members and other stakeholders on tourism development and foster international co-operation in tourism.

EXPECTED OUTPUT - PRIORITY 1

The development of a culture of evaluation in tourism policy (framework for evaluation, performance indicators):

- **One stocktaking report on indicators for measuring the effectiveness of tourism promotion.**
- **One framework for the evaluation of tourism policies and programmes at national and local levels and indicators.**

Objective:

To develop an OECD framework for the evaluation of tourism policies and programmes. The study aims to reinforce the culture of evaluation in tourism and to develop a degree of commonality and comparability in the evaluation of tourism programmes across different national and local contexts. The activity will emphasise the importance of the role of evaluation in tourism, to enable a better understanding of the impact of the tourism programmes to be established and thereby provide soundly based evidence for promoting and supporting them.

Methodology:

The study will build on existing good country practices in undertaking evaluation. The framework will, among others, focus on the objectives of such evaluation, the procedures and methods that should be used, the frequency of evaluation and the dissemination of findings. It will address the evaluation of national as well as local programmes and will also examine the role of Peer Review in Evaluation. It will include a stocktaking exercise and a description of indicators (policy relevance, measurability, quality) used by governments for measuring the effectiveness of tourism promotion.

EXPECTED OUTPUT - PRIORITY 2

The sharing of good practices in tourism education and training, centered around the specific needs of OECD countries:

- **One survey to identify key needs in education and training in tourism.**
- **One analytical report on mechanisms, practices and policies implemented to support education and training in tourism.**

Objective:

To examine good practices in the development of education and training in tourism seeking primarily to address the specific problems encountered in developed economies and to encourage the introduction of effective policies capable of managing the difficulties that have been identified and supporting the integration of tourism in the new economy (innovation, knowledge, talents, partnerships, etc.). The activity likewise aims to encourage institutional and governance reforms in this area and to make SMEs more aware of actions to enhance the quality of human resources and increase their participation in such actions.

Methodology:

A comparative policy analysis will be performed that will involve the following steps: i) a literature review; ii) a survey of member countries and industry to identify key needs in education and training in tourism for preparing the future; and iii) a comparative analysis report to understand what policies work and don't work. The results of the project, including an action statement, will be disseminated in a conference to be organised in 2010 associating a wide range of stakeholders.

EXPECTED OUTPUT - PRIORITY 3

The analysis of OECD tourism trends and policies (publication, statistics):

- **Publication on tourism trends and policies in OECD and selected non-member countries.**
- **External engagement and collaboration to increase the usage of data on tourism economics, notably related to the Tourism Satellite Account.**

Objective:

To highlight key tourism policy development in member countries and provide a broad overview and interpretation of tourism trends in the OECD area. This activity will also aim to promote a better use of these data for business and policy analysis.

Methodology:

The second edition of the publication *Tourism in OECD countries* will focus on issues that rank high on the policy agenda in the field of tourism. The second edition of the publication *Tourism in OECD Countries* will focus on issues that rank high on the policy agenda in the field of tourism. The first chapter will present a general overview that will provide a synthesis and review of key aspects of OECD tourism issues, an analysis of a few topical issues and a forward-looking analysis of current tourism policy challenges; a few synthesis tables will provide international comparisons of the main and most recent statistical indicators and trends of the tourism sector. The second chapter will focus on a thematic review to be determined at a later stage by the Tourism Committee. The third chapter will present country policy and statistical profiles, including a self-assessment of best practice policies and programmes for tourism. A particular effort will be made to disseminate worldwide the main results and policy messages, presumably at the International Tourism Bourse (ITB) to be held in Berlin in March 2010.

A sub output result will focus on the dissemination of data and analysis on tourism economics at international, national and regional levels in member and non-member economies. In 2009, particular efforts will be made to promote the outcome of the PWB 2007-08 Tourism Committee's project "*Increasing the Use of TSA Data for Business and Policy*". The Secretariat will participate, for example, in a joint activity with the World Tourism Organisation to achieve this objective. In 2010, the Secretariat will co-organise with the European Commission (Eurostat) and a member country the *10th International Forum on Tourism Statistics*. This Forum will associate a broad range of stakeholders from member and non-member economies and from private and academic sectors.

EXPECTED OUTPUT - PRIORITY 4

The integration of sustainability in national tourism policies in mature tourism destinations, focusing on climate change issues:

- **One survey of challenges of climate change on mature tourism destinations.**
- **One comparative review of strategic tools to coordinate national policies and programmes.**

Objective:

The objective of this activity is to improve the integration of sustainability in national tourism policies by encouraging members and non-members in the development of strategies for Sustainable Tourism Development. In this context, the activity would review current challenges related to climate change on mature tourism destinations.

Methodology:

The survey of member countries and industry will seek to identify key challenges of climate change on mature tourism destinations. The review would do a cross-country analysis of the key areas of priority (e.g. climate change, water management, poverty alleviation, protection of coastal areas, local development coupled with environmental management, transition from mass to quality growth in tourism, health, capacity building, measurement of performance, etc.) and of the programmes and measures put in place at national level by countries to address these priorities. The methodology would involve the following steps: i) a literature review; ii) a survey of member countries to identify strategic tools (e.g. Sustainable Tourism Development strategies, sectorial action plans) in this area; and iii) a comparative policy analysis of the strategic tools to coordinate national actions for sustainable tourism.

EXPECTED OUTPUT - PRIORITY 5

The Tourism Policy Review of Italy will examine the organisation, policies and programmes of tourism in Italy in order to provide policy recommendations:

- **One review of the tourism policy of Italy.**

Objectives:

The objectives of this activity are to evaluate the context of the development of tourism in Italy at national and sub-national levels, and the opportunities open to the tourism industry and the constraints; to assess the strengths and weaknesses of existing policies and programmes, institutional structures, coordination mechanisms and implementation agreements; and to make recommendations on ways of improving policies and programmes to foster the development of a competitive and sustainable tourism industry in Italy.

Methodology:

The review will be based on four main pillars: a) intelligence, statistics and data on tourism; b) organisational structure and governance for tourism; c) attractiveness and tourism promotion; and d) training, skills and human capital. The Secretariat will draft a report, based on information obtained through a fact-finding questionnaire and comparisons with policies and good practice followed elsewhere. The draft final report will be sent to the Tourism Committee Delegates for review by the OECD peer review process. Balanced recommendations will be formulated as a result of the review and information available on best practice at international level.

An informal Steering Group composed of Delegates of the Tourism Committee and international experts will guide the Secretariat and assist in the preparation of the study. A seminar will be organised with the national authorities of Italy in order to disseminate the recommendations of the OECD report.