



**High Level Meeting  
of the OECD Tourism Committee:**

**The tourism economy and globalisation:  
an engine for innovation, growth and employment**

Congress Centre . Riva del Garda . Italy . 9/10 October 2008

**Réunion à haut niveau  
du Comité du Tourisme de l'OCDE**

**L'économie du tourisme et la mondialisation :  
un moteur pour l'innovation, la croissance et l'emploi**

Centre de Congrès . Riva del Garda . Italie . 9/10 Octobre 2008

**PRESS COMMUNIQUÉ - COMMUNIQUÉ DE PRESSE - COMUNICATO STAMPA**

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**Tourism Economy and Globalisation, OECD Meeting, Riva del Garda, Italy, 9-10- October 2008**

**Co-ordination, planning and analysis ability are the key words used**

**by Mr. Alain Dupeyras to open this afternoon's work session.**

«The objective of this high level meeting is to analyse the main issues and to face the big challenges posed by tourism economy globalisation, in order to bring forward proposals and recommendations for governments, countries and sector stakeholders, moreover it aims to identify future possible work areas for the OECD». This afternoon Alain Dupeyras, Head of the OECD Tourism Programme, has used these words to open the OECD High Level Meeting "Economy of Tourism and Globalisation" that took place at Riva del Garda Congress Centre»

Official delegations from 39 countries (27 OECD members and 12 non member countries), Ministers, industry leaders and tourism experts will dialogue for two days on the new global challenges that tourism industry will face and on which actions governments can undertake in order to support tourism competitiveness of these countries in the global market.

In his intervention Mr. Dupeyras introduced the key issues in the Riva del Garda meeting. One of the main issues that the attending countries will have to discuss is how policies can be adjusted to the globalisation of the tourism economy.

"I especially want to highlight that this is the first High Level Meeting of the OECD Tourism Committee ever organised since its creation" he said "and it has happened because tourism has a more and more important role in the global economy. We think that it is very important to analyse the way in which tourism policies can contribute to enhance the competitiveness and sustainability of tourism destinations in developed countries. In these countries, the new global context could require a re-thinking of programmes and of policies in order to encourage the sector growth".

Dupeyras has firstly stressed the challenges that globalisation poses to the economy. "We face new opportunities, given that there is a relevant growth potential, but also new elements to be considered such as the strong pressure on costs of products and services (i.e. energy). From 1960 to the present, the registered annual growth of the global tourism economy is around 6,5%. Even though this growth rate is deemed to decrease in the more developed countries, there is no doubt that the perspectives are interesting. Although key questions such as the coordination of medium and small industries (which constitute the backbone of the tourism system), the necessity to renovate the offers, the need to strengthen human resources training and integrating national, regional and local policies have to be seriously dealt with.

"The governments – Dupeyras observed – can take diverse initiatives to better exploit tourism potential and, by doing so, increase the economic, social and environmental results of countries and regions. Efficient tourism policies can create an extra competitive advantage for the countries involved."



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The guidelines proposed by the OECD Committee to Member States and explained by Dupeyras are the following. "In the first place, it is necessary to take on long term strategies which will allow governments to plan more efficiently. In the second place, it is important to rely on strong 'governance' which is able to lead efficiently the actions of many actors responsible for tourism in each country. Portugal and Japan, for example, have recently undertaken actions in this direction, creating national tourism agencies. The third point is represented by the necessity of activating strategic and cross-sector co-operation actions, for example, between tourism and culture. The fourth recommendation refers to the opportunity of renovating the tourism supply in a creative way, on a commercial level. The last proposal can be identified as the encouragement of further studies and market analysis. Nowadays, unfortunately, current research is insufficient."

These issues will be further discussed during the next two days of the conference in the three sessions in the agenda. The first one is dedicated to the capacity of the policies to adjust in order to respond to the globalisation of the economy; the second issue is the coordination of policies between actors which operate in this field, while the last one concerns the challenges posed by the increase in energy costs and the necessity to protect the environment.

*Further information on the meeting, included the modality of subscription for the press, the agenda and the thematic documents is available at [www.oecd.org/cfe/tourism](http://www.oecd.org/cfe/tourism), whereas press communiqués and photos will be regularly posted on [www.oecd.org/cfe/tourism/hltc2008/press](http://www.oecd.org/cfe/tourism/hltc2008/press) .*

*For further information journalists are kindly asked to contact Alain Dupeyras, Secretary of the OECD Tourism Committee (tel. + 33 1 45 24 91 45).*

**Riva del Garda, 9th of October, 2008.**



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