As Head of Tourism in the OECD (Organisation for Economic Co-operation and Development) Centre for Entrepreneurship, SMEs, Local Development and Tourism, Alain Dupeyras manages, with the support of governments, the work of the Tourism Committee. The Tourism Committee helps member and partner countries develop policies that address major challenges faced by the industry (e.g. competitiveness, quality jobs and skills, innovation, sharing economy, travel facilitation, taxation) and engage reforms in tourism building on in-depth policy analysis (Mexico, Italy), promotes an integrated governmental approach to tourism (effective policies for tourism growth), contributes to improved measurement and analysis of tourism services (e.g. Tourism Satellite Account, competitiveness indicators, impacts of tourism at regional level), and enhances international co-operation in tourism.