

Foreword

OECD Tourism Trends and Policies 2016, the flagship publication of the OECD Tourism Committee, is undertaken with support from the European Commission. The report highlights key reforms in tourism organisation and governance, and analyses a range of issues high on the tourism policy agenda, providing a global perspective with the inclusion of 50 OECD countries and partner economies.

Chapter 1 analyses recent trends in tourism, and associated developments in government policy. It outlines the economic importance of tourism and key tourism policy priorities across a variety of issues related to governance, funding, strategic and destination development, competitiveness and sustainability. It also highlights key policy reforms and interesting country practices.

Chapter 2 examines the interdependent relationship between transport and tourism, the importance of seamless connections at transport hubs, and the key factors to enhance the visitor experience. It highlights that in order to maximise and spread the socio-economic benefits of tourism, and manage visitor impacts over time, the medium- to long-term needs of the sector should be considered as part of the transport access and infrastructure planning process.

Chapter 3 outlines the need to re-think policies for the tourism sharing economy; a topical issue for many countries due to the rapid growth of peer-to-peer and shared usage platforms in recent years. The chapter highlights that within this complex, fast-moving environment, tourism policy makers must quickly take steps to understand the challenges and opportunities presented by the sharing economy (including regulation, consumer protection, taxation) and position their countries for success.

The report benefitted from significant contributions, feedback and guidance from policy makers and statisticians from OECD member countries and partner economies. The report was co-ordinated and edited under the direction of Alain Dupeyras, Head of the Tourism Unit, OECD Centre for Entrepreneurship, SMEs and Local Development (CFE). He was supported by Jane Stacey and Peter Haxton, Policy Analysts, who undertook substantial drafting and editing, and co-ordination of written inputs from a variety of sources. Lætitia Reille, Statistician, managed the statistical database and developed country statistical profiles and synthesis tables. The statistical component of the report is available via the OECD's statistical online platform – OECD.Stat. Other Secretariat members who actively contributed include Soo Jin Kwon, Taekyeong Jung, Julie Pilato, and Maria Castaño.

External experts who drafted material included Louk Teunissen (Chapter 1), and Richard Denman, Jackie Denman and Chris Evans, from The Tourism Company (country profiles). Chapter 3 was drafted by Sunil Johal, Noah Zon, and Jordann Thirgood, from the Mowat Centre, with inputs from the Secretariat. In addition, the report benefitted from feedback provided by the International Transport Forum, the OECD Centre for Tax Policy and Administration, and Directorates for Financial and Enterprise Affairs (Competition Policy), and Science, Technology and Innovation (Consumer Policy).



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