

SUSTAINABLE TOURISM DEVELOPMENT STRATEGIES

PROJECT BACKGROUND

OECD is an active member of the International Task Force on Sustainable Tourism Development (ITF-STD). Globalisation raises permanent challenges to OECD member countries in their efforts to support the development of a competitive and sustainable tourism sector. Countries are engaged in policy and governance reforms reflecting global and local trends and structural changes in the tourism industry. This commitment has led to a new paradigm for national and international tourism that traditional tourism policies do not necessarily address. Within this frame, the main touristic policy challenge has thus been to ensure that national policies and tourism programmes encourage a long-term sustainable and competitive tourism growth for the benefit of residents, visitors and businesses. To this end, the OECD Tourism Committee Programme of Work 2009-2010 has thus included "Sustainable Development and Tourism" as one of its main activities.

OBJECTIVE

The objective of this activity is to mainstream sustainability in tourism policy to improve the integration of sustainability in national tourism policies. It has been done by encouraging members and non members in the development of strategies for Sustainable Tourism Development and to raise awareness on the need for greater coherence between tourism and other policies which influence tourism sustainable development.

MAIN ACTIVITIES

In 2009-10, the OECD Tourism Committee will survey member countries and selected non members to identify strategic tools (e.g. Sustainable Tourism Development strategies, sectorial action plans) in this area. The survey will review specific issues, for example, governance. The Committee will also undertake a comparative policy analysis of the strategic tools available to coordinate national actions for sustainable tourism.

In 2009 (date to be determined), the Tourism Committee will cooperate with the OECD Annual Meeting of Sustainable Development Experts (AMSDE) and France to organise an OECD workshop that will review good practices for the development of sustainability strategies for specific sectors with a strong focus on tourism. The objectives of the workshop are:

- Study effective approaches for implementing sustainable strategies at sector level
- Identify the best governance approaches for linking sector strategies to national sustainable development strategies
- Establish the best ways to promote coordination at regional and local levels
- Discuss general recommendations

EXPECTED OUTCOMES

The activity aims to promote sustainable economic growth and competitiveness, to provide employment opportunities for all and to promote a sustainable environment. The member countries should be better able to tailor their tourism policies on sustainable development, to take a comprehensive approach encompassing the international, national and local dimensions and to look at linkages and coherence with other policies.

FOR MORE INFORMATION CONTACT

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