STRATEGIC PLANNING FOR SUSTAINABLE TOURISM DEVELOPMENT – SUCCESSFUL IMPLEMENTATION: PROCESSES, PARTNERSHIPS, NETWORKS

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Designing tourism for quality of life and value added
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OECD’s integrated approach to tourism

Measuring and comparing: Tourism Trends and Policies
- Tourism trade in value added indicators
- Tourism Satellite Account
- Global Forum on Tourism Statistics

Statistics & Indicators

Whole of government approach: Connecting with other policies and industry
- Partner countries (Colombia, Costa Rica, Croatia, Egypt, Lithuania, Morocco, Romania, Russia and South Africa)
- Multi-stakeholder involvement (business and industry associations, universities, economic institutes)
- International organisations (e.g. EC, APEC, UNWTO, ILO, UNEP, UNESCO, World Bank)

Cooperation & Engagement

Policies & Programmes

Analysing, and giving advice: Policy recommendations & support for tourism reforms
- Local, regional and thematic reviews (culture, creative tourism, food)
- National tourism reviews (Mexico, Italy)
- Policy analysis (investment, megatrends, sustainability, tourism trade, sharing economy, transport, SMEs, skills)
An integrated governmental approach to tourism is critical to support an inclusive and sustainable tourism development in the long-term.

Effective multi-level governance is essential to identify joint priorities and bridge information or policy gaps across levels of government.

Investment in tourism should be based on an integrated strategy, effectively targeted, and aimed at mobilising private actors and financing institutions to diversify sources of funding.
Keys to achieving sustainable tourism development

- **An integrated governmental approach to tourism**
  - horizontal and vertical integration
  - medium- to long-term focus
  - fully consider the trade-offs and synergies
  - dialogue between government, industry, and civil society
  - establish stakeholder roles, functions, and interactions

- **Data to support decision-makers**
  - more effectively demonstrate the economic value of tourism to decision makers, in a timely and robust manner
  - better understand tourism’s contribution to well-being and inclusive growth
Supporting tourism at the highest levels of government

Mexico - Federal Tourism Cabinet

- **High-level** policy instrument to co-ordinate actions to achieve national tourism objectives
- Meets **twice a year** and is chaired by the President of Mexico
- **Horizontal** in nature and brings together federal ministries and agencies
- Streamlines and optimises the use of **public resources**

France - Inter-Ministerial Council for tourism

- Gives direction and **high-level** support to key tourism policy measures
- Meets **twice a year** under the authority of the Prime Minister
- Comprises **16 Ministers** and senior industry professionals
- Established to support the **goals** of reaching 100 million international tourists by 2020
Cooperation between different levels of governance

**Australia - Tourism 2020 strategy**

- **Whole-of-government** and **industry** long-term strategy
- Represents an unprecedented level of **cooperation** between industry and the Australian and state and territory governments
- Aims to build the **resilience** and **competitiveness** of Australia’s tourism industry and grow its economic contribution
- The Tourism 2020 **goal** is to achieve more than AUD 115 billion in overnight spend by 2020
Achieving PPPs and wider stakeholder engagement

**Tourism Social Progress Index Costa Rica**

- Developed through a strong multi-sector collaboration between the government, the private sector and civil society
- Serves as an indicator to better promote and establish public-private partnerships
- The knowledge gained from the SPI of local communities stimulates participation

**Italian National Strategic Plan for Tourism 2017-2022**

- Brings together all tourism operators in Italy with a consistent and coordinated approach
- Open and participative method to share strategies, targets and areas of intervention
- E.g. supported the collaboration with Intesa San Paolo Bank to unlock EUR 5 billion for tourism investment
Establishing and delivering on strategies and plans for sustainable tourism

**Swedish Sustainable Destination Development**

- **Five destinations** selected
- Activities to prolong the tourist season, improve quality in hosting, develop **sustainable products**
- Being a **national initiative** it brought credibility and drove practical actions
- The programme was **renewed** from 2016 to 2019

**Chile - Foco Destino Programme**

- Addresses **competitiveness** gaps in local destinations
- Builds **capacity at local level** by assigning destination managers to coordinate tourism policies, and connect private and public actors
- **30 tourism projects** in seven destinations were funded in 2016-2017
Utilising a range of implementation tools

Tourism management in Iceland - Road Map for Tourism 2015-2020

Actions implemented to improve the management and distribution of tourists around Iceland:

- Route Development Fund
- Destination Management Plans
- Reforms to the Tourist Site Protection Fund
- Infrastructure Plan for the protection of nature and sites of cultural and historical value
- New legislation that allow better control at popular sites
- Revision and coordination of official tourist information provision to improve quality of service and the safety of visitors
OECD Tourism Trends and Policies 2018 focuses on key policy and governance reforms in tourism and provides a global perspective with the inclusion of 49 OECD and partner countries.

- This publication is undertaken in partnership with the European Commission
- Data available on OECD.Stat
- Publication available on OECD iLibrary