



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

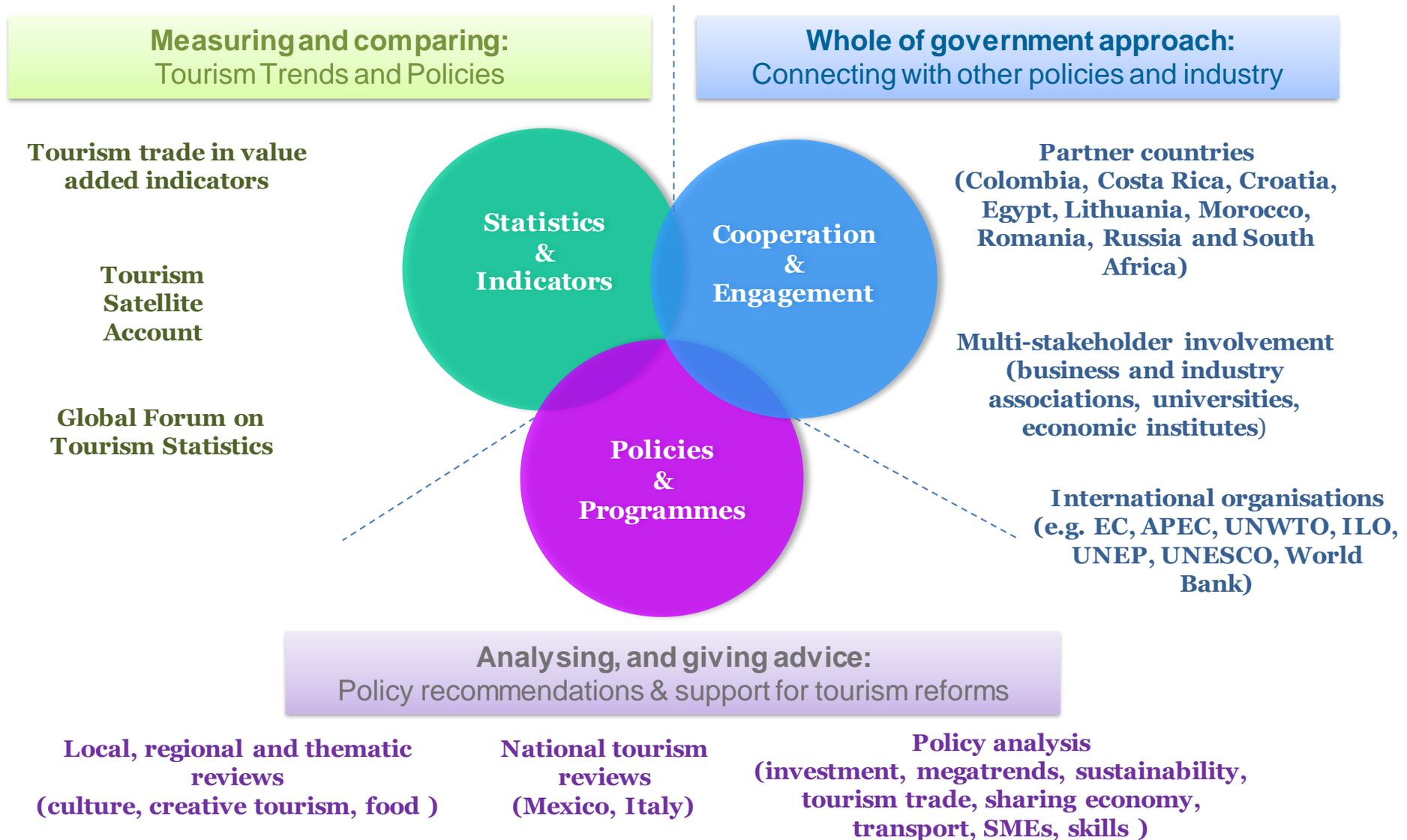
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17<sup>th</sup> European Tourism Forum:  
Designing tourism for quality of life and value added  
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# OECD's integrated approach to tourism





## Key OECD messages

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- 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

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- **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

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## 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



## Sweden - 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

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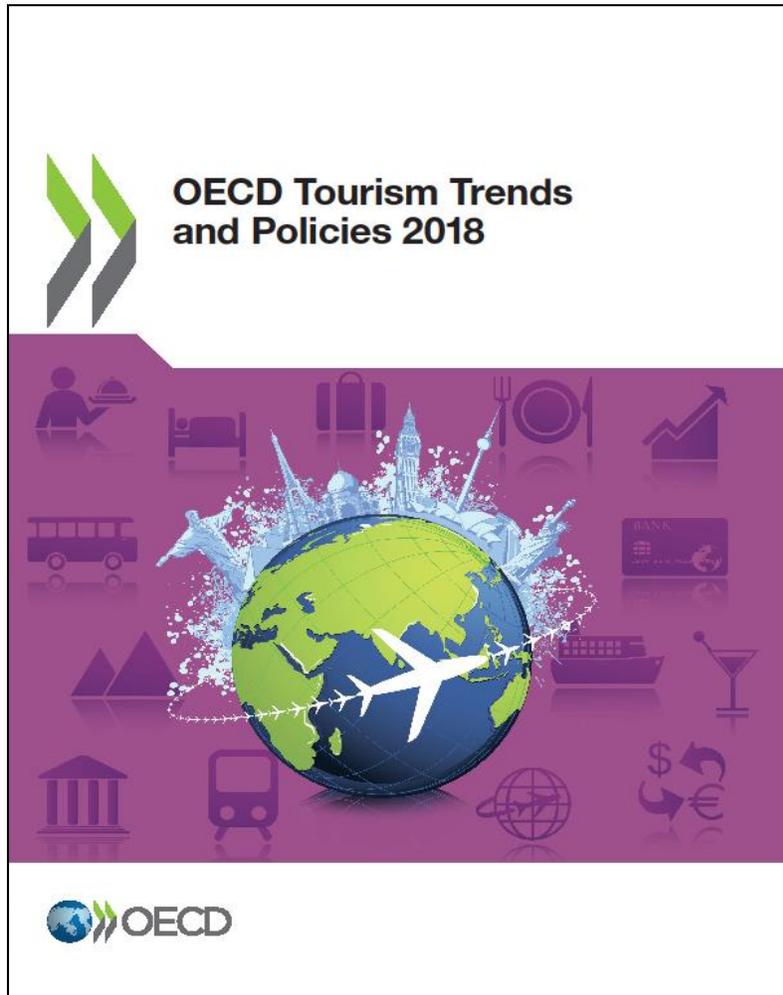
### **Tourism management in Iceland - Road Map for Tourism 2015-2020**

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



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*



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