



# OECD Tourism Trends and Policies 2010

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The tourism sector, a vital driver of job-creation and growth, is under pressure. Facing an increasingly competitive landscape, tourism in many OECD countries has started to lag, in both growth rate and productivity. This book defines the major trends and challenges facing tourism in the next decade from globalisation to environmental issues. To address these challenges, the book then provides specific policy guidance and recommendations for making tourism more competitive and environmentally sustainable. Tourism data from 42 countries are presented and analysed including all OECD countries, and fast-growing tourism centres such as Brazil, Chile, China and India. Table of Content : Executive Summary Chapter 1. Tourism Trends in the OECD Area and Beyond-Introduction-Tourism and the global financial and economic crisis-Tourism trends in the OECD area and beyond-Tourism enterprises-Bibliography-Annex 1.A1. Structural Business Statistics by Size Class for Hotels, Restaurants and Travel Agencies Chapter 2. Tourism 2020: Policies to Promote Competitive and Sustainable Tourism-Introduction -Key challenges facing tourism-Essential factors for effective tourism policy development-Policy options in support of competitive and sustainable tourism development-Bibliography-Annex 2.A1. Riva Del Garda Action Statement for Enhancing Competitiveness and Sustainability in Tourism Chapter 3. Tourism Satellite Accounts: Data for Business and Policy Development-Introduction-TSA policy and business users-Potential benefits for producers and users-Limitations on TSA use Communicating the TSA results-Policy conclusions-Bibliography-Annex 3.A1. Tourism Satellite Accounts (TSA) by Country Chapter 4. Country Profiles: Tourism Policies and Trends-Introduction-OECD Member Countries-Australia-Austria-Belgium-Canada-Czech Republic-Denmark-Finland-France-Germany -Greece-Hungary-Iceland-Ireland-Italy-Japan-Korea -Luxembourg-Mexico-Netherlands-New Zealand -Norway-Poland-Portugal-Slovak Republic-Spain-Sweden-Switzerland -Turkey-United Kingdom-United States-OECD Non-member Economies-Brazil-Chile-China -Egypt-Estonia-India-Indonesia-Israel--Romania-Russian Federation-Slovenia-South Africa-Annex 4.A1. National Tourism Administration and Related Websites.

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