Focuses on efficient and effective market-oriented tourism policies to maximise economic, environmental, social and cultural benefits of tourism:

- **Policy coherence**: supports countries in integrating tourism into the broader policy framework, *e.g.* in economic, sustainability, green, employment, innovation strategic agendas.

- **Policy performance**: promotes peer reviews and policy evaluations, supports reforms in tourism governance and policy.

- **Competitiveness**: provides inputs on global tourism trends and challenges and on policy options to enhance competitiveness in tourism, supports a new approach to measure competitiveness.

- **Sustainability/green agenda**: shares good practices and encourages a new framework for action.
OECD Green Growth Strategy

- Multi-disciplinary inter-governmental process
  - Involving 25 OECD Committees: delegates from Ministries of Finance, Economy, Environment, Agriculture, Development Co-operation, Industry, etc.

- Drawing upon long-standing experience with:
  - Fact-based policy analysis and evaluation
  - Country reviews
  - Environmental policies and economy-environment policy integration

- Strategy delivered to OECD Ministers in 2011:
  - Towards Green Growth
  - Tools for delivering on green growth
  - Towards Green Growth: Measuring Progress – OECD Indicators

- Embedded in OECD work on new sources of growth
  - Tourism Committee is planning work in 2013
70% of the OECD countries have specific initiatives to encourage ‘improved environmental performance and/or sustainability’, including innovative practices in the tourism sector.

These green innovation in tourism initiatives are located in different government departments, clearly demonstrating the need for an integrated governmental approach.

Examples of the various approaches taken in countries include:

- development of strategies and setting of targets for improved environmental performance;
- establishment of advisory groups to support green growth and innovation;
- establishment of networks to promote R&D; and
- award schemes to reward innovation.
Drivers:
✓ Increased environmental focus, consumer demand and political commitment.

Barriers:
✓ Business and/or consumer information gaps, followed by potential or perceived investment cost for businesses, and consumer reluctance.

Success factors:
✓ Industry co-operation, horizontal integration, and buy-in or support from stakeholders, followed by political commitment, and improved consumer, industry and tertiary education.
General recognition among countries of the benefits associated with developing a more environmentally sustainable tourism industry, and the role that green innovation can play in shifting to a greener economy.

Areas of policy focus to improve diffusion of green innovation in the tourism sector, include:

- horizontal and vertical policy co-ordination, and closer integration of multiple policies;
- improving the overall business environment for innovation
- stable and long-term market signals, based on the pricing of the environmental externalities;
- well-designed demand-side policies, such as public procurement, standards and regulation; and
- better educating the public and tourism businesses as to the environmental and financial benefits.
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Publications

- Climate Change and Tourism Policy in OECD Countries
- Food and the Tourism Experience
- Italy: review of issues and policies
- Innovation and Growth in Tourism