

## Preface

Notwithstanding the challenges posed by global economic conditions, geopolitical turmoil, and natural disasters, tourism continues to demonstrate remarkable resilience. Tourism remains one of the largest and fastest growing sectors in the world economy and a valuable source of job creation, economic growth, export revenue and domestic value added.

International tourist arrivals surpassed 1.1 billion in 2014, on the back of a resurgence in arrivals to OECD countries which increased at a faster rate than the global average. Despite this, up to 2030, international tourist arrivals to emerging economies are projected to grow at double the rate of that in advanced economies. Changing global market trends and travel behaviours require active, innovative and integrated policy responses to ensure that tourism remains a competitive sector and continues to grow in the years to come.

The rapidly evolving geopolitical environment is placing considerable pressure on existing visa and immigration policies. Countries, more than ever, recognise the importance of striking a balance between security and adequate border protection, and the need to ensure both ease of travel, as well as a safe environment for tourists.

*OECD Tourism Trends and Policies 2016* highlights good practices and key policy and governance reforms in tourism and provides a global perspective with the inclusion of 50 OECD and Partner countries. Two of the main chapters focus on the tourism sharing economy, and on the importance of seamless transport to enhance the visitor's experience.

*OECD Tourism Trends and Policies 2016* is a rich source of data on domestic, inbound and outbound tourism, and on the size of the tourism economy. It provides a clear picture of new policies designed to improve competitiveness and support sustainable and inclusive tourism growth. It covers issues such as governance and strategic development, innovative funding approaches, the digitalisation of tourism, transport and travel facilitation, SME financing, innovation and entrepreneurship, and the need to improve service quality. It also calls on governments to provide active policy responses that are targeted, and fit for purpose.

I would like to thank the OECD Tourism Committee for their work in preparing *OECD Tourism Trends and Policies 2016*, in partnership with the European Commission. This publication continues to grow in stature as an international reference and benchmark on how effectively countries are supporting sustainable and inclusive tourism growth.



Angel Gurría  
OECD Secretary-General





**From:**  
**OECD Tourism Trends and Policies 2016**

**Access the complete publication at:**

<https://doi.org/10.1787/tour-2016-en>

**Please cite this chapter as:**

OECD (2016), "Preface", in *OECD Tourism Trends and Policies 2016*, OECD Publishing, Paris.

DOI: <https://doi.org/10.1787/tour-2016-1-en>

This work is published under the responsibility of the Secretary-General of the OECD. The opinions expressed and arguments employed herein do not necessarily reflect the official views of OECD member countries.

This document and any map included herein are without prejudice to the status of or sovereignty over any territory, to the delimitation of international frontiers and boundaries and to the name of any territory, city or area.

You can copy, download or print OECD content for your own use, and you can include excerpts from OECD publications, databases and multimedia products in your own documents, presentations, blogs, websites and teaching materials, provided that suitable acknowledgment of OECD as source and copyright owner is given. All requests for public or commercial use and translation rights should be submitted to [rights@oecd.org](mailto:rights@oecd.org). Requests for permission to photocopy portions of this material for public or commercial use shall be addressed directly to the Copyright Clearance Center (CCC) at [info@copyright.com](mailto:info@copyright.com) or the Centre français d'exploitation du droit de copie (CFC) at [contact@cfcopies.com](mailto:contact@cfcopies.com).