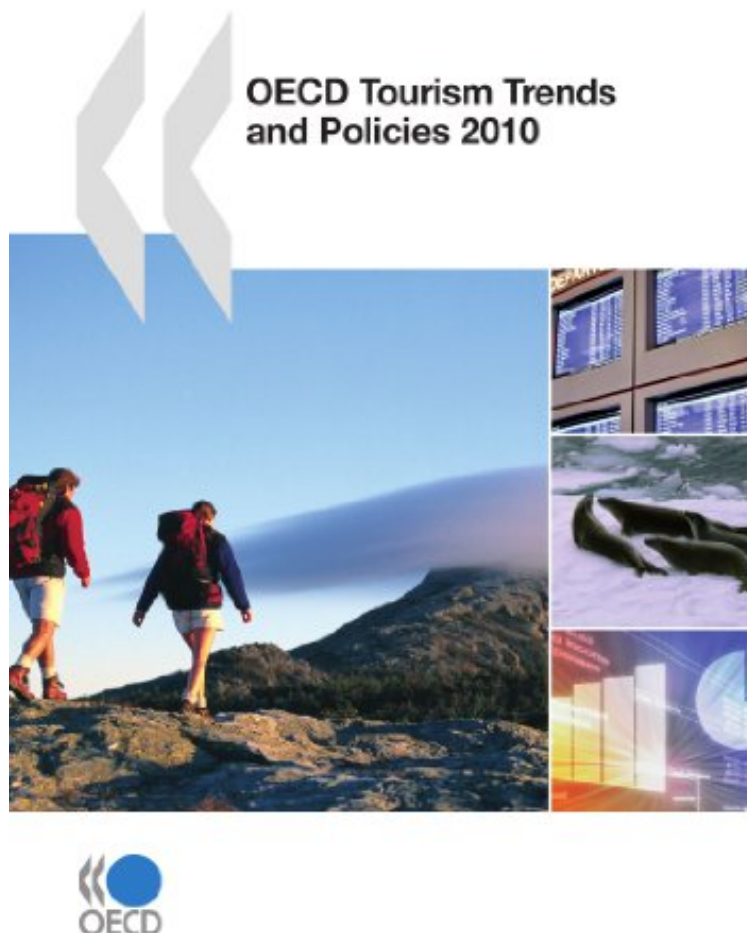


OECD Tourism Trends and Policies 2010

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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.

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