## OECD Survey – Optimising the Social Impacts of Tourism

## (Deadline for responses: 22 August 2025)

### Project background

As part of its Programme of Work 2025-26, the Tourism Committee is examining policy approaches to optimise the social impacts of tourism [[CFE/TOU(2025)2](https://one.oecd.org/document/CFE/TOU(2025)2/en/pdf)]. This is a policy priority for countries, to realise the potential of tourism as a driver of economic development in new and established destinations, while managing the economic and social trade-offs to build liveable destinations where the benefits (and costs) of tourism are evenly spread.

The project aims to:

* Develop understanding of the socio-economic impacts of tourism and provide insights on the trade-offs that need to be managed to better balance and share the costs and benefits of tourism.
* Exchange knowledge, share good practices, and draw lessons from recent initiatives manage tourism development and deliver better outcomes for local communities and destinations.
* Identify and incorporate available statistical evidence on the socio-economic impacts of tourism, including on the responsiveness and effectiveness of policy measures.
* Encourage the development of active and coherent policies, strategies and plans to optimise the social impacts of tourism.

A chapter drawing on this work will be included in the next edition of the flagship publication [*OECD Tourism Trends and Policies*](https://www.oecd-ilibrary.org/industry-and-services/oecd-tourism-trends-and-policies_20767773) *2026.* Workshops/webinars will be organised focusing on key issues identified in the chapter. It is expected that these activities will feed into an analytical report on policy approaches to optimise the social impacts of tourism for more balanced development.

### Purpose of the survey

The purpose of the survey is to collect information and views from a variety of key actors on the main socio-economic challenges, issues and trade-offs facing the sector, and the policy priorities, strategies and plans to optimise the social impacts of tourism in your country.

* Public and private sector stakeholders are invited to respond to this questionnaire and share their views. The questions are predominantly policy-focused, and different actors may be better placed to respond to some questions than others. However, all interested stakeholders are encouraged to share their views and provide inputs.
* National tourism administrations are encouraged to consult with relevant stakeholders in preparing their response, including regional and local authorities, destination management organisations, statistical agencies, tourism industry associations, enterprises, social partners (including trade unions) and other relevant experts for complementary answers and inputs.

We would greatly appreciate your help in answering the following questions. Please note the questions always refer to the situation in your own country/destination.

Please provide quantitative data and concrete examples to support your responses, where possible.

Please return your response (in Word format) and any related documentation by **22 August 2025** at the latest (earlier responses will be highly appreciated) to the OECD Secretariat ([julie.reimann@oecd.org](mailto:julie.reimann@oecd.org)).

## OECD Survey: Optimising the social impacts of tourism

**Country:**

**Person in charge of reply:**

**Organisation/Ministry:**

We would greatly appreciate your help in answering the following questions. Please note the questions always refer to the situation in your own country/destination.

## Understanding the socio-economic impacts and implications of tourism

1. What are the **main socio-economic impacts** (positive and negative) of tourism in your country/destination? Has this changed in recent years, and how is it expected to evolve based on tourism trends and forecasts?

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1. **Is your country/destination currently (or at risk of) experiencing pressures from tourism growth? What is the nature of these pressures, and the associated social impacts (e.g. over-reliance on tourism, high spatial/seasonal concentration, infrastructure overload, crowding out of locals, price pressures)? How is this impacting public sentiment and the social license for tourism?**

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1. **What are the main economic and social trade-offs that need to be managed to reduce these pressures and share the benefits (and costs) of tourism more evenly, including with visitors? What is the wider policy context i.e. to what extent is tourism the main cause of these pressures, or is tourism exacerbating wider policy issues (e.g. housing, employment, infrastructure)?**

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1. **What are the main opportunities and challenges to addressing these issues and building liveable destinations where the benefits** (and costs) of tourism are evenly spread and reach local businesses and communities**? Do different types of destinations face different issues (e.g. urban versus rural areas, established versus emerging destinations)? If yes, please explain how.**

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1. **What are the main socio-economic impacts experienced from the expansion of short-term tourism rentals in your country/destination? Is this a source of tension or contributing to pressures from tourism growth (e.g. housing affordability)? What evidence is available to support this, and what effective approaches have been adopted to address the identified pressures?**

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## Managing the trade-offs to build liveable destinations

1. What **strategies,** **policies and programmes** (if any) has your country/destination introduced, or is considering, to better balance the socio-economic impacts and spread the benefits (and costs) of tourism for businesses, communities and tourists (e.g. managing demand/visitor flows, investing in infrastructure development, strengthening local value chains, supporting SMEs, making tourism accessible, improving employment conditions)?

Please outline any collaboration with other policy areas, levels of government, the private sector and local communities, as well as any lessons that can be drawn – what worked well/less well, good practices to share, areas for improvement, effectiveness of measures, unintended or unforeseen consequences. How are these learnings being integrated into current and future tourism policies and planning?

**Strategies, policies and programmes: example 1**

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**Strategies, policies and programmes: example 2**

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**Strategies, policies and programmes: example 3**

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**Additional strategies, policies and programmes**

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| *<<If any additional strategies, policies and programmes to share, please add extra boxes>>* |

1. What steps are needed to **engage and empower** **local communities** in tourism planning and development decisions? What role for the private sector? Are there initiatives or good practices that adopt participatory or partnership approaches which you have identified as being particularly innovative and effective (or ineffective)? How do these operate and what learnings can be drawn?

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1. What approaches are being adopted in your country/destination to **more effectively link tourism and related policy areas** (e.g. SMEs, housing, transport, infrastructure, spatial/urban planning, regional development, employment), and strengthen co-ordination mechanisms across and between levels of government to deliver better outcomes for local communities and destinations?

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## Measuring and monitoring the socio-economic impacts of tourism

1. What **innovative data approaches and/or indicators** is your country/destination using, or considering, (at national and sub-national level) to measure and monitor the socio-economic impacts of tourism and improve the ability of policy makers to respond effectively?

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1. Please share any **available data, indicators and information** on the socio-economic impacts of tourism in your country/destination (e.g. on resident and visitor sentiment, tourism flows, well-being, capacity, thresholds).

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1. What **additional** **data, indicators and evidence is needed** to better measure the socio-economic impacts of tourism, monitor progress and evaluate the effectiveness of policy interventions?

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## Proposed topics for webinars

1. What topics for the thematic workshops/webinars to deepen understanding of the social impacts of tourism, share experiences and good practices and provide policy insights on optimising the social impacts of tourism would be of most interest? Please indicate if your country/destination is interested to host a workshop on this topic.

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## Additional information

1. Please provide any **other relevant information or comments** you would like to make. If there is a topic not addressed above you would like to raise, please do so here

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1. Would you be willing to discuss specific aspects of this survey with a representative of the OECD? If so, please provide contact details for the appropriate person.

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**Documentation:** In addition to responses to the survey questions, please attach copies of any relevant documentation (including executive summaries in English or in French) and a list of related websites or links to websites.

**Deadline:** Thank you for your valuable input. Please submit your response on or before by **22 August 2025** at the latest (earlier responses are highly appreciated) to the OECD Secretariat ([julie.reimann@oecd.org](mailto:julie.reimann@oecd.org)).