



**OECD GLOBAL FORUM ON TOURISM STATISTICS,  
KNOWLEDGE AND POLICIES**

***Reshaping tourism for a more resilient  
and sustainable tomorrow***

**3-5 November 2021**

## ■ About the OECD Tourism Committee

The Organisation for Economic Co-operation and Development's (OECD) mission is to promote policies that improve the economic and social well-being of people around the world. The OECD Tourism Committee, created in 1948, acts as the OECD forum for exchange, and for monitoring policies and structural changes affecting the development of domestic and international tourism. It actively promotes the sustainable economic development of tourism.

## ■ OECD Global Forum on Tourism Statistics, Knowledge and Policies

The OECD Global Forum on Tourism Statistics, Knowledge and Policies brings together senior policy makers, statisticians, and leaders from the private sector and civil society to exchange ideas, views and experience. The 2021 edition of the Global Forum is hosted by the Ministry of Culture, Sports and Tourism of the Republic of Korea, on the theme **Reshaping tourism for a more resilient and sustainable tomorrow**. It will provide a unique platform to support tourism recovery, and develop a common transformation agenda for the tourism economy, to move to stronger, more sustainable and inclusive models of tourism development in the future.

## ■ What is the issue, why attend? The context, challenge and opportunity

The COVID-19 pandemic continues to have widespread consequences for economies and societies. As an activity that is inherently dependent on the movement and interaction of people, tourism continues to be one of the sectors hardest hit, and this is having a knock-on impact on the wider economy. Meanwhile, the world faces profound economic, environmental and social challenges, including the accelerating climate crisis and rapid technological change. The crisis is a call for governments at all levels to take proactive steps and co-ordinated policy action to mitigate the impacts and support a rapid recovery of the tourism economy, build more resilient, greener and inclusive tourism destinations, and prepare the sector more broadly to respond to future shocks. The crisis has also further strengthened the need for more timely, comparable and granular data to support policy making. Addressing this will require a strategic vision, with well-articulated objectives, and an integrated approach bringing together key stakeholders, nationally and internationally.

## ■ Venue

Hotel Shilla Seoul, 249 Dongho-ro, Jangchung-dong, Jung-gu, Seoul, Korea. Virtual participation possible.

## ■ Registration

Please indicate your interest to participate at this [link](#). After registering, you will receive an email confirming your inscription with a link to create an account that will give you access to the whole platform and to the live sessions.

## ■ Languages

Global Forum sessions will take place in English, with simultaneous interpretation in Korean.

## ■ Contact and information

Visit the website:

<https://www.oecd.org/cfe/tourism/globalforumontourismstatisticsknowledgeandpolicies.htm>

Contact: [globalforumtourism@oecd.org](mailto:globalforumtourism@oecd.org)



**Join the conversation on Twitter:** follow us at [@OECD\\_local](#) [#OECD Tourism](#)

## ■ Summary Agenda

\* All times are local time Seoul, Korea

\*\* A detailed agenda is available on the subsequent pages

### ■ Day 1 Wednesday, 3 November 2021

15:15-15:30	<b>Opening Session</b>
15:30-19:00	<b>Session 1 – Lessons from the crisis? Better preparing tourism for a more resilient future</b> <ul style="list-style-type: none"><li>– High level Opening remarks / Scene setter</li><li>– Panel 1a: Building tourism resilience</li><li>– Panel 1b: Data innovations and experiences to take forward from the crisis</li></ul>

### ■ Day 2: Thursday, 4 November 2021

15:30-19:00	<b>Session 2 – Recovery, and beyond: building tourism back better</b> <ul style="list-style-type: none"><li>– High level opening remarks / Scene setter</li><li>– Panel 2a: Driving the recovery to support people, businesses and places</li><li>– Panel 2b: Building a greener, more sustainable tourism economy</li></ul>
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### ■ Day 3: Friday, 5 November 2021

15:30-18:30	<b>Session 3: Toward a new future for tourism</b> <ul style="list-style-type: none"><li>– High level opening remarks / Scene setter</li><li>– Panel 3a: Toward a data-driven policy agenda for tourism</li><li>– Panel 3b: High Level Panel on the Future of Tourism</li></ul>
18:30-18:50	<b>Closing session</b>

## ■ DAY 1: WEDNESDAY, 3 NOVEMBER 2021

\* ALL TIMES ARE LOCAL TIME SEOUL, KOREA

15:15-15:30	<b>Opening Session</b>
	<p><b>Description:</b></p> <p>The significant impact of the COVID-19 pandemic on tourism, together with ongoing economic, social and environmental challenges, including the accelerating climate crisis and major technological change, require a strong and coherent policy response. Governments, with the assistance of international organisations, need to support the recovery of the tourism economy, while taking the opportunity to build a stronger, fairer and more sustainable tourism economy. Opportunities to share policy issues and experiences, and agree on common priorities and directions should be pursued. This session will set the scene, and provide a valuable exposition of key policy issues to inform the remainder of the Global Forum.</p> <p><b>Opening remarks</b></p> <ul style="list-style-type: none"> <li>• <b>Mr. HWANG Hee</b>, Minister of Culture, Sports and Tourism, Republic of Korea [video]</li> <li>• <b>Mr. Mathias Cormann</b>, Secretary-General, OECD [video]</li> </ul>
15:30–19:00	<b>Session 1 – Lessons from the crisis? Better preparing tourism for a more resilient future</b>
	<p><b>Description:</b></p> <p>COVID-19 triggered an unprecedented crisis, with significant long term consequences for the tourism economy, calling for governments and the private sector to take proactive steps and co-ordinated policy action to mitigate the impacts and support the recovery. It has also revealed gaps in government and industry preparedness and response capacity, and exposed shortcomings in tourism statistical information systems to inform policy and business decisions in a timely and granular manner.</p> <p>This session will focus on drawing lessons from the COVID-19 pandemic, to chart a path forward for a stronger, more resilient tourism economy. The first panel will consider what worked well (and not so well) in response efforts, share good policy and data practices, and identify how to improve the capacity of governments, the private sector and the tourism ecosystem as a whole to absorb, recover and adapt to future shocks. The second panel will examine data innovations and good practice to improve the evidence base for policy and business decisions.</p> <p><b>Documents</b></p> <ul style="list-style-type: none"> <li>• <a href="#">Issues paper: Lessons from the crisis? Better preparing tourism for a more resilient future, p. 5</a></li> <li>• <a href="#">Mitigating the Impact of COVID-19 on Tourism and Supporting Recovery</a></li> <li>• <a href="#">G20 Rome Guidelines on the Future of Tourism</a></li> </ul>
15:30-15:40	<p><b>High-level opening remarks / Scene setter</b></p> <ul style="list-style-type: none"> <li>• <b>Ms. Maria Ximena Lombana</b>, Minister for Commerce, Industry and Tourism, Colombia</li> <li>• <b>Ms. Ghada Shalaby</b>, Vice Minister for Tourism, Egypt</li> </ul>
15:40-17:15	<p><b>Panel 1a: Building tourism resilience</b></p>
	<p><b>Moderator</b></p> <ul style="list-style-type: none"> <li>• <b>Mr. Sérgio Guerreiro</b>, Tourism Committee Chair, and Senior Director, Turismo de Portugal</li> </ul> <p><b>Panellists</b></p> <ul style="list-style-type: none"> <li>• <b>Mr. Victor Tharage</b>, Director General, Department of Tourism, South Africa</li> </ul>

	<ul style="list-style-type: none"> <li>• <b>Ms. Jennifer Cronin</b>, President, Wharf Hotels</li> <li>• <b>Ms. Maria Teresa Solís Trejo</b>, Industry Expert – Tourism and Regional Development, Deloitte, and former Undersecretary for Tourism, Mexico</li> <li>• <b>Mr. Graham Harper</b>, Special Advisor – Sustainability and Corporate Social Responsibility, PATA</li> <li>• <b>Mr. John Hart</b>, Entrepreneur and Executive Chair of Australian Chamber – Tourism</li> <li>• <b>Mr. Stefan Hartman</b>, Managing Director, European Tourism Futures Institute</li> </ul> <p><b>Topics for discussion</b></p> <ul style="list-style-type: none"> <li>• How could governments and industry have been better prepared for this crisis?</li> <li>• What response measures were most effective and what could be improved to ensure resilience to future crises?</li> <li>• How may structural, product and market changes in emerging from the pandemic affect the tourism sector's future resilience?</li> <li>• How should tourism policies be reshaped to tackle the challenges and take advantage of the opportunities, and what governance and coordination structures are required to deliver them?</li> </ul>
<p><b>17:15-17:30</b></p>	<p><b>Break</b></p>
<p><b>17:30-19:00</b></p>	<p><b>Panel 1b: Data innovations and experiences to take forward from the crisis</b></p>
	<p><b>Moderator</b></p> <ul style="list-style-type: none"> <li>• <b>Mr. Christophe Demunter</b>, Head of Tourism Statistics, Eurostat</li> </ul> <p><b>Panellists</b></p> <ul style="list-style-type: none"> <li>• <b>Mr. Ossi Nurmi</b>, Senior Statistician, Statistics Finland</li> <li>• <b>Ms. Andrée Desjardins</b>, Chair of OECD Working Party on Tourism Statistics, and Director, Tourism and Transportation Statistics, Statistics Canada</li> <li>• <b>Mr. Rod Battye</b>, Manager Tourism Research Australia</li> <li>• <b>Mr. Filipe Batista e Silva</b>, Joint Research Centre, European Commission</li> <li>• <b>Mr. Nicolaes Heerschap</b>, Program Manager, Statistics Netherlands</li> </ul> <p><b>Topics for discussion</b></p> <ul style="list-style-type: none"> <li>• What data challenges to provide necessary and reliable information to decision makers in a timely and granular manner were revealed by the pandemic, and how were these met?</li> <li>• What data innovations and statistical responses and learnings emerged to meet policy and business needs, and what learnings to strengthen the tourism data ecosystem?</li> <li>• What innovative data approaches and indicators can be used to evaluate the effectiveness of policy support measures and monitor the recovery?</li> </ul>
<p><b>19:00-19:30</b></p>	<p><b>Online speed networking</b></p>

## ■ DAY 2: THURSDAY, 4 NOVEMBER 2021

\* ALL TIMES ARE LOCAL TIME SEOUL, KOREA

15:30-19:00	<b>Session 2 – Recovery, and beyond: building tourism back better</b>
	<p><b>Description:</b></p> <p>The scale and scope of the tourism crisis triggered by COVID-19 is having immense and very tangible economic and social consequences for many people, places and businesses. There is a pressing need to design and implement effective short, medium and long term recovery plans and actions, together with the need to understand and tackle the consequences of the crisis for tourism businesses, destinations and the wider tourism ecosystem. The crisis presents a unique opportunity to rethink the tourism system and move to stronger, more sustainable models of tourism development, and accelerate the shift to a more inclusive and greener sector.</p> <p>The first panel will address the economic and social dimensions of the domestic and international tourism recovery. It will focus on the behaviour and needs of people, as visitors, business operators, employees and communities, and how the speed and shape of recovery could influence their livelihoods and wellbeing in the short and long term. The second panel will look further at the sustainability agenda for tourism, with a focus on green transformation in the face of the climate crisis and other resource management issues.</p> <p><b>Documents</b></p> <ul style="list-style-type: none"> <li>• <a href="#">Issues paper: Recovery, and beyond: building tourism back better, p. 7</a></li> <li>• <a href="#">Managing Tourism Development for Sustainable and Inclusive Recovery</a></li> <li>• <a href="#">Preparing the Tourism Workforce for the Digital Future</a> (and Portugal Case Study)</li> <li>• <a href="#">G20 Rome Guidelines on the Future of Tourism</a></li> </ul>
15:30-15:45	<p><b>High-level opening remarks / Scene setter</b></p> <ul style="list-style-type: none"> <li>• <a href="#">Mr. Gustavo Segura</a>, Minister for Tourism, Costa Rica</li> </ul>
15:45-17:15	<p><b>Panel 2a: Driving the recovery to support people, businesses and places</b></p>
	<p><b>Moderator</b></p> <ul style="list-style-type: none"> <li>• <a href="#">Ms. Jane Stacey</a>, Head of Tourism, OECD Centre for Entrepreneurship, SMEs, Regions and Cities</li> </ul> <p><b>Panellists</b></p> <ul style="list-style-type: none"> <li>• <a href="#">Ms. Ingunn Sørnes</a>, Special Advisor, Innovation Norway</li> <li>• <a href="#">Ms. Susanne Kraus Winkler</a>, Entrepreneur and President, Austrian Chamber of Commerce – Professional Hotel Association</li> <li>• <a href="#">Mr. Jeremy Sampson</a>, CEO The Travel Foundation and Chair at Future of Tourism Coalition</li> <li>• <a href="#">Mr. Gabriel Petrus</a>, Deputy Director for Partnerships, International Chamber of Commerce</li> <li>• <a href="#">Mr. Subeom Lee</a>, Portfolio Manager for New Business, Incubation Center, LG Electronics</li> <li>• <a href="#">Ms. Hermione Joye</a>, Head of Travel APAC, Google</li> </ul> <p><b>Topics for discussion</b></p> <ul style="list-style-type: none"> <li>• What medium and long term consequences of the pandemic and structural changes for the tourism economy, affecting people, businesses and places?</li> <li>• What reform measures, including policies, finance and other instruments, to build back better through the tourism ecosystem?</li> </ul>

	<ul style="list-style-type: none"> <li>• How to adjust to changes in tourism consumption patterns, promote innovative and inclusive business models, address skills/labour needs, and rebuild destinations to benefit local communities?</li> <li>• How to support the digital transformation of tourism, and enable all tourism stakeholders to benefit fully from digital opportunities?</li> </ul>
<b>17:15-17:30</b>	<b>Break</b>
<b>17:30-19:00</b>	<b>Panel 2b: Building a greener, more sustainable tourism economy</b>
	<p><b>Moderator</b></p> <ul style="list-style-type: none"> <li>• <b>Ms. Céline Kauffmann</b>, Head of Entrepreneurship, SMEs and Tourism Division, OECD Centre for Entrepreneurship, SMEs, Regions and Cities</li> </ul> <p><b>Panellists</b></p> <ul style="list-style-type: none"> <li>• <b>Mr. Simon Upton</b>, High Parliamentary Commissioner for the Environment, New Zealand</li> <li>• <b>Dr. Megan Morikawa</b>, Global Director of Sustainability, Iberostar, and Chair of WEF Global Future Council on Sustainable Tourism</li> <li>• <b>Mr. Wilbert Víctor Ataco Zúñiga</b>, Deputy Manager Environmental Management, Machu Picchu District Municipality, Peru</li> <li>• <b>Mr. Richard Kampf</b>, Head of Tourism Affairs, State Secretariat for Economic Affairs, Switzerland</li> <li>• <b>Ms Helena Rey de Assis</b>, Programme Officer Consumption and Production Unit, UN Environment</li> </ul> <p><b>Topics for discussion</b></p> <ul style="list-style-type: none"> <li>• What are the priorities in the transition to greener and more sustainable models of tourism development, and should these models be differentiated across destinations?</li> <li>• What challenges and opportunities for tourism to contribute to transition to a decarbonised economy?</li> <li>• How to encourage the greening of tourism business models, value chains and destinations, and transition to a more resource efficient tourism sector?</li> <li>• How to strengthen tourism policy and governance frameworks, and improve the capacity of government and private sector to develop tourism sustainably?</li> </ul>
<b>19:00-19:30</b>	<b>Online speed networking</b>

## ■ DAY 3: FRIDAY, 5 NOVEMBER 2021

\* ALL TIMES ARE LOCAL TIME SEOUL, KOREA

15:30-18:30	<b>Session 3: Towards a new future for tourism</b>
	<p><b>Description:</b></p> <p>The COVID-19 pandemic has been widely seen as presenting society at all levels with a chance to rethink fundamental values and needs, providing the opportunity to build back better. Like others, the tourism sector must seize this opportunity. This will require greater emphasis on the development of strong, coherent, data-driven and forward-looking approaches across all levels of government, to adapt to the changed and increasingly complex tourism policy and data environment, and provide responses to emerging and priority policy issues and long term structural challenges.</p> <p>The first panel will consider the need for new data capabilities to support the tourism policy agenda in a rapidly changing world. The pandemic exposed shortcomings in tourism statistical information systems, and the challenges this poses to quantify the current and future impacts of the crisis on tourism, given a lack of robust, comparable and timely data. Significant improvements and innovative data approaches are needed to adapt to the new data environment, meet changing user needs, and enable more effective data-driven policy decisions, including to integrate non-conventional data sources and methods into the tourism data ecosystem.</p> <p>The second panel will bring together high-level policy makers with responsibility for tourism to exchange on how they see the outlook for recovery, and their vision for the future tourism policy agenda, with a particular focus on safely restarting travel and tourism, tourism's contribution to a low carbon transition, and the role of new technologies in sustainable tourism development. It will chart a way forward for tourism.</p> <p><b>Documents</b></p> <ul style="list-style-type: none"> <li>• <a href="#">Issues paper: Towards a new future for tourism, p. 10</a></li> <li>• <a href="#">Issues paper: High Level Panel on the Future of Tourism, p. 12</a></li> <li>• <a href="#">G20 Rome Guidelines on the Future of Tourism</a></li> <li>• <a href="#">OECD initiative for safe international mobility during the COVID-19 pandemic</a></li> </ul>
15:30-15:45	<p><b>High-level opening remarks / Scene setter</b></p> <ul style="list-style-type: none"> <li>• <b>Ms. Rita Marques</b>, Secretary of State for Tourism, Portugal</li> </ul>
15:45-17:15	<p><b>Panel 3a: Towards a data-driven policy agenda for tourism</b></p>
	<p><b>Moderator</b></p> <ul style="list-style-type: none"> <li>• <b>Mr. Nadim Ahmad</b>, Deputy Director, OECD Centre for Entrepreneurship, SMEs, Regions and Cities</li> </ul> <p><b>Panellists</b></p> <ul style="list-style-type: none"> <li>• <b>Mr. Michael Webster</b>, Principal Analyst, Tourism Evidence and Insights, Ministry of Business, Innovation and Employment, New Zealand</li> <li>• <b>Ms. Titi Kanti Lestari</b>, Director of Finance, IT and Tourism Statistics, BPS-Statistics Indonesia</li> <li>• <b>Mr. Jean-Philippe Monod de Froideville</b>, SVP Global Government and Corporate Affairs, Expedia</li> <li>• <b>Mr. Carsten Olsson</b> Head of European Businesses Unit, European Commission – Eurostat</li> <li>• <b>Ms. Sandra Carvao</b>, Chief Market Intelligence and Competitiveness, UNWTO</li> </ul>



	<p><b>Topics for discussion</b></p> <ul style="list-style-type: none"> <li>• Are current systems of tourism data and statistics sufficient to measure the economic, environmental and social dimensions of tourism?</li> <li>• What are the current gaps in tourism measurement frameworks?</li> <li>• What role can new and non-conventional data sources play in filling existing and emerging data gaps, and how can these be integrated into tourism data systems?</li> <li>• What approaches can be used to deliver more timely and granular data?</li> <li>• What priorities and improvements to support a data-driven policy agenda, and provide a sufficient evidence base for the development and evaluation of tourism policies and actions?</li> </ul>
<b>17:15-17:30</b>	<b>Break</b>
<b>17:30-18:30</b>	<p><b>Panel 3b: High Level Panel on the Future of Tourism</b></p> <p><b>Moderator:</b></p> <ul style="list-style-type: none"> <li>• <b>Ms. Lamia Kamal-Chaoui</b>, Director, OECD Centre for Entrepreneurship, SMEs, Regions and Cities</li> </ul> <p><b>High level panellists:</b></p> <ul style="list-style-type: none"> <li>• <b>Ms. Isabel Alvarez</b>, Vice Minister for Tourism, Peru</li> <li>• <b>Ms. Vasiliki Loizou</b>, Secretary General for Tourism Policy, Ministry of Tourism, Greece</li> <li>• <b>Mr. Miguel Sanz Castedo</b>, Director General, Turespaña, Spain</li> <li>• <b>Mr. Jang-ho Kim</b>, Director General for Tourism Policy, Ministry of Culture, Sports and Tourism, Republic of Korea</li> <li>• <b>Mr. Tomohiro Kaneko</b>, Vice Commissioner, Japan Tourism Agency, Ministry of Land, Infrastructure, Transport and Tourism</li> <li>• <b>Ms. Rita Marques</b>, Secretary of State for Tourism, Portugal</li> </ul> <p><b>Topics for discussion</b></p> <ul style="list-style-type: none"> <li>• What outlook for resilient, sustainable and inclusive tourism, and how can governments align policies and link recovery mechanisms to support this?</li> <li>• What actions and priorities to safely restart travel and tourism, and boost recovery?</li> <li>• What role for tourism in the transition to a decarbonised economy, and how can tourism policies align with policies and commitments on climate and other environmental challenges?</li> <li>• What opportunities from digitalisation to support sustainable tourism development, and are stronger policy responses required to embrace this more widely?</li> <li>• What role of data to support the tourism transformation agenda, and what policies and priorities to strengthen the tourism data infrastructure?</li> </ul>
<b>18:30-18:50</b>	<b>Closing session</b>
	<ul style="list-style-type: none"> <li>• <b>Mr. Jang-ho Kim</b>, Director General for Tourism Policy, Ministry of Culture, Sports and Tourism, Republic of Korea</li> <li>• <b>Ms. Lamia Kamal-Chaoui</b>, Director OECD Centre for Entrepreneurship, SMEs, Regions and Cities</li> </ul>
<b>18:50</b>	<b>End of Global Forum on Tourism Statistics, Knowledge and Policies</b>

