

# Download File PDF Budget Indicators The International Competitiveness Of Selected Oecd Countries

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## SUPPLEMENTARY INDICATORS

### Market diversification and growth markets

#### Policy Context

Global market trends should be considered when measuring competitiveness in tourism as shown by the low rates of growth in mature markets compared to the high rates of growth in major emerging markets. As well as being a source of competitive pressure, such countries are also major markets for tourism exports. It is important that countries monitor trends and show broad appeal to a range of markets and thereby have more sustainable competitive positions that are less dependent on any single or small group of export sources.

#### Challenges

Maintaining a detailed knowledge of trends and how they affect individual country international competitiveness requires dedicated resources and knowledge informed policy decision making. In times of economic growth, the focus can rest too long on existing rather than emerging markets and dependencies can develop. Finding a way to gather intelligence on market shares and supply is a steady runner is key. Part of this requires a fine grain analysis of individual tourism export markets and recognition of how to position competitively for a share of future growth markets. There is a need to find a comparable format way to track the level of country representation in growth markets.

#### Measure

A matrix to show export market coverage and changes in tourism revenues from growth markets. This would consider the number of major markets covered and growth in tourism revenues from those markets.

#### Interpretation

The breadth of source market coverage and the rate of growth in major priority markets indicates relative competitiveness and sustainability of competitive position. Diversification into growth markets reduces dependency risks and can encourage innovation and quality improvements along the supply chain to raise standards in recognition of competitive pressure. Countries which diversify into growth source markets and show increasing market shares will score better.

#### Source and Method

- National Tourism Administrations and National Tourism Organisations
- National Statistical Offices
- Intergovernmental organisations such as UNWTO, OECD, European Commission
- International organisations, such as European Travel Commission, Pacific Asia Travel Association, World Travel and Tourism Council

#### Next Steps

- Proceed to conduct further methodological research

OECD Tourism Policies – Indicators and Measurement Commitments in Tourism – OECD

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