Tourism Policy

David Airey

Poznań University of Economics
November 2013
Benidorm, Spain
Paris
Thailand
Benidorm, Spain
Black Sea Coast of Bulgaria
Courchevel, France
Top of Mt Fuji - Japan
Canna Island, Hebrides, Scotland
Tanzania - Kilimanjaro
Galapagos Islands
Policy and Governance

Government

Policy

Action

Planning and Devel

Civil Society

Tourist Industry

Supply

Positive: eg grants

Negative: planning controls

Demand

Positive: eg promotion

Negative: entry restrictions

Tourist Destination

www.surrey.ac.uk
Some comments

It will be clear that where tourism succeeds or fails is largely a function of political and administrative action and is not a function of economic or business expertise (Richter, 1989: p11)

the majority of tourism policy research is underdeveloped in terms of frameworks, approaches and theories Kerr (2003 xvii)
Aim

1. To provide a framework for understanding policy, policy-making and politics in tourism and their inter-relationships.

2. To explore the nature and importance of policy, policy-making and politics in the process of developing tourism.

3. To explain the main participants in policy making in tourism.

4. To provide examples of tourism policies.
Outline

1. The tourist destination and public policy
2. The nature of tourism policy
3. Public authorities
4. Policy-making
5. The nature and influence of politics
6. The role of the stakeholders
7. Governance for tourism


1. Tourist Destination

2. Public Policy (s) (tourism and other)

3. Public Authority (s) & 4. Policy-making

5. Politics

6. Stakeholders

7. Governance
1. The Tourist Destination

1. The tourist destination

1. Tourism is based on land

2. Tourism uses public resources

3. Tourism comes into contact with a range of different public policy issues and can help or hinder public policy objectives
1. The Tourist Destination

Public Authority

Specific policy

Incidental policy

The Destination
1. Tourist Destination

2. Public Policy (s) (tourism and other)

3. Public Authority (s) & 4. Policy-making

5. Politics

6. Stakeholders

7. Governance
2. Public Policy

Definitions and Explanations

Generally [public] policy can be defined as a set of interrelated decisions (or non-decisions) and actions (or inactions) formulated and implemented by government and public authorities to deal with public problems, concerns and opportunities (Airey and Chong, 2011, p42)
Public Policy
Definitions and Explanations

Policy is “whatever governments choose to do or not to do” (Dye, 2008, p.3)
2. Public Policy

Definitions and Explanations

Prudence, foresight, or sagacity in managing or conducting, esp. State Affairs; political wisdom, sagacity, or cunning statecraft; prudent conduct; a course of action or administration recommended by a party, government etc. Cassells English Dictionary
2. Public Policy
Definitions and Explanations

A proposed **course of action** followed by an actor or set of actors dealing with a problem or matter of concern (Anderson 1984 quoted in Elliott 1997 p 38)

A **course of government action or inaction** in response to public problems (Kraft and Furlong, 2007 p5)

Public policy is what officials within government **decide to do or not to do** about issues and problems that require government intervention (Hall, CM 2010 in Butler and Suntikul p8)
2. Public Policy

Types of Policy

**National Policy (mega policy):**
Determine the broad and general direction for a nation and applies to the whole of society (democratic, federal, socialist, market economy)

**Sector Policy (societal, sector):**
For example transport, energy, education, environment and

**Tourism Policy**

**Basic Policy Decisions:** eg create tourism employment

**Concrete Policy Decisions:** eg dealing with unsatisfactory service quality
2. Public Policy
Presentation of Policy

Policy documents
Formal Ministerial announcements
Ministerial speeches
Press releases
Legislation
Government action
No announcements!
2. Public Policy
Examples of Policy

From UK Prime Minister’s Speech 2010

• Britain has to earn its way in the world rebuild and rebalance our economy for a more sustainable future.

• potential export markets, advance our trade with the great emerging economies and to increase our exports all over the world.

  • rebalancing our economy.
  • supporting our growing industries.

• It employs nearly ten per cent of our national workforce.

  • Tourism presents a huge economic opportunity.

  • new growth in the regions and helping to deliver the rebalancing of our national economy that is so desperately needed.

  • Pride in our country.

• An unprecedented opportunity.
2. Public Policy
Examples of Policy

Government Tourism Policy Document DCMS, March 2011

- **Raising Industry Standards:** harnessing consumer power
- **Driving Productivity Gains:** making the industry more competitive
- **A Better Way to Travel:** improving our transport infrastructure

**Why Tourism Matters:**

- Tourism’s current importance: big, balanced, new jobs, boosts regeneration
- The future: a promise of growth
- Tourism’s potential: one of three fastest growing sectors
- Key drivers of economic growth: competition and investment; enterprise, information
2. Public Policy
Examples of Policy

Government Tourism Policy Document DCMS, March 2011

• **Delivering Change: Stronger, more focused tourism bodies**
  ✓ Visit Britain
  ✓ **New Industry-led Local Tourism Bodies**
    - Local decision making
    - Local marketing and management
    - Good governance
    - Financial stability
  ✓ Visit England
2. Public Policy

Examples of Policy

- **Raising Industry Standards: harnessing consumer power**
  - Improving star-rating systems
  - Stronger consumer feedback
  - Better consumer protection
  - Better tourist information
  - More consumer choice

- **Driving Productivity Gains: making the industry more competitive**
  - Staff and management skills
  - Product improvement
  - Domestic packaging
  - Moving the May Bank Holiday
  - Improving planning
  - Better regulation
  - Tax cuts
2. Public Policy
Examples of Policy

- A Better Way to Travel: improving our transport infrastructure

- Entry visas
- Port transit times (minimum check in times, inbound passport control, baggage collection)
- Improvements to road and rail networks
- Air Passenger Duty
Public Policy
Examples of Policy

FRANCE 2007

The plan focuses on three objectives:

1. Attracting a new clientele from emerging countries to all regions of France
   faster visa processing for many countries;
   increasing low-cost airline service;
   more specialized training;
   youth and work exchange programs;
   more flexible work laws including seasonal employment.
2. Updating the tourist product to respond to new expectations

Actions include a study to develop B-to-B marketing;
a restructuring of the hotel classification system including the addition of 5-star level;
financial loans for hotel improvements.
Public Policy
Examples of Policy

FRANCE 2007

3. Promotion of the new France brand
The France brand has been created to enrich and renew its image and to give a new meaning to “France.” Its objective is to establish a strong, united visual identity that can be used throughout the industry and to standardize the image of France worldwide. Represented by a new logo and tagline, the brand will portray the importance of hospitality in France, and highlight the quality and distinct traits of the destination.
2. Public Policy

*Examples of Policy*

Elevating tourism to the national status it deserves as one of the key drivers of this economy will require a true public-private partnership. All levels of government will meet to work together to reposition the industry on an economic growth path for the future..... *(Australian Government, National Long-Term Tourism Strategy, 2009)*
2. Public Policy
Examples of Policy

2009 National Long-Term Tourism Strategy – Australian Government Department of Resources, Energy and Tourism

- Positioning for Long Term growth (consumer demand and securing jobs)
  - Leadership
  - Informing Industry and Government
- Facilitating Investment and Regulatory Reform
  - Labour and Skills
- Responding to Challenges (including climate change)
  - Excellence in product and service delivery
- Strengthening our competitiveness with industry and product development
  - Measuring our performance
2. Public Policy
Examples of Policy

US National Tourism Policy Act

To develop travel to the United States from abroad as a stimulus to economic stability and to the growth of the US travel industry, to reduce the Nation’s travel deficit and to promote friendly understanding and appreciation of the United States (US TP Act, 1981)
2. Public Policy
Examples of Policy

(a) US National Tourism Policy Act
(Summarised) 1

1. contribution to economic prosperity, full-employment and international balance of payments
2. universal accessibility to residents and foreigners
3. contribute to personal growth, health, education, intercultural appreciation
4. enhance international understanding and goodwill (consistent with immigration)
5. eliminate unnecessary trade barriers
2. Public Policy
Examples of Policy

(a) US National Tourism Policy Act
(Summarised) 2

6. encourage competition and consumer choice through continued viability of the tourism

7. promote alternative payment methods

8. promote quality, integrity and reliability

9. preserve historical and cultural foundations

10. ensure compatibility with other national interests (energy development and conservation, environmental protection and natural resources

11. assist in data ..... facilitate planning

12. harmonise, give leadership (quoted in Elliott (1997) p59
FRANCE 2007

to support the renewal of the French tourism industry—France’s number one economic sector, Christine Lagarde, Minister of Economy, Industry and Employment initiated earlier this year a strategic plan known as “Destination France 2020,” with the goal of increasing revenue and creating jobs.
2. Public Policy

Examples of Policy

Policy and Policy Objectives

• Economic
  • foreign exchange
  • employment
  • regional balance
  • economic growth

• Environmental
• Social/cultural
• Consumerism
• Image
• Social tourism
• Diplomatic and foreign policy
Discussion

1. In pairs think of a country with which you are familiar
2. In pairs agree on the likely top two policy objectives
3. Share these objectives with another pair and identify similarities and differences
4. One spokesperson for each group to report on similarities and differences
An example

Tourism Society
http://www.travelmole.tv/watch_vdo.php?id=15123

Tourism in Africa
http://www.youtube.com/watch?v=0J_2zmLCSuM
David Airey

University of Surrey

Projekt Kadry dla Gospodarki współfinansowany ze środków Unii Europejskiej w ramach Europejskiego Funduszu Społecznego