Tourism Governance

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1. Tourist Destination

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

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

5. Politics

6. Stakeholders

7. Governance
Meaning of State

A state exists where there is a political apparatus ruling over a given territory, whose authority is backed by a legal system and by the capacity to use force to implement its policies  *(Giddens)*
3. Public Authority (s)

Meaning of Government

The term 'government' refers to a political apparatus in which officials enact policies and make decisions. (Giddens 2006, p889)
3. Public Authority (s)

Meaning of Politics

Politics is the means by which power is used and contested to affect the scope and content of government activities (Giddens 2006, p889)
3. Public Authority(s)

Background

State Involvement in Tourism

Historically
Military-Comprehensive Functions
Internal order; external security; economic, social, environmental

Purpose/Policy
Stay in power; ideology; achievement
3. Public Authority(s)
The Structure 1

Legislature/Parliament
Bi/Uni Cameral

Executive

Judiciary

Head of Government
Ministries
• Foreign Affairs
• Defence
• Internal Security
• Economic Affairs
• Social Affairs (eg. Education/Housing/Health
• Environmental Affairs
• Transport
• etc

Separation of Powers
3. Public Authority(s)
The Structure 2

- Head of Executive/Government
  (elected/appointed/inherited)
- Senior Ministers/Secretaries of State
- Junior Ministers/Parliamentary Undersecretaries

Civil Service
3. Public Authority(s)
Structure 3

- International
- National
- Regional/Local
3. Public Authority(s)
The Structure 4

International
eg United Nations/European Union

Unitary State → Federal State

(Constitution)

Regions/states/lander
(USA/Germany)
3. Public Authority(s)

The Structure 5
3. Public Authority(s)

Involvement in Tourism

Public Authority

The Destination

Specific policy

Incidental policy
3. Public Authority(s)

Involvement in Tourism (why?)

Why?

- Inevitable
  - To meet objectives
- Specific
  - Market Failure
  - To correct problems

Destination

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3. Public Authority(s)
Involvement in Tourism (how?)

- Provision of information
- Destination marketing
- Research planning
- Joint marketing
- Printed information to foreigners
- Environmental improvement
- Training and employment policies
- Disseminating good practice
- Printed information to domestic
- Capital grants
- Regulating enterprises
- Development of tourism facilities
- Provide information through local offices
- Subsidies to tourism enterprises
- Provision of soft loans
3. Public Authority(s) Location and Coordination

Separation of Powers

Legislature/Parliament

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• Social Affairs (eg. Education/Housing/Heath)
• Environmental Affairs
• Transport
• etc

Bi/Uni Cameral
3. Public Authorities
Location and Co-ordination

- Wide spread of government involvement in tourism
- Developed economies - Economic/Trade Ministries
- Developing economies - Tourism Ministries
- The case for and against Tourism Ministries
3. Public Authority(s)

Location and Coordination

Government Department Responsible for Tourism

- UK: Department of Culture, Media and Sport
- USA: Department of Commerce
- Nepal: Ministry of Tourism and Civil Aviation
- Australia: Department of Resources, Energy and Tourism
- Poland: formerly State Sport and Tourism Administration
3. Public Authority(s) 
Location and Coordination

**Government Department Responsible for Tourism**

Ireland: Department for Tourism and Transport (*formerly Tourism, Fisheries, Forestry*)
Germany: Ministry of Economic Affairs

Netherlands: Ministry of Economic Affairs (*DG for Services, Small and Medium Businesses and Consumer Policy*)

Europe: DGXXIII Small Business and Tourism
### 3. Public Authority(s)

#### Location and Coordination

**Interministerial Coordination**

<table>
<thead>
<tr>
<th>Country</th>
<th>Authority/Committee</th>
</tr>
</thead>
<tbody>
<tr>
<td>Australia</td>
<td>Tourism Ministers Council</td>
</tr>
<tr>
<td>UK</td>
<td>Tourism Consultative Council</td>
</tr>
<tr>
<td>Japan</td>
<td>Inter-ministerial Conference on Tourism</td>
</tr>
</tbody>
</table>
3. Public Authority(s)
Location and Coordination

USA National Tourism Policy Council
To coordinate policies, programmes and issues relating to tourism and recreation and national heritage resources including federal departments, agencies and other entities

Secretary of Commerce
Under Secretary for Travel and Tourism
Office of Management and Budget
International Trade Administration
Department of Energy
Department of State
Department of Interior
Department of Labour
Department of Transportation
3. Public Authority(s)
Location and Coordination

Public Private Co-ordination

Australia: Australia Standing Committee on Tourism
           Tourism Advisory Council

USA:       Tourism Policy Council
           Travel and Tourism Advisory Board

New Zealand: Tourism Council
            Tourism Strategic Marketing Group

Nepal:     Tourism Council
3. Public Authority(s)
Location and Coordination

**US Travel and Tourism Advisory Board** coordinate the work of the Secretary of Commerce and the commercial, consumer and employee interests in tourism

15 members appointed by Secretary of Commerce
employee representative
representative of the states
consumer spokesman
financial expert
academic
commercial/industry
(sectoral and regional spread)
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4. Policy-making

**Policy Inputs**

**External**
- International Environment
- Domestic Environment
- Ideology
- National Policy
- Tourism Environment
- Other Sector’s Policies

**Internal**
- Paradigm & Institutions
- Tourism Policy Community
  - 1. Government
  - 2. Non-Govt

**Policy Process**
- Interpretation Learning
  - Policy Decisions
    - Power Coordination

**Policy Outputs**
- Policy Statement or not
  - Policy Action or not
  - Policy Impacts

Airey and Chong 2011
Public Authority(s) & Policy-making
Policy Making (Australia eg)

Policy Inputs

External

Neo-liberal context

Policy Issues

Internal

Neoliberalism

Tourism Policy Community

Peak Bodies TICS

Policy Process

Interpretation Learning

Industry stats

Policy Decisions

Ind bodies

Power Coordination

Policy Outputs

Policy Statement or not

Policy Action or not

Policy Impacts

Airey and Chong 2011
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5. Politics

Meaning of Politics

Politics is the means by which power is used and contested to affect the scope and content of government activities (Giddens 2006, p889)
5. Politics
Definitions

Politics is concerned with both the exercise of power and influence in society and in specific decisions over public policy (Hall, CM 2010 in Butler and Suntikul p8)

Politics is about ‘who gets what, when and how’
Lasswell 1958
5. Politics
Definitions

Politics can also be about:

• Electoral processes
• Policies of political parties
• Political ideologies, beliefs, values and philosophies
• Political systems

But above all it is about “ideas” and “power”
5. Politics

Political Opinion and Parties

• Electoral System
• Party System
• Representative Assembly
• Representing Sectional Interests
  (interest/protective groups - *individuals* eg *trade unions*)
  (cause/issue groups - *issues* eg *Greenpeace, Amnesty*)
5. Politics Structures

- Absolutist/Dictatorship/Autocratic/Totalitarian
- Democracy
- Anarchy
5. Politics Structures

- **Left Wing**
  - State
  - Collective
  - Labour

- **Right Wing**
  - Freedom
  - Individual
  - Capital

**Individual Opinion**

- **Labour/Socialist**
- **Capitalist/Conservative**
Politics and Policies

*Position of Tourism*

- Tourism rarely figures as an important political issue (no votes by tourists and tourism’s uneven spread)
- Political parties of the right tend to emphasise market aspects
- Political parties of the left tend to emphasise the social aspects of tourism
- Political aspects of tourism (e.g., red tourism; foreign relations issues)
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Policy and Governance

Government

Policy

Action

Planning and Devel

Civil Society

Positive | Negative
--- | ---
Supply | eg grants | planning controls
Demand | eg promotion | entry restrictions

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7. Governance

The involvement of government and civil society in organising the communities’ affairs

Policy Science Approach

The state needs the resources of the private sector in public-private partnerships and state-industry networks if it is to achieve its goals (Pierre, 1999)

Political Economic Approach

The influence of the market with corporate hierarchies, the state, networks, associations, communities (Crouch 2004)
7. Governance
Relational and Dialectical

- The State
- Local and regional govt
- Communities
- Pressure Groups
- The Market
- Corporations
- Associations
- International agencies

Policy
7. Governance

Frameworks of Governance Typology (Hall 2011)

<table>
<thead>
<tr>
<th>Steering Modes</th>
<th>Public Actors</th>
<th>Private Actors</th>
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</thead>
<tbody>
<tr>
<td>Hierarchical</td>
<td>Hierarchy, Nation state and supranational</td>
<td>Markets, Privatisation</td>
</tr>
<tr>
<td>Non Hierarchical</td>
<td>Networks, Public-private partnerships</td>
<td>Communities, private-private partnerships</td>
</tr>
</tbody>
</table>

7. Governance

Analyse through:

Policy paradigm: eg survival; sustainability etc

Policy Goals: eg growth

Organisations: Separate body for tourism?

Power arrangements: agency capture

Wilson (2000)
7. Governance

Hollowing out the state:

- Upwards to international organisations
- Downwards to lower levels of government
- Sideways and diagonally to stakeholder groups and other bodies
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