

CARL BRO GRUPPEN



TOURISM POLICY MAKING AND CYCLES FOR SUSTAINABLE DEVELOPMENT

**Caribbean Regional Sustainable
Tourism Development Programme**

Barbados, December 1, 2005

RELEVANT TOURISM POLICY PAST RESEARCH

- PAUL WILKINSON (YORK UNIVERSITY) **ANGULLA, BARBADOS, DOMINICA, ST LUCIA, BAHAMAS, CAYMAN ISLANDS**
- DONNA CHAMBERS-DAVID AIREY (SURREY UNIVERSITY) **JAMAICA**
- DR HAWKINS (WTO) **DOMINICAN REPUBLIC**
- DENNIS PANTIN (WEST INDIES UNIVERSITY) **T&T IN POLICY INDICATORS**
- DR CARL JENKINS, TOURISM POLICIES IN DEVELOPING COUNTRIES & SMALL ISLANDS. **SURINAME**

RELEVANT REGIONAL SUSTAINABLE TOURISM POLICY INITIATIVES, FRAMEWORKS AND BASE DOCUMENTS

- **OECS-** SUSTAINABLE TOURISM STRATEGY
- **ACS-**THE ESTABLISHMENT OF THE SUSTAINABLE TOURISM ZONE OF THE CARIBBEAN
 - **CANARI-**TOURISM POLICY BRIEF, DIRECTIONS IMPROVING POLICY DEVELOPMENT PROCESS, 2003
 - **OAS-**SUSTAINABLE TOURISM 1997 DOCUMENTS
- **AGENDA 21-BARBADOS PROGRAMME FOR ACTION FOR SMALL ISLANDS**
- **WTTC-** ST POLICY FRAMEWORK FOR THE CARIBBEAN
- **CTO-**DRAFT REGIONAL SUSTAINABLE TOURISM POLICY FRAMEWORK 2000

DEFINITIONS

[policy is] is a set of interrelated decision take by a political actor or group of Actors concerning the selection of goals and the means of achieving them within a specified

Situation. Jenkins 1978

[public policy is] a choice made by government to undertake some course of action
Howlett and Ramesh 1995

[public policy is] whatever governments choose to do or not to do. Dye 1998

[SUBSTANTIVE GOVERNMENT POLICIES OUTLINE WHAT THE GOVERNMENT INTENDS TO DO THROUGH STATED PLANS OF ACTION]

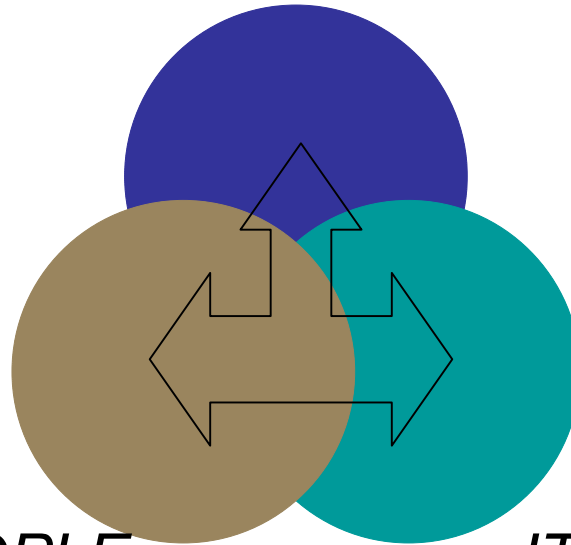
[PROCEDURAL POLICIES CONSIDER HOW SOMETHING WILL BE DONE AND BY WHOM]

[POLICY MAKING] THE ACTIVITY OF DECIDING ON NEW POLICIES

IMPORTANCE OF THE NEW TOURISM VISION WTTC BLUE PRINT

IT GIVES VIGOUR TO ECONOMIES

1



2

*IT OFFERS PEOPLE
JOBS AND CAREER
PROSPECTS*

*IT STIMULATES
DEVELOPMENT*

3

SUSTAINABILITY EQUATION

$$\begin{array}{ccccccc} SE & = & P & + & C & + & T \\ & & \uparrow & & \downarrow & & = \\ SET & = & TP & + & R & + & T \\ & & \updownarrow & & \updownarrow & & \updownarrow \end{array}$$

TERM VULNERABILITY

REFERS TO PRONENESS TO DAMAGE FROM EXTERNAL FORCES/
OUTSIDE CONTROL

ECONOMIC
ENVIRONMENTAL
SOCIAL
POLITICAL

11/11

TSUNAMI

BIRD FLU

HURRICANES

SARS

GLOBALIZATION

TRADING

TERRORISM

CLIMATE CHANGES

CONSUMER CENTRIC IT

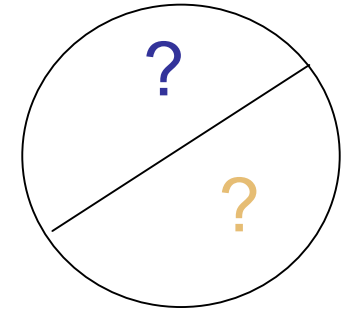
**“IT SEEMS REASONABLE TO ASSUME THAT BY THE
END OF THE CENTURY, TOURISM WILL BE ONE OF THE
WORLD LARGEST INDUSTRIES IN THE WORLD”**

Herman Kahn, The next 200 years, 1976

NATURE

CULTURE

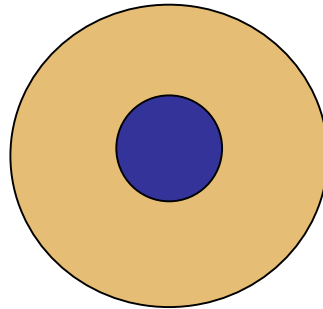
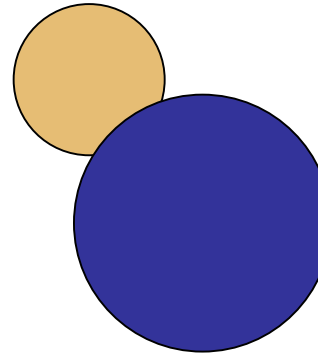
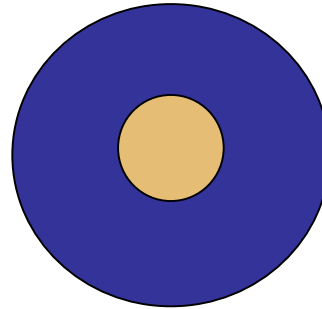
TOMORROW / IT



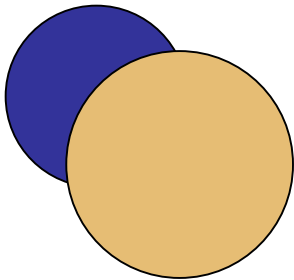
PRESENT

POST-INDUSTRIALISM

AGRICULTURE



PRIMITIVISM



CAUSES AND EFFECTS OF ENVIRONMENTAL PROBLEMS



TOURISM INCENTIVE POLICIES TO ADDRESS ENVIRONMENTAL PROBLEMS

EFFECT OF ENVIRONMENTAL PROBLEMS IS ON...

**TOURISM
SECTOR**

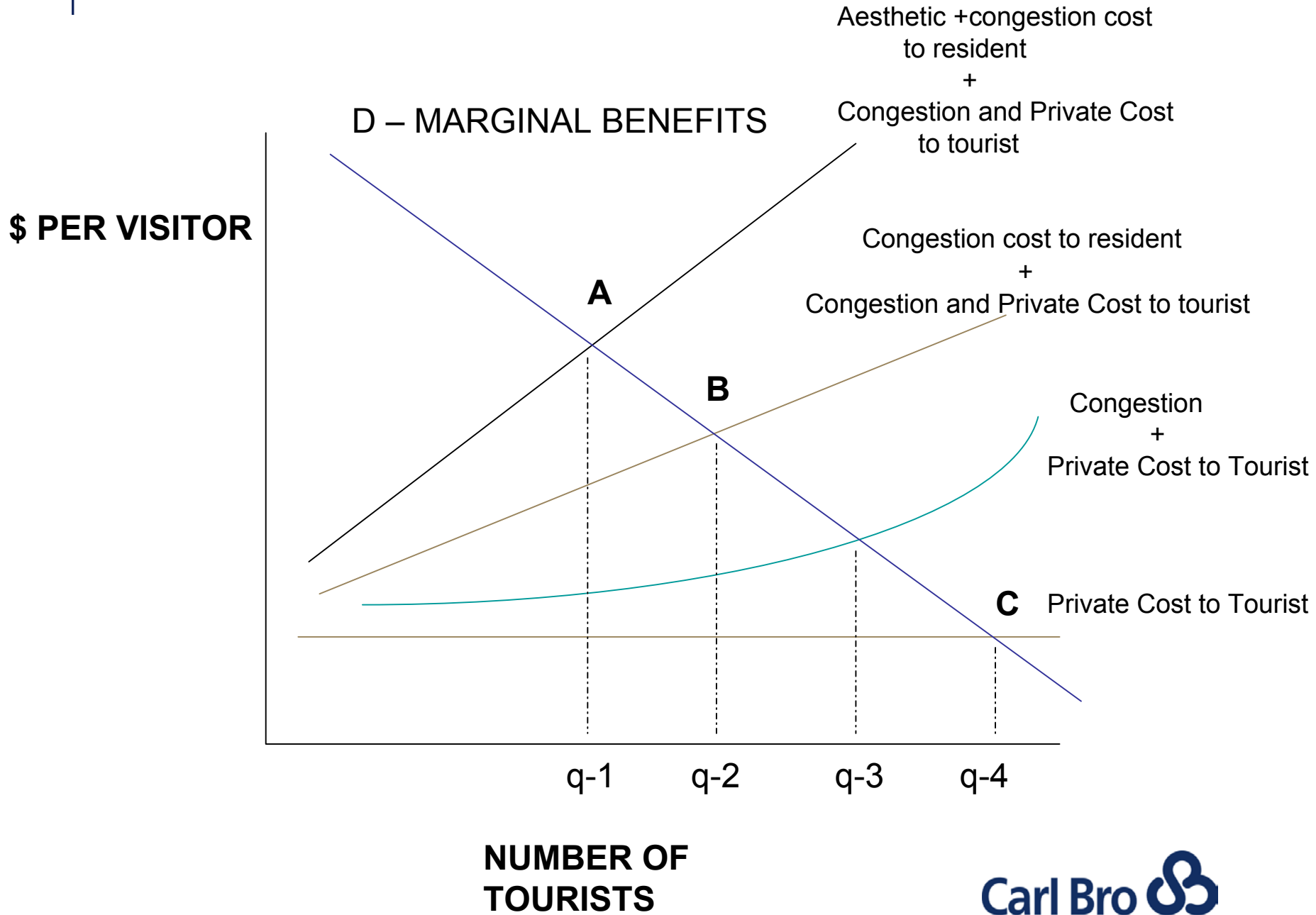
**OTHER
SECTORS**

**TOURISM
SECTOR**

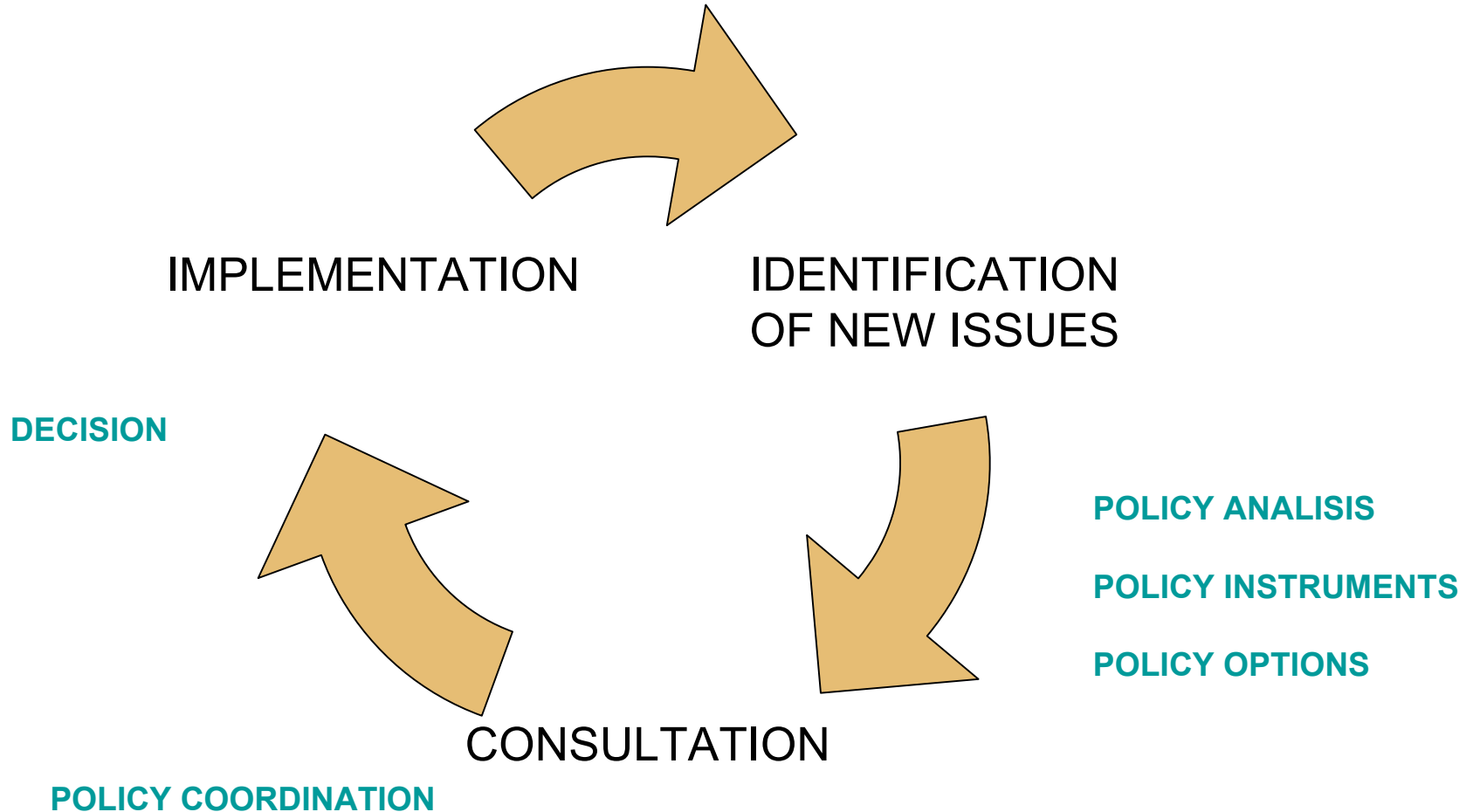
**SOURCE OF
ENVIRONMENTAL
PROBLEM...**

**OTHER
SECTORS**

	A	B
TOURISM SECTOR	Tourism sector has strong policy incentives to address problems	Tourism sector has no policy incentives to address problems
OTHER SECTORS	Tourism sector would like to see problems addressed by policy but cannot do it itself	Outside the scope of tourism policy



POLICY CYCLE MODEL



VISION

STATEMENTS
GUIDING PRINCIPLES

ISSUES

EMBRYO ISSUES TO DEFINES
THROUGH CONSULTATION

**STRATEGIC
POLICY/
OBJECTIVES**

AGENDA/PRIORITIES
OPTIONS/ANALYSIS ALTERNATIVES

**SUBSTANTIVE
POLICY**

POLICY SPELL OUT
RELATED TO ISSUES

**PROCEDURAL
POLICY**

ACTION PLAN
TIME FRAME
RESOURCES

**FROM VISION TO
POLICY IMPLEMENTATION**

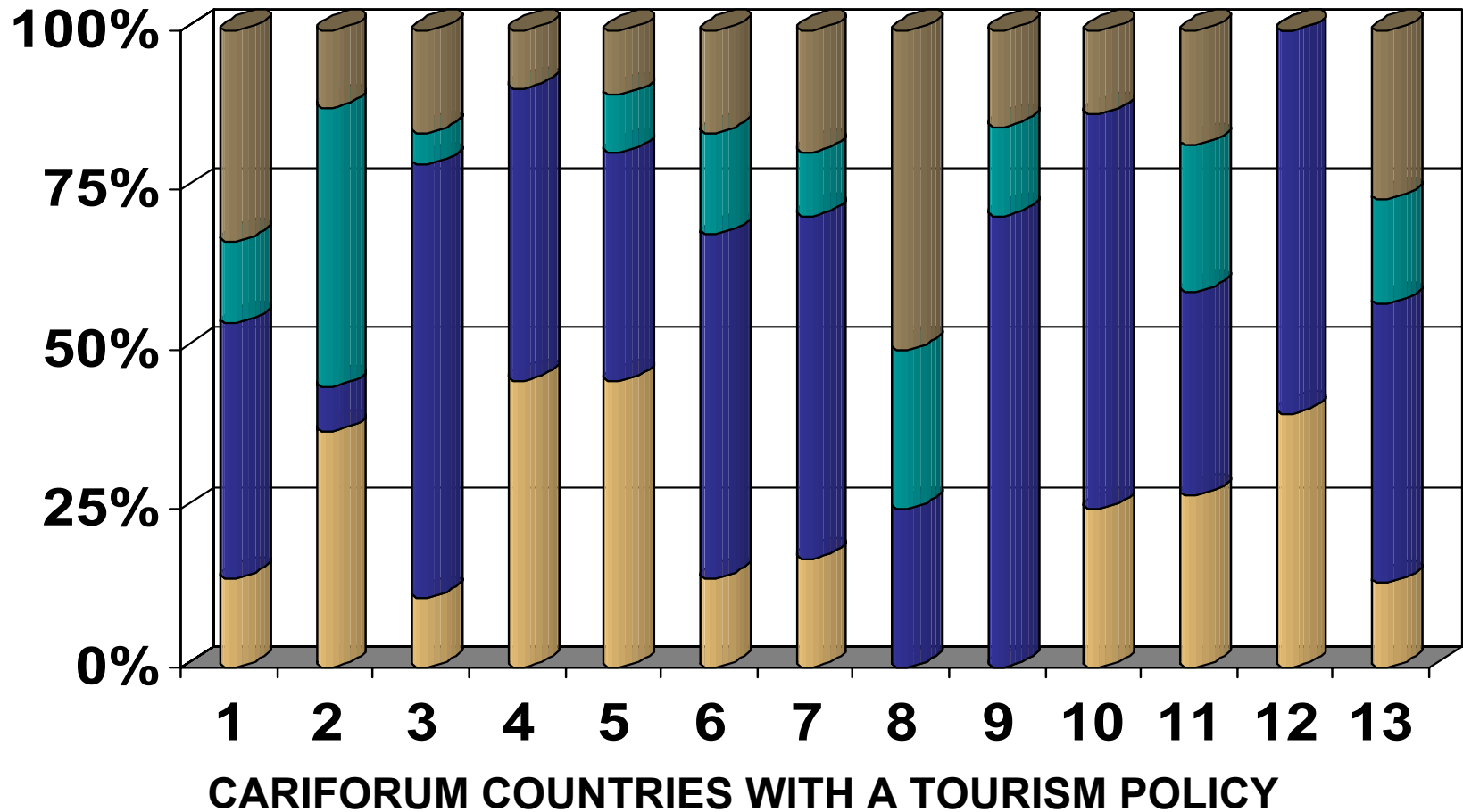
KEY CONCEPTS AND ISSUES

- Community Value
- Co-operation and Competition
- Partnerships
- Financial and economic sustainability
- Systematic framework to exploit opportunities
- Reliable information

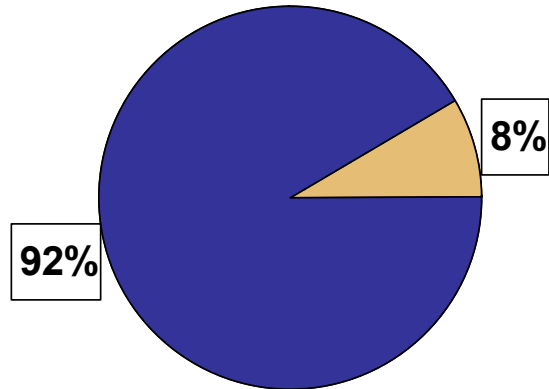
TOURISM INDUSTRY ASSOCIATION NEW ZEALAND

SUMMARY OF AREAS ADDRESSED IN TOURISM POLICY

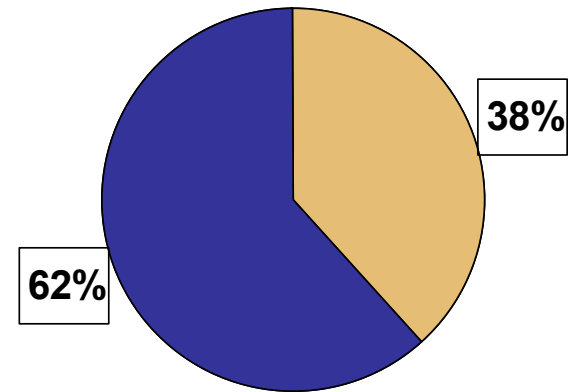
■ INSTITUTIONAL ■ ECONOMIC ■ ENVIRONMENTAL ■ SOCIO CULTURAL



SUSTAINABLE TOURISM BASED DEFINITION GUIDING PRINCIPLES



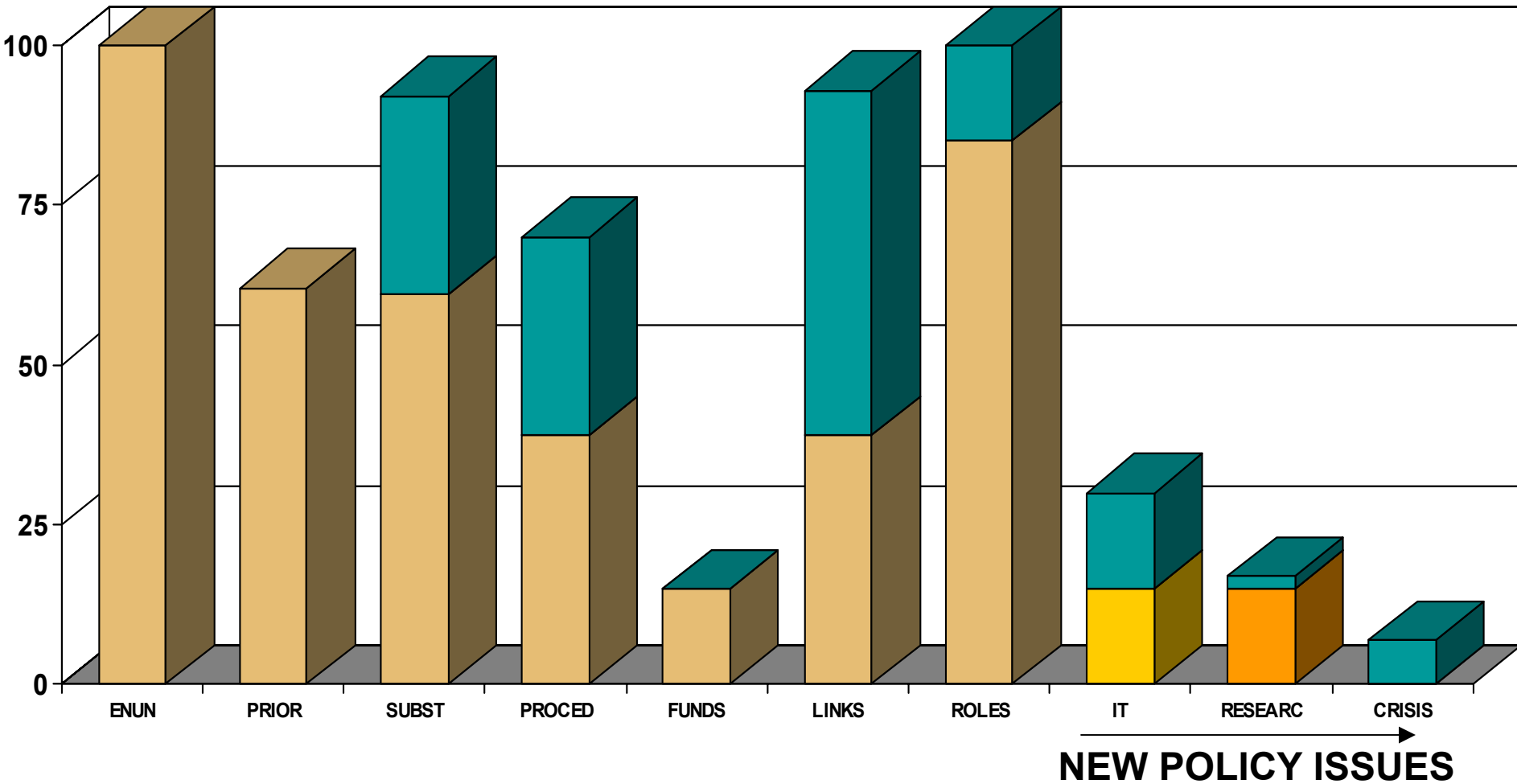
DRAFTED/APPROVED



- 6 INDEPENDENT POLICY DOCUMENT
- 2 MASTER PLAN
- 3 STRATEGIC PLAN
- 1 AS A SECTORIAL PLAN
- 1 FOR A REGION

POLICY PROCESS= POLICY FORMULATION + IMPLEMENTATION

INTEGRATION AND COHESION OF POLICIES



Fulfills Criteria
 Fulfills Partially

REQUIREMENTS FOR POLICY DEVELOPMENT DISCUSSIONS

- ISSUES FIT THE PRESENT CIRCUMSTANCES
- ISSUES PROVIDE OPPORTUNITY FOR ANALYSIS BY DIFFERENT STAKEHOLDERS AND DIFFERENT PERSPECTIVES
- ALLOWS FOR DECISION MAKING
- BUILDS ON OPPORTUNITIES TO ENSURE COMMITMENT FOR CONSIDERATION AT A LATER STAGE

“The problems of tourism are **known**,
the importance of tourism is **known**,
and now it is time to present guidelines for
tourism policy formulation, no matter how
loosely structured”

“Policy is like the elephant: you know it when you see it”
Cunningham 1963

THANK YOU