

CARL BRO GRUPPEN



SUSTAINABLE TOURISM POLICY CONTENT-BASIC GUIDELINES REQUIRED FOR SOUND POLICY

**Caribbean Regional Sustainable
Tourism Development Programme**

St Lucia, March 21, 2006



Carl Bro 
Intelligent Solutions

“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 IDENTIFICATION OPTIONS AND ANALYSIS

DEFINING A PROBLEM

APPROACHES

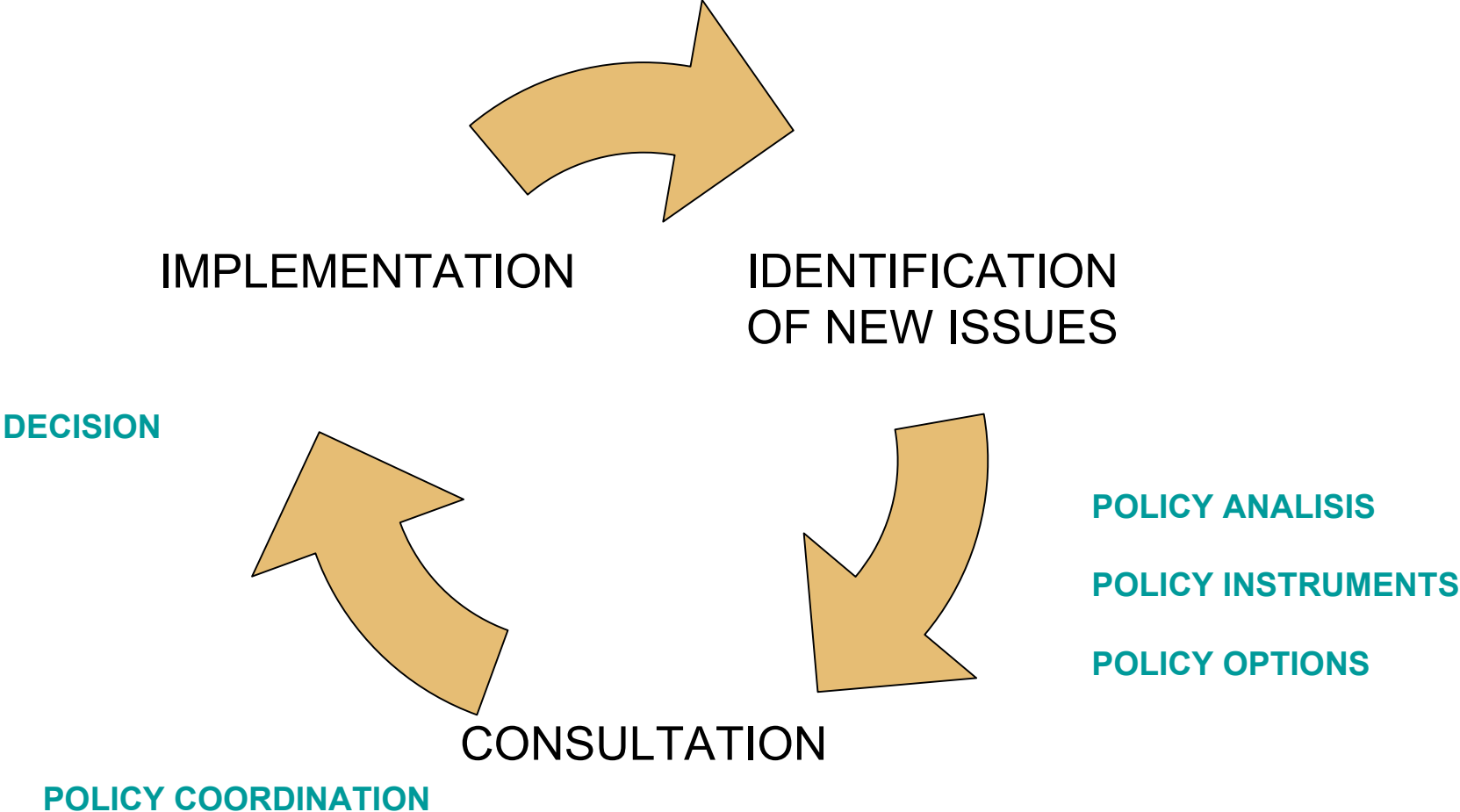
POLICY PROCESS

POLICY CONTENT

POLICY INSTRUMENTS

MANAGEMENT ACTION

POLICY CYCLE MODEL



POLICY IDENTIFICATION OPTIONS AND ANALYSIS

DEFINING A PROBLEM

APPROACHES

POLICY PROCESS

POLICY CONTENT

POLICY INSTRUMENTS

MANAGEMENT ACTION

CHECKLIST FOR DEFINING A PROBLEM

WHO SAYS

REAL

MAGNITUDE

VALUE

RESPONSIBILITY

ACTION

CAUSES AND EFFECTS OF ENVIRONMENTAL PROBLEMS



POLICY IDENTIFICATION OPTIONS AND ANALYSIS

DEFINING A PROBLEM

APPROACHES

POLICY PROCESS

POLICY CONTENT

POLICY INSTRUMENTS

MANAGEMENT ACTION

FACTORS INFLUENCING THE CHOICE OF POLICY MODEL

COMPREHENSIVE POLICY



INCREMENTALISM

THINKING PROCESS APPROACHES

- INCREMENTALIST APPROACH
- IDEAL MODEL APPROACH
- REALISTIC APPROACH
- RATIONALE APPROACH

POLICY IDENTIFICATION OPTIONS AND ANALYSIS

DEFINING A PROBLEM

APPROACHES

POLICY PROCESS

POLICY CONTENT

POLICY INSTRUMENTS

MANAGEMENT ACTION

POLICY MAKING STEP PROCESS

VISION

STATEMENTS
GUIDING PRINCIPLES

ISSUES

EMBRYO ISSUES REFINED THROUGH
CONSULTATION BASED ON PROBLEMS
IDENTIFICATION AND AGREEMENT

**STRATEGIC
POLICY/
OBJECTIVES**

AGENDA/PRIORITIES
OPTIONS/ANALYSIS ALTERNATIVES

**SUBSTANTIVE
POLICY**

POLICY SPELL OUT
RELATED TO ISSUES/
PROBLEMS

**PROCEDURAL
POLICY**

ACTION PLAN
TIME FRAME
RESOURCES

“GOOD POLICY” ARRIVING PROCESS

- RATIONAL FRAMEWORK FOR INCREMENTAL CHANGES
- IMPLEMENT PROGRAMMES ON SMALL SCALE
- ADJUST TO FIT CIRCUMSTANCES

POLICY OPTION IDENTIFICATION AND ANALYSIS

DEFINING A PROBLEM

APPROACHES

POLICY PROCESS

POLICY CONTENT

POLICY INSTRUMENTS

MANAGEMENT ACTION

“GOOD POLICY CONTENT GUIDELINES” AND “GOOD PRACTICES”



- **OUTCOME CLEARLY STATED AND ASSUMPTIONS ARE EXPLICIT**
- **THE OUT ISLANDS OF THE BAHAMAS-A SUSTAINABLE TOURISM POLICY, GUIDELINES AND IMPLEMENTATION STRATEGY, 1994**

“GOOD POLICY CONTENT GUIDELINES” AND “GOOD PRACTICES”

- LINKAGES
NECESSARY TO
GOVERNMENT
DIRECTION
- THE POLICY
FRAMEWORK FOR
TOURISM IN GRENADA,
CARRIACOU AND
PETITE MARTINIQUE



“GOOD POLICY CONTENT GUIDELINES” AND “GOOD PRACTICES”



- DUE PROCESS IS FOLLOWED
- DRAFT NATIONAL TOURISM POLICY, MINISTRY OF TOURISM, TRINIDAD AND TOBAGO, SEPTEMBER 2005

“GOOD POLICY CONTENT GUIDELINES” AND “GOOD PRACTICES”

- **STAKEHOLDERS ARE INCLUDED IN THE PROCESS AND PUBLIC INTEREST HAS HIGH PRIORITY**
- **GREEN PAPER ON THE SUSTAINABLE DEVELOPMENT OF TOURISM IN BARBADOS, A POLICY FRAMEWORK, MINISTRY OF TOURISM, AUGUST 2001**



“GOOD POLICY CONTENT GUIDELINES” AND “GOOD PRACTICES”

- **POLITICAL
EXPECTATIONS MET**



- NATIONAL TOURISM
POLICY, FINAL DRAFT,
MINISTRY OF
TOURISM, ST LUCIA,
OCTOBER 2003

“GOOD POLICY CONTENT GUIDELINES” AND “GOOD PRACTICES”



- EFFECTIVE POLICY,
BOTH EFFICIENT AND
COST EFFECTIVE
- BELIZE TOURISM
POLICY

“GOOD POLICY CONTENT GUIDELINES” AND “GOOD PRACTICES”

- MEASURABILITY AND CAPACITY TO EVALUATE ARE KEY
- BELIZE CRUISE SHIP POLICY
- ST VINCENT AND THE GRENADINES MARINE TOURISM POLICY



“GOOD POLICY CONTENT GUIDELINES” AND “GOOD PRACTICES”



- **PROPERLY FUNDED**
- THE OUT ISLANDS OF THE BAHAMAS-A SUSTAINABLE TOURISM POLICY, GUIDELINES AND IMPLEMENTATION STRATEGY, 1994

“GOOD POLICY CONTENT GUIDELINES” AND “GOOD PRACTICES”

- **ACCOUNTABILITY AND MANDATE**

- **THE TEN YEAR MASTER PLAN FOR SUSTAINABLE TOURISM DEVELOPMENT IN JAMAICA 2001-2010**



“GOOD POLICY CONTENT GUIDELINES” AND “GOOD PRACTICES”

- IT IS LAWFUL AND
LAWFUL AND
ENFORCEABLE
- NATIONAL TOURISM
POLICY, ST VINCENT
AND THE GRENADINES
2003



“GOOD POLICY CONTENT GUIDELINES” AND “GOOD PRACTICES”

- **HISTORICALLY ANALYSED
AND COMMUNICATED**

- **THE COMMONWEALTH OF
DOMINICA, TOURISM 2010
POLICY, MINISTRY OF
TOURISM AND NATIONAL
DEVELOPMENT
CORPORATION, JUNE 2005**



“GOOD POLICY CONTENT GUIDELINES” AND “GOOD PRACTICES”

- TESTING OF IDEAS AND ISSUES



- DRAFT NATIONAL TOURISM POLICY, MINISTRY OF TOURISM, TRINIDAD AND TOBAGO, SEPTEMBER 2005

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DEFINING A PROBLEM

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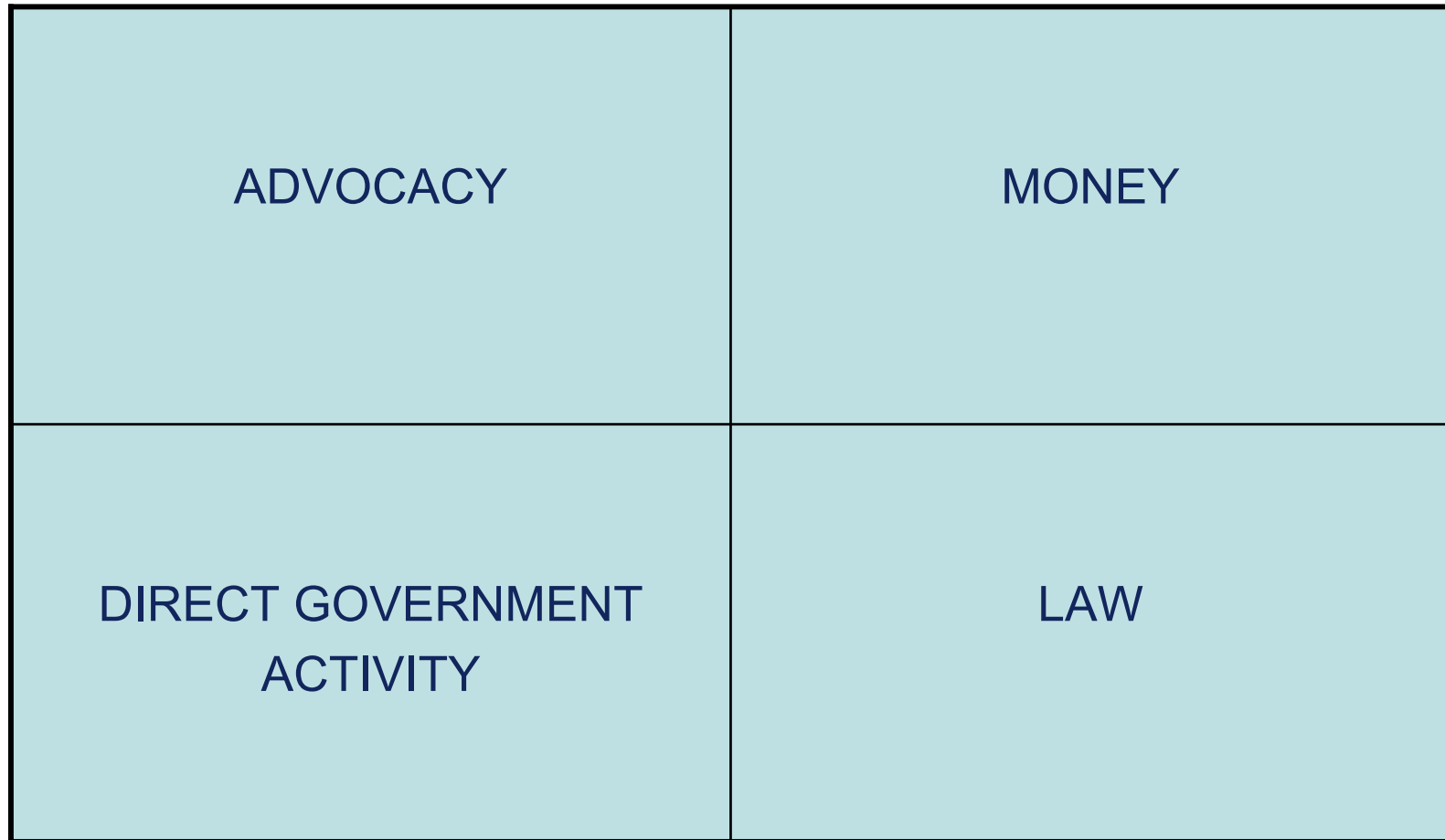
POLICY PROCESS

POLICY CONTENT

POLICY INSTRUMENTS

MANAGEMENT ACTION

CHOOSING POLICY INSTRUMENTS



POLICY IDENTIFICATION OPTIONS AND ANALYSIS

DEFINING A PROBLEM

APPROACHES

POLICY PROCESS

POLICY CONTENT

POLICY INSTRUMENTS

MANAGEMENT ACTION

**“IT IS THE ROLE OF MINISTERS TO DECIDE,
AND ADVISERS TO ADVISE”**

**“IT MAY OFTEN BE MORE RELEVANT, THEREFORE, TO JUDGE
ADVISERS BY THE QUALITY OF PROCESSES OR OMISSION OF
ADVICE THAN BY THE ULTIMATE DECISIONS OF
GOVERNMENT”**

Edwards and Stuart, 1994

THANK YOU

TERM VULNERABILITY

REFERS TO PRONENESS TO DAMAGE FROM EXTERNAL FORCES/
OUTSIDE CONTROL

ECONOMIC
ENVIRONMENTAL
SOCIAL
POLITICAL

11/11

SUNAMI

BIRD FLU

HURRICANES

SARS

GLOBALIZATION

TRADING

TERRORISM

CLIMATE CHANGES

CONSUMER CENTRIC IT

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