

# **TOURISM POLICIES AND FASHION, ART AND FOOD INDUSTRIES**

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**Tourism Policy: Structure, Content and  
Process**

**Lecture 14**

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# Learning Objectives

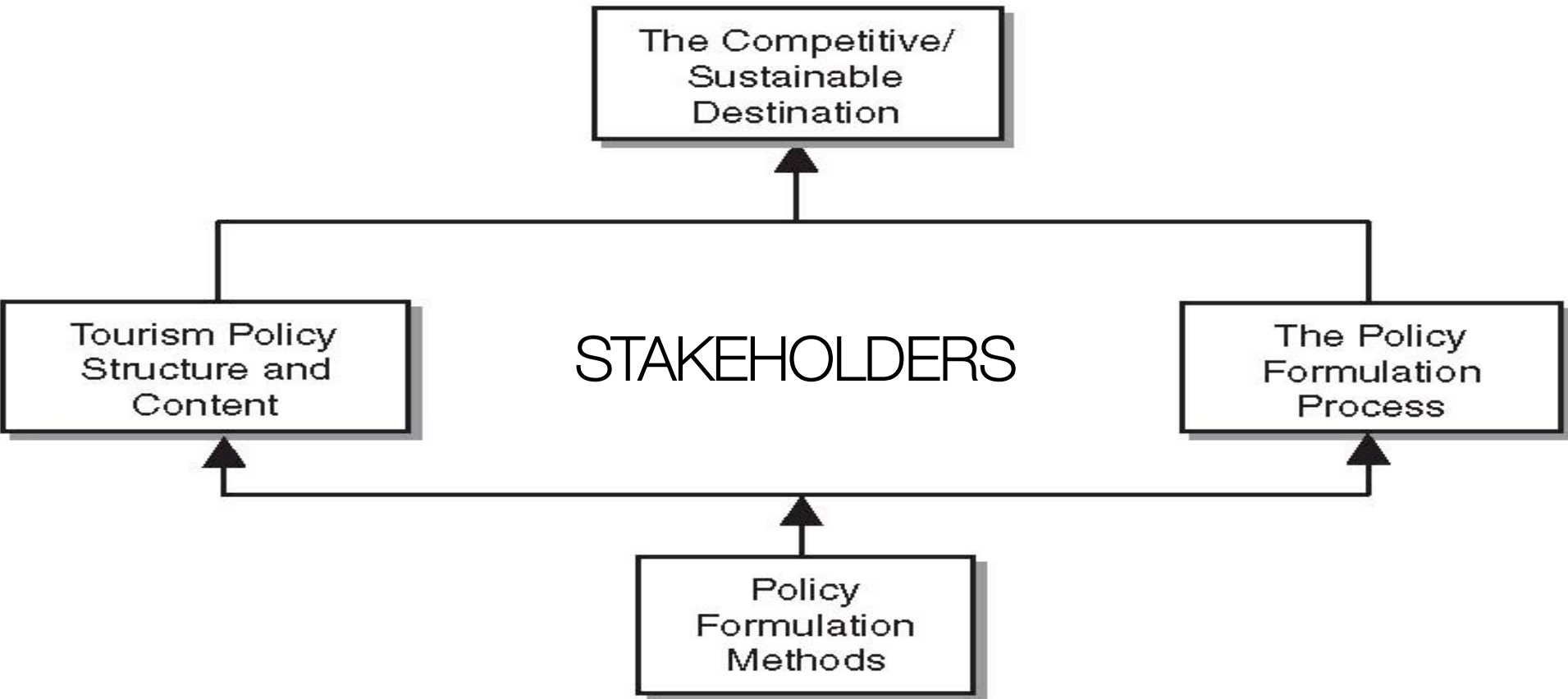
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- ✓ Highlight the relevant role of stakeholders in the tourism industry.
- ✓ Demonstrate critical importance of tourism policy to competitiveness and sustainability of a tourism destination.
- ✓ Provide some example of general policies affecting the tourism industry.
- ✓ Outline the structure and content of a typical tourism policy formulation.

# The competitive/sustainable tourist destination: a managerial framework

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From the traditional master-planning to the effective stakeholders engagement...



# Tourism policy: a definition

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**Tourism policy** can be defined as:

*a set of regulations, rules, guidelines, directives, and development/promotion objectives and strategies that provide a framework within which the collective and individual decisions directly affecting tourism development and the daily activities within a destination are taken.*

# Stakeholder theory in Tourism

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- Sustainable tourism development cannot be achieved without regarding the stakeholders' interests
- A stakeholder is identified as any group or individual who can affect or is affected by tourism development in an area (Freeman, 1984).
- Stakeholder theory is all about the way in which stakeholders should be taken into account when making business decision (stakeholder analysis).

# Example of Stakeholders in Tourism

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# Policy Instruments

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	<b>Public governance</b>	<b>Interactive governance</b>
<b>Legal instruments</b>	<ul style="list-style-type: none"><li>- Technical requirements</li><li>- Performance standards</li></ul>	<ul style="list-style-type: none"><li>- Negotiated agreements (or Covenants)</li></ul>
<b>Economic instruments</b>	<ul style="list-style-type: none"><li>- Taxes</li><li>- Subsidies (or Tax exemptions)</li></ul>	<ul style="list-style-type: none"><li>- Smart subsidies</li><li>- Procurement auctions</li></ul>
<b>Communicative instruments</b>	<ul style="list-style-type: none"><li>- Public information campaigns</li></ul>	

**PAUSE**



# Elements of successful Tourism Destination Management

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## COMPETITIVENESS (Resource Deployment)

### Business/Economic Management Skill

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Marketing

Financial Management

Operations Management

Human Resources Management

Information Management

Organization Management

Strategic Planning

Project Development

Management

## SUSTAINABILITY (Resource Stewardship)

### Environmental Management Capabilities

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Waste Management

Water Quality Management

Air Quality Management

Wildlife Management

Forest/Plant Management

Visitor Management

Resident/Community Management

Commemorative Integrity

Recycling

Site Protection

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### Information Management

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Destination Monitoring

Destination Research

# General Economic and Social Policies affecting Tourism

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- **Taxation** – affects costs and profitability
- **Interest Rate Policy** – affects costs and profitability
- **Bilateral Air Agreements** – determine foreign visitor access
- **Environmental Policy** – limits growth and access to attractive, but sensitive areas
- **Customs and Immigration Policy** – can facilitate or hinder international visitation
- **Communications Policy**

# General Economic and Social Policies affecting Tourism

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- **Minimum Wage Policy** – can affect labor markets
- **Welfare Policy** – can influence nature, behavior of work force
- **Education Policy** – can affect quality of workforce
- **Cultural Policy** – can affect preservation and promotion of national heritage
- **Foreign Investment Policy/Regulations** – can affect availability of investment capital

# General Economic and Social Policies affecting Tourism

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- **National/Provincial/Local Policy** are: **funding support for major public facilities** (e.g., stadiums, convention centers, museums, parks) – can drastically affect destination attractiveness
- **Infrastructure Policy** – can make destination safer for visitors, or restrict resident travel to foreign destinations
- **Currency/Exchange Rate Policies** – directly affects destination cost competitiveness
- **Legal System** – determines consumer/visitor protection legislation

# The process of Tourism Policy: Strategy formulation and Implementation

Definitional Phase	Analytical Phase
Definition of tourism destination system	Internal Analysis <ul style="list-style-type: none"><li>□ Review of existing policies and programs</li><li>□ Resource audit</li><li>□ Strategic impact analysis</li></ul>
Explication of a tourism philosophy	External Analysis <ul style="list-style-type: none"><li>□ Macrolevel analysis of current and future demand</li><li>□ Microlevel analysis of current and future demand and behaviors</li><li>□ Review of competitive and supportive tourism development and promotion policies</li></ul>
Crafting of a destination vision	
Objectives and constraints	

# The process of Tourism Policy: Strategy formulation and Implementation

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Operational Phase	Implementation Phase
Identification of strategic conclusions	Implementation of strategy for destination of development, promotion, and stewardship
Implications of conclusions for supply and demand development	Allocation of responsibilities for recommendation implementation
Policy/program recommendations	Identification of sources of funding to support competitive initiatives and stewardship programs
	Specification of timing for recommendation implementation
	Monitoring and evaluation of the results

# Contacts and office hours

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## Contacts

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## Office Hours

- **Day and time:** Tuesday from 11:00 to 12:00
- **Place:** Room 309, III Piano Palazzo Pacanowski.