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Tourism Policy and Planning

Yesterday, Today and Tomorrow



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Dedication

This book is dedicated to the men and women who work in the international tourism and hospitality industry; to the destinations and local communities which make tourism possible; to the transportation industry that facilitates travel, and to all those studying for careers in tourism.

and

Edgell – To my grandson, Nathan Lee Edgell, born July 30, 2007

Allen – To my children, Jane McIver and Wm. Kemp

Smith – To my son and daughter, Reli and Nida Parks

Swanson – To my parents, Tom and Mary, and to all the friends and family
who have joined me on the porch swing

and

Allen, Smith, Swanson – To our tourism policy and planning mentor –
yesterday, today, and tomorrow – Dr. David L. Edgell, Sr.

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Contents

<i>Foreword</i>	xiii
<i>Preface</i>	xv
<i>Acknowledgements</i>	xvii
1 Introduction	1
Tourism defined	1
Tourism policy defined	7
Worldwide importance of tourism	9
In the global tourism context	10
New challenges	11
A new look at tourism policy	13
Economic and non-economic benefits	16
Economic and non-economic costs	18
Cooperation/integration	19
Balanced/comprehensive tourism policy	19
Case study 1. Kansas Tourism Opportunities:	
Strategic Overview	22
References	35
2 Tourism policy issues of yesterday	37
Historic perspectives	37
The beginnings of modern tourism policy	42
International tourism policy for the United States	43
The importance of the National Tourism Policy Act of 1981	47
Some reasons for a US tourism policy	49
Case report 2. National Tourism Policy Act of 1981	52
References	62
3 Tourism policy issues for today	63
Introduction and overview	63
Business ethics in a tourism policy issues framework	64
Types of tourism policy evaluation stages	65
Stage 1. Formative phase tourism policy evaluation	66
Stage 2. Development phase tourism policy evaluation	67
Stage 3. Summative phase tourism policy evaluation	68
Importance of tourism policy issues	69
Tourism, regulation and public policy	69
Sex tourism	70
Tourism and health related issues	71

Tourism and safety/security	72
Space travel	73
Agritourism	74
Complexity of tourism policy issues	75
Tourism technologies and information communication	76
Tax legislation	77
International development aid	77
Banking loans and bonds	79
Grants	80
Tourism policy issues, destination management and the future – an open-ended conclusion	80
Summary and conclusion	81
Case report 3. World Hotel Link – An ICT (Information and Communication Technology) Driven Approach to Equitable and Sustainable Tourism	82
Bibliography for case report 3	93
4 Tourism as a commercial and economic activity	97
Global importance	100
Tourism as an economic development tool	100
Demand side of tourism	105
Supply side of tourism	108
Coopetition	109
Comparative advantage	111
Employment	114
Income	115
Multiplier effect	116
Exporting tourism	118
Economic development	119
Rural tourism in the United States	120
Economics of tourism information	122
Conclusion	122
Case study 4. Sustainable Tourism as an Economic Development Strategy Along Coastlines (Edited for this publication)	123
References	138
5 Political and foreign policy implications of tourism	141
Tourism agreements	142
Intergovernmental organizations and regional industry associations	143
United Nations World Tourism Organization	144
World Travel and Tourism Council	145
Organisation for Economic Cooperation and Development	146

Organization of American States	147
Asia-Pacific Economic Cooperation	149
Caribbean Tourism Organization	151
Southeast Tourism Society	152
Tourism facilitation	154
Tourism and foreign policy	157
Tourism as a policy for peace	158
A reason to maintain peace	160
Political stability, safety and tourism	160
Mutual trust and respect created by tourism	163
Conclusion	164
Case study 5. Southeast Tourism Policy Council: An Emerging Model for Federal Tourism Advocacy	165
References	180
6 Managing sustainable tourism	181
Sustainable tourism – its essence	183
Current trends in sustainable tourism	186
The natural environment	189
The built environment	190
Global impact	191
Planning first	193
Policy and management strategy	194
Benefits	196
Important precepts	197
The Credo	198
Case study 6. Sustainable Ecotourism: Balancing Preservation and Economic Growth (Edited for this publication)	199
References	217
7 Education and training in tourism	219
Introduction and overview	219
Workforce supply and workplace demand: need for defining tourism	221
Defining tourism and hospitality education and training	223
Defining education, training and human resource development	225
Factors contributing to the dominant role of the hospitality sector	228
Human resources issues for education and training in tourism	231
Need for understanding and reducing misperceptions	231
Need for credibility of post-secondary education programmes	233

Need for investment in human resources in tourism	234
Need for education and training performance standards and accreditation processes	235
Leadership role of the United Nations World Tourism Organization	237
UNWTO Education Council of the Affiliate Members	237
UNWTO-Themis Foundation and TedQual Program	237
Need for coordinated education and training infrastructure for tourism	239
Higher education and training programmes in tourism	240
Hong Kong	240
United States	240
Canada	241
Non-credit tourism training programmes	241
United States	241
Need for vertical and horizontal coordination among key stakeholders	242
Need to understand the dynamics of a rapidly changing world and the impact on workforce development	244
Importance of education and training in tourism	245
Case report 7. BEST EN Business Enterprises for Sustainable Tourism Education Network Curriculum Development Think Tank Process	247
BEST EN Think Tank V	248
References	254
Supplemental readings	257
8 Affecting and influencing tourism policy	259
An applied study of tourism policy influences	260
Politicization of the tourism office	261
Misunderstanding of tourism policy	262
Increasing importance of the tourism industry	262
Understanding the public decision-making process	263
Influencing political decisions with information	265
Conflict and compromise	267
Techniques of cost–benefit analysis	269
Step 1: Defining the project and alternatives	269
Step 2: Identifying, measuring, and valuing costs and benefits of each alternative	270
Step 3: Calculating cost–benefit values	270
Step 4: Presenting the results	273
Influencing political decisions with financial contributions	274

Conclusion	280
Case study 8. A Cost–Benefit Analysis for Coordinating International Visitor Information Collection and Distribution in the United States	281
References	295
9 Strategic tourism planning	297
Defining strategic tourism planning	299
Planning example	302
Internal analysis	303
External environmental scan	305
Sustainable tourism’s effect on planning	306
Case study 9. Canada: An Effective Tourism Policy	308
References	323
10 Future world tourism policy issues	325
Safety and security in tourism	326
The impact of the world’s economy on tourism	330
Managing sustainable tourism responsibly	331
Tourism policy and strategic planning	334
Utilizing e-commerce tools in tourism	335
Weblogs	336
Podcasts	336
Internet marketing	337
Tourism education and training	338
Emerging tourism markets	340
Quality tourism products and experiences	341
Partnerships and strategic alliances in tourism	344
The impact of health issues/natural disasters/climate change on tourism	346
Health issues and tourism	347
Effects of natural disasters on tourism	348
Climate change and tourism	350
Conclusion	353
Case report 10. United Nations World Tourism Organization Global Code of Ethics for Tourism	354
References	362
Appendix	365
Appendix A. Education and Training in Tourism: An Historical View	365
Appendix B. Agreement between the United States of America and the United Mexican States on the Development and Facilitation of Tourism	383

Appendix C. United States–Canada Free Trade Agreement Sectoral Annexes	391
Appendix D. Manila Declaration on World Tourism	395
Appendix E. World Peace Through Tourism – The Columbia Charter	401
Appendix F. Traveler Safety and Security Initiative	405
 <i>Index</i>	 407

Foreword

Influencing public policy is one of the most important activities any industry pursues. Businesses, non-profit organizations and other groups in all industries attempt to influence public policy with the intent to benefit their particular missions, goals and objectives. Since this is true, tourism entities must have a clear awareness of policy in order to compete. Understanding public policy, and how to influence it, is also critical as tourism continues to increase in political, social and economic importance. This book – *Tourism Policy and Planning: Yesterday, Today and Tomorrow* – provides readers throughout the world with a solid foundation for understanding not only what tourism policy is and the benefits of well-formulated tourism policy but also how to influence and implement it.

The public policy process intimidates many tourism professionals. They often feel less knowledgeable about the issues and are unclear how to approach members of the government to discuss important issues. Several tourism industry trade organizations are working together with tourism professionals to reinvigorate a grass roots approach to tourism advocacy as we work to advance tourism's overall agenda. By developing a strong base at the local level, the tourism industry can facilitate a two-way communication process – informing industry members locally and political decision makers at the federal level of the important policy issues affecting tourism and their communities.

The book begins with a detailed historical account of tourism policy in the United States, recounted by those who experienced much of it when it was happening. The lessons learned in the United States have been applied to national tourism policy development in other parts of the world and can continue to be applicable into the future. The final chapter of the book, based on a solid understanding of historical events and the current situation, provides a look into the future of tourism and public policy. The remaining chapters present pertinent issues for today ranging from the politics and economics of tourism to education and managing sustainable tourism.

Particularly important to local destination managers is the discussion on strategic tourism planning. All tourism professionals should read this section to ensure that proper planning is in place considering tourism's increasingly competitive landscape. Equally important is the presentation of affecting and influencing tourism policy through policy analysis and research. With these tools, the tourism industry will be able to compete better for the attention of legislators and policy makers.

Because of the comprehensive treatment of tourism policy and planning, tourism professionals in all sectors of the industry can find this book useful. The structure of the book, which incorporates a wide array of international examples, will appeal to a full spectrum of users including multinational industry organizations, regional trade associations, local destination managers, in addition to graduate and undergraduate students and faculty members in colleges and universities.

Part of what differentiates this book from others in the field of tourism is the combined perspectives of the various co-authors. Dave Edgell's experience as the Acting Under Secretary of Commerce for Travel and Tourism within the US Department of Commerce and as Commissioner of Tourism for the US Virgin Islands supplies a storied history of first-hand tourism policy development. He has lived and breathed tourism policy since 1974, and his footprints are numerous in the development of local, national and international tourism policy. Ginger Smith has worked with countless tourism students as founding Dean of the International School of Tourism and Hotel Management in Puerto Rico, as Associate Dean, College of Professional Studies and Associate Professor of Tourism Studies, School of Business, The George Washington University, and currently as Professor and Academic Chair of Graduate and Undergraduate Studies at New York University's Preston Robert Tisch Center for Hospitality, Tourism and Sports Management. She has been able to use the multiple tourism policy courses she has taught as laboratories for much of the material in this book. The work of Maria Allen, through the Institute for Tourism at East Carolina University, brings a particular concern for the local destination to the book. The seasoned experience is rounded out by the fresh perspective of Jason Swanson, a scholar and leader of tourism's young generation of practitioners and researchers. Undoubtedly, Jason will further develop several topics presented in this book in his research for the next several decades.

The positive implications for enhancing understanding of the need for tourism policy and planning are tremendous. To that end, the book includes a range of scholarly input, applying history to today's situation and looking far into the future to provide a solid foundation for tourism policy as the industry continues to progress.

Bill Hardman, Jr
President and CEO
Southeast Tourism Society

Preface

Tourism policy and planning tend to be coupled in our minds with change. The first decade of the new century is a period of intense and complex interactions involving tourism issues as factors influencing both international institutions and political practices regarding the quality of economic, socio-cultural and environmental policy and planning. The co-authors underscore this integrative viewpoint in this volume and feature similar and differing perspectives through references to the rich foundation of literature provided by an outstanding cadre of our travel and tourism scholar predecessors and contemporaries.

In our writing a book about tourism policy and planning, as well as our teaching, we found disjointed information regarding the study of tourism policy and planning. Aside from co-author David L. Edgell, Sr's earlier foundational texts and several recent and very useful edited volumes, there is no major textbook to provide us with the basics of tourism policy and planning.

By exploring the future of tourism in the context of tourism policy and planning yesterday and today, we hope to offer current and future businesspersons, politicians, managers, students and academics insight into key international trends and issues. The volume is also intended to help prepare national tourism agencies and local destination management organizations in developing policies and planning strategies to increase competitiveness and sustainable resource management.

We are confident that government tourism organizations, politicians and students will find in these pages informative areas assisting them in persevering in their efforts to build more prosperous, just, equitable and democratic societies. International tourism organizations such as the United Nations World Tourism Organization (UNWTO), Organisation for Economic Cooperation and Development (OECD), Organization of American States (OAS), local, state, provincial, regional and national policymakers, and the international academic community will now, we hope, have a basic tourism policy and planning resource volume readily at hand.

Additionally, we view our level of presentation as appropriate for several specific uses. One use is as a text for a one-semester introduction tourism policy and planning course for senior level undergraduate and graduate students in tourism and hospitality management, public policy and public administration, business administration and international affairs, among others. We believe our emphasis on conceptual foundations also makes it attractive as a supplemental text for courses in graduate

programs in political science, economics and international relations. At the undergraduate level, we recommend selected chapters – such as the first three and final chapters providing an overview of tourism policy and planning and outline of key related trends and issues – as useful supplements to more commonly used materials introducing students to tourism and hospitality, sport, and event management and administration. In addition, this book has many uses and applications for tourism officials at the local, state, provincial, regional and national levels. Finally, the book is helpful to the general public in understanding the importance and impact of tourism on national and international issues. The chapter case studies and reports and volume appendices provide yet further research, teaching and applied tourism policy and planning resources.

We have organized our approach to the broad subject of tourism policy and planning into 10 chapters, each with a chapter case study report, and appendix where appropriate. The chapter case studies, reports, and appendices present extended examples illustrating how tourism policy analysts have approached policy problems and the results they have been able to achieve. Chapters 1–3 provide an introduction and overview, a look to the past, and a report on key current issues affecting tourism policy and planning. Chapters 4–6 probe various aspects of tourism policy and planning including its role in economic and foreign policy and in sustainable tourism. In Chapters 7–9, the volume focuses in greater depth on the significant role of education and training in tourism and on major external influences on tourism policy and planning, and provides an overview of strategic tourism planning. Chapter 10 broadens the analysis to a look at the role of tourism policy and planning in relation to many of today's contending socio-cultural, economic and environmental issues as they affect our future.

In sum, in this book, we have tried to illuminate past and current examples of tourism policy and planning in meaningful and understandable ways and to propose that policy and planning is central to sound management of international tourism – one of the largest and potentially greatest industries for shaping tomorrow's world.

Acknowledgements

This book is the result of efforts by many individuals and the cooperation of numerous groups and associations over a long period. It is not practical to acknowledge all such contributions. Mentioned below are a few people and organizations for special recognition.

Authors Ginger Smith, Jason Swanson and Maria Allen especially wish to thank David L. Edgell, Sr for his invitation to them to co-author this book. He has contributed to tourism policy for many years. Dave began his career in tourism in 1974 by reviewing US tourism policy and contributing to the development of the United Nations World Tourism Organization under the watchful guidance of Deputy Assistant Secretary of Commerce David N. Parker. You see Dave's footprints in tourism policy in dozens of articles, books, US policy papers, international organization documents and trade in tourism agreements from 1974 to date. He also contributed to the development of the National Tourism Policy Act of 1981 (signed into law by President Ronald Reagan) under the guidance of Secretary of Commerce Malcolm Baldrige, the direction of Ambassador Frederick M. Bush, and in cooperation with John K. Snyder, Jr (and others).

This book is possible because Jane Macdonald, Acquisitions Editor, Elsevier, initiated interest, guided the authors, and kept them on track. She made many helpful suggestions along the way. The authors want to thank Sally North, Senior Commissioning Editor – Hospitality, Tourism and Leisure, Elsevier, for her encouragement. We also want to recognize Lawrence Shanmugaraj, Project Manager, for his patience and guidance through the revisions/editing process and Indexing Specialists (UK) Ltd for completing the index of this book.

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Any errors or omissions are the responsibility of the authors.