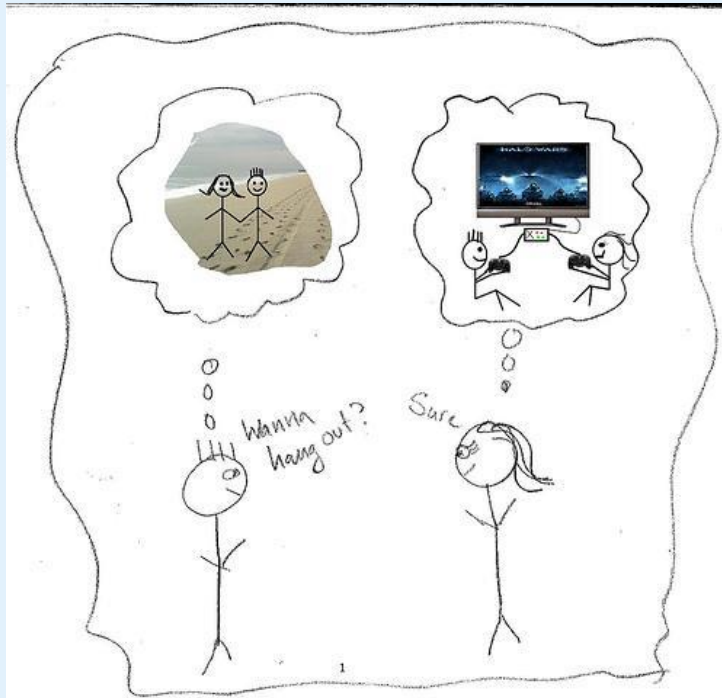




# Destination Stakeholders & Policy

DISCOVER YOUR WORLD

# Expectations



26-9-2022

# What are we talking about?

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- Stakeholders:
- Your associations
- Why are they important?

# Stakeholders

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- Tourism destinations and tourism developments are characterized by interactions between a variety of stakeholders and interests.
- The various stakeholders involved in any development need to be able to identify the other stakeholders involved (not as easy a task as it might first appear) and identify their salience.

# Stakeholders

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- Therefore, in order to understand the strategic decisions and actions taken by tourism stakeholders in specific destinations it is vital that these be placed in a *contextual analysis* (social, political and economic) of the society and networks they are part of

# Stakeholders & Destinations

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- Destination development strategies and management requires effective and efficient communication between various actors
- Regulatory and funding organisations, NGOs and QUANGOs; public bodies such as national, regional and local governments; and private bodies such as businesses and trade organisations.

# What are we talking about?

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- Policy:
- Your associations

# Policy in the context of tourism?

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- Define?
- Examples?

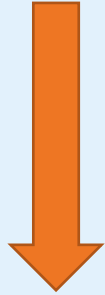
26-9-2022



# Policy definitions change over time

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- Whatever governments do (Dye, 1978)



- “Intensions, choices and actions of one or several organizations that are directed towards solving a societal problem”

26-9-2022

# Policy in the context of tourism

Sustainable tourism in Bangladesh  
- development potential  
and the role of a tourism policy



A Views On Tourism Project  
presentation  
November 2009



**Government Tourism Policy**  
John Penrose MP, Minister for Tourism and Heritage  
Department for Culture, Media and Sport



# Individual assignment

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- You need to identify one discursive 'object' (as aspect of governance) and examine how this object evolves and functions in the tourism policy debate.
- (1500 words, excluding references).
- Referenced following APA 7 guidelines.

## Ireland: topics: Individual assignment

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- regional imbalances
- urban-rural development
- sustainable-inclusive communities
- Greenways
- Management of “common goods”
- Growth of tourism

# Ljubljana: Individual assignment

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- EU governance and projects
- Sustainable use of space
- Eco-innovation and sustainable employment
- Integrated environmental management

# Tokyo, Japan: Individual Assignment

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- Fastest growing destination
- Vision for Tokyo 2020 and beyond
- Sustainability

# Sarajevo: hot spot for Arab tourism investment

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- Dark heritage
- Foreign Direct Investment (FDI)
- Community reconciliation
- Mountain resort development

# The Netherlands

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- Overtourism- spreading tourism
- Vision for 2030 strategy
- Programme City (Amsterdam) in Balance



# Questions?

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