

FROM TOURISM RESEARCH TO TOURISM POLICY AND BACK AGAIN

PRESENTED TO THE
UNWTO SPECIAL WORKSHOP ON TOURISM STATISTICS
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PRESENTATION OVERVIEW

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- **Speaker Background**
- **Terms and Definitions**
- **Policy Development Process**
- **Tourism Policy Research**
- **Tourism Policy Case Study**
- **Conclusions**

SPEAKER BACKGROUND

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- **Began career in government economic analysis and policy – 5 years**
- **Managed first U.S. tourism research center – 14 years**
- **Professor of Tourism Studies at George Washington University – 25 years**
- **UNWTO Expert on standardizing tourism definitions and methodologies – 14 years**
- **UNWTO advisor on developing and extending the Tourism Satellite Account – 13 years**

SOME TERMS DEFINED

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- **Tourism** = activities of visitors and the set of productive activities catering mainly to them
- **Policy** = a course of action prescribed to guide decisions intended to produce a defined outcome for an organization over the medium to long-term
- **Public Policy** = a Policy prescribed by a national, state/provincial or local government
- **Tourism Public Policy** = a Public Policy designed to affect the behavior of visitors or the productive activities catering to them.

SOME TOURISM PUBLIC POLICY OBJECTIVES

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- **Maximize social and cultural benefits of tourism**
- **Promote freedom to travel**
- **Maximize contributions to incomes, jobs, tax revenues**
- **Minimize costs to environment, government and social well-being**
- **Promote harmony across national and cultural boundaries**

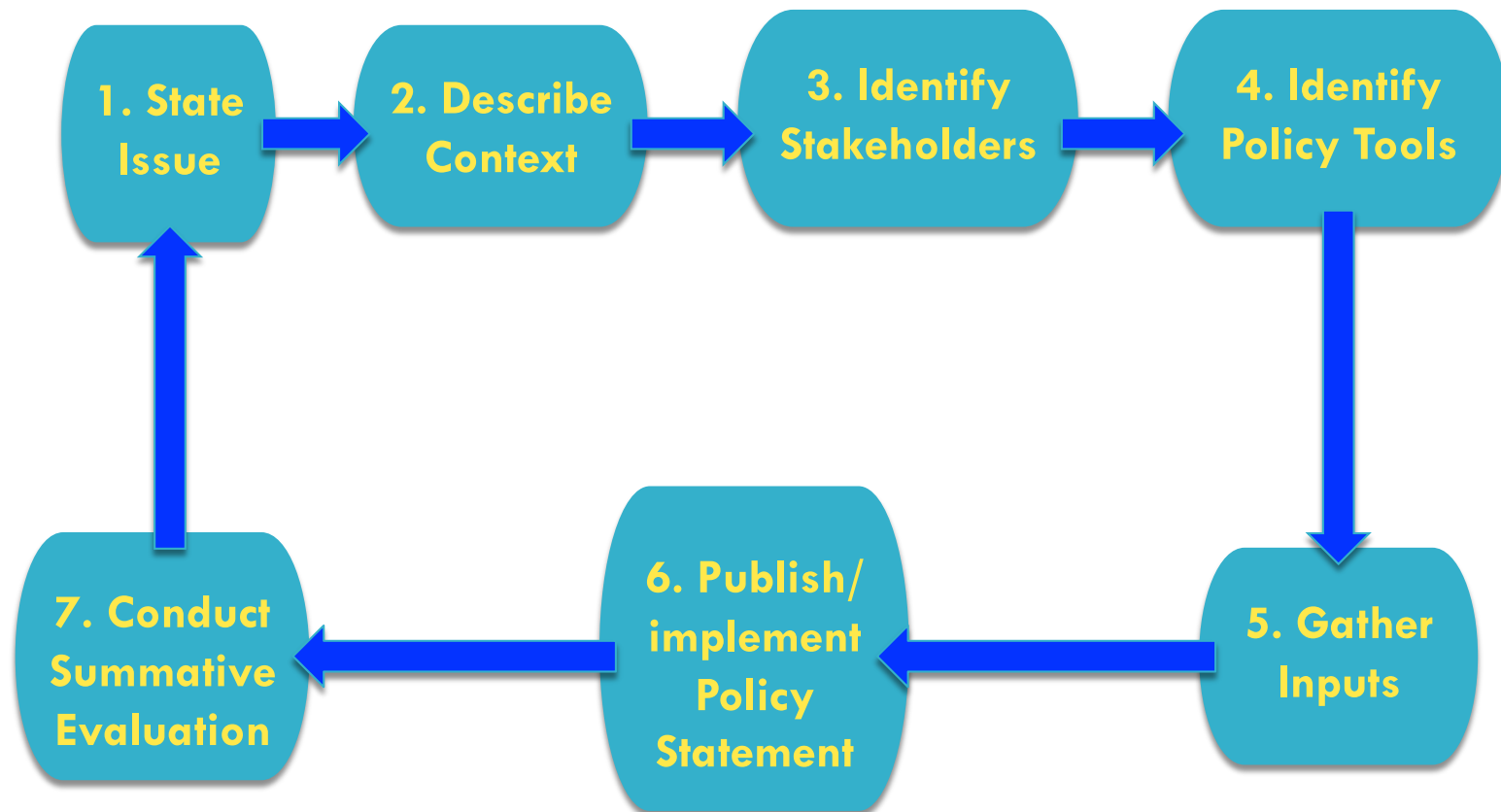
EXAMPLES OF TOURISM PUBLIC POLICIES

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- **U.S. authorizes Visa Waiver Program (1986)**
- **Canada establishes Canadian Tourism Commission (1995)**
- **Great Britain implements policy to disperse inbound visitors to depressed areas (1998)**
- **Spain's Community Support Framework encourages modernization of hotels (1994)**

POLICY DEVELOPMENT PROCESS

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MORE TERMS

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- **Summative Evaluation** = assessment of a policy's success in reaching its defined outcome
 - Goals reached?
 - Who benefited and how?
 - What unanticipated outcomes?
 - Most effective policy tools?
 - Least effective policy tools?
 - **Should policy continue, be changed or terminated?**
 - **What additional policies are suggested?**

MORE TERMS

- **Policy Research** = a process using evidence to understand causes and consequences of issues and the advantages, disadvantages and risks of different ways of resolving these issues.
- **Tourism Policy Research** = Policy Research applied to issues relating to visitor behaviors and the productive activities catering to visitors.

SOUND POLICY RESEARCH

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- **Credible, unbiased and informed by evidence**
- **Meaningful to Stakeholders**
- **Considers potential negative consequences along with potential positive consequences**
- **Innovative in addressing specific issues and context**
- **Feasible given time and resources available.**

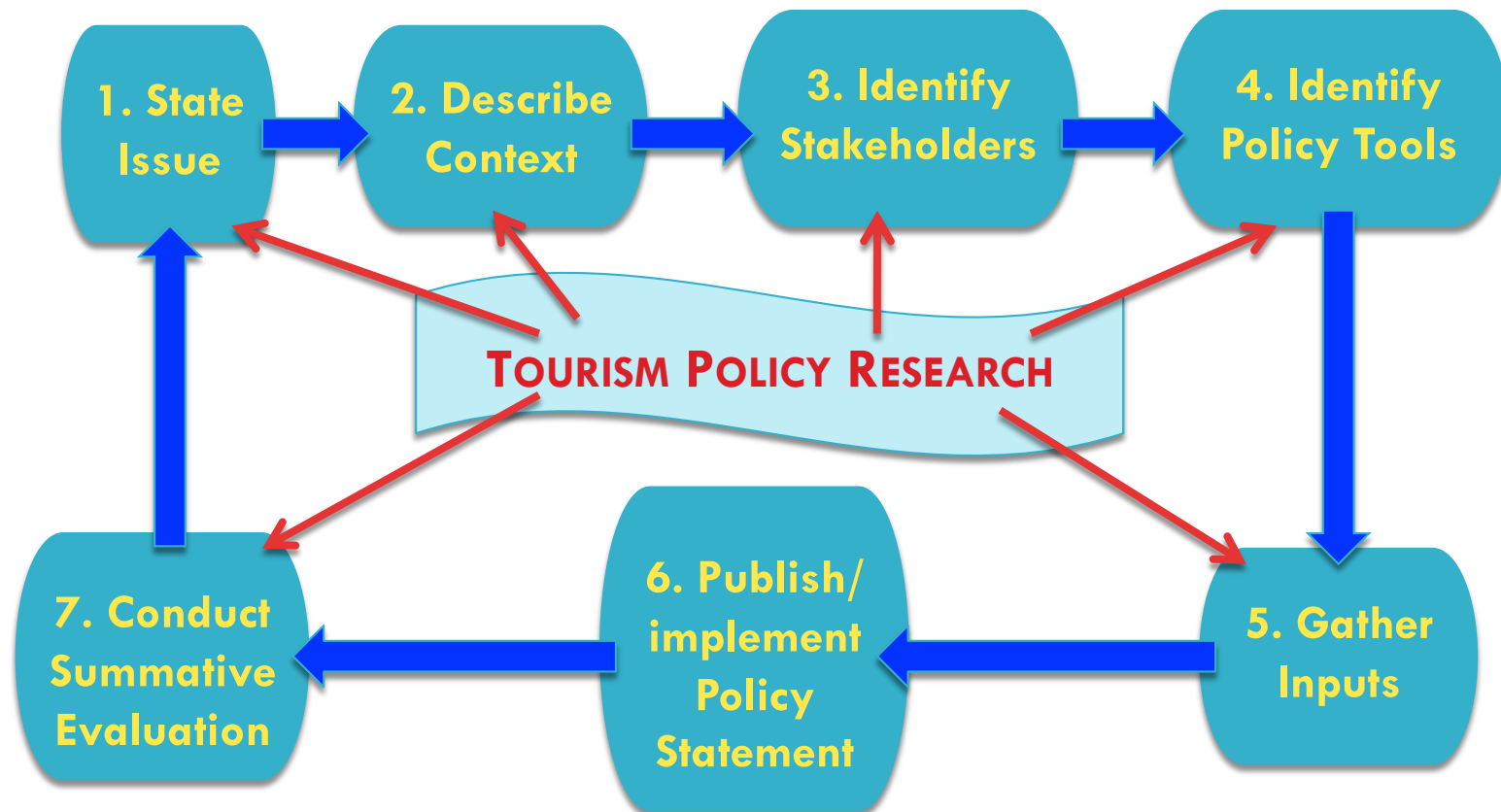
SOURCES FOR TOURISM POLICY RESEARCH

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- **System of Tourism Statistics (STS): domestic and international**
- **Tourism Satellite Account (TSA)**
- **System of National Accounts: GDP, employment, income, etc.**
- **Balance of Payments accounts**
- **Ad hoc studies**

TOURISM POLICY DEVELOPMENT PROCESS

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TOURISM POLICY RESEARCH IN ACTION: BRAND USA

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- 1. Issue: U.S. share of international long-haul tourism markets falling over long-term**
- 2. Context: “Great Recession”; failure to keep pace with growth in international long-haul travel 2000-09 cost the U.S. economy \$600 billion in total spending, 460 thousand jobs and \$32 billion in direct tax receipts; tourism industries seek U.S. tourism marketing program**
- 3. Stakeholders: tourism/hospitality industries, state and local DMOs, hospitality and transport labor unions**

TOURISM POLICY RESEARCH IN ACTION: BRAND USA

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- 4. Policy tools: Visa Waiver fee, federal budget spending, cooperative partnerships, consumer advertising in foreign markets, foreign offices to promote to trade**
- 5. Policy statement: Travel Promotion Act (2009) established Brand USA, funded by Visa Waiver fees matched by contributions by businesses and DMOs to market USA abroad to increase inbound visitor spending, creating incremental jobs**

TOURISM POLICY RESEARCH IN ACTION: BRAND USA

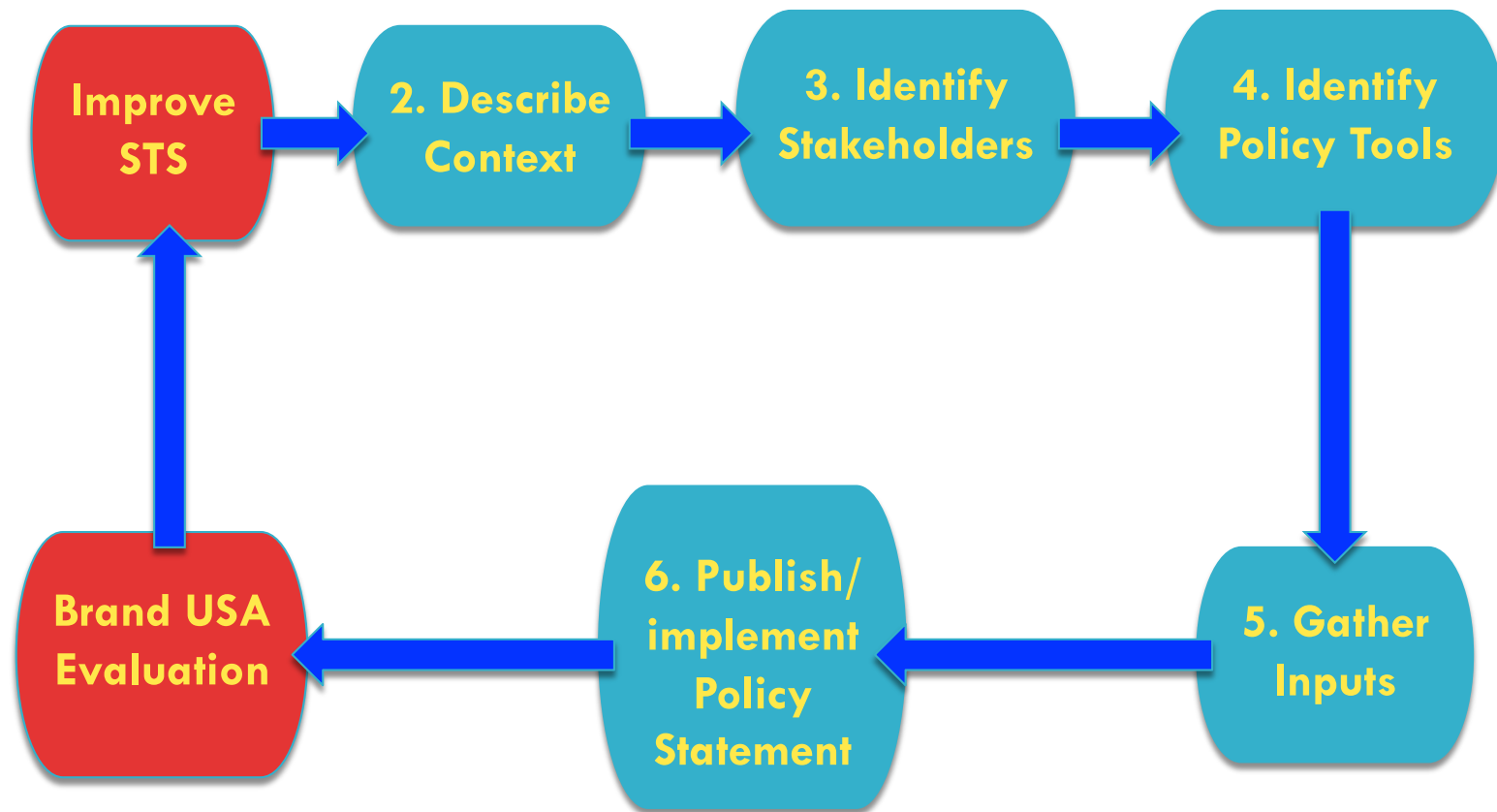
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- 6. Summative evaluation: consultant study claimed first year marketing spending of \$150 million generated 1.1 million new visitors spending \$3.4 billion and directly supporting 28 thousand new jobs; controversial in its 47:1 return on marketing budget and its “counterfactual” methodology.**

This suggests improved research on international markets, inbound visitor measurement and the outcomes of Brand USA programs is required.

BACK AGAIN TO POLICY DEVELOPMENT

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CONCLUSIONS

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- **Tourism has significant economic, social, cultural, environmental and political implications**
- **Sound Tourism Public Policies promote the net benefits of tourism**
- **Rational Policy Development Process helps ensure sound Tourism Policies**
- **Applied Policy Development Process can identify needs for enhanced Systems of Tourism Statistics, TSAs and ad hoc studies**
- **Need more published studies of cases of Tourism Policy Development**

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THANK YOU!

Comments & Questions?

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