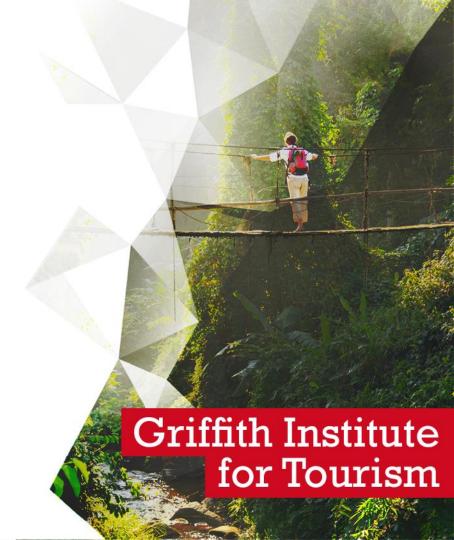


Urban Tourism Governance

6TH GLOBAL SUMMIT ON URBAN TOURISM
"Sustainable and Competitive Tourism on the New Urban Agenda"
Majestic Hotel, Kuala Lumpur, Malaysia
4-6 December, 2017

Professor Noel Scott and Susanne Becken

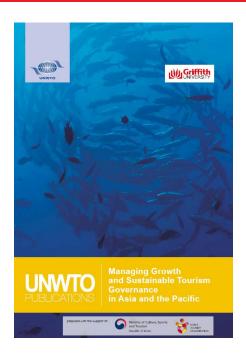
Griffith Institute for Tourism





Growth in Asia and the Pacific







The new urban agenda

We commit ourselves to working towards an urban paradigm shift for a New Urban Agenda that will:

(ii) Strengthen urban governance, with sound institutions and mechanisms that empower and include urban stakeholders, as well as appropriate checks and balances, providing predictability and coherence in urban development plans to enable social inclusion, sustained, inclusive and sustainable economic growth and environmental protection



NEW Urban Agenda



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Good governance arrangements needed





Managing tourism destination sustainability is a new task that requires changes in governance arrangements.



Tourism governance and sustainability – how to measure it?

Two key dimensions of governance:

- Directive capacity: are the right systems in place?
- Directive effectiveness: are the systems working?



Conclusions

- Clear governance arrangements
- Government works with industry and community
- Future orientation
- Joined up planning
- Context matters
- Performance targets
- Tourism is not the only issue

We intend to use tourism to make Myanmar a better place to live in to provide more employment and greater business opportunities for all our people, to contribute to the conservation of our natural and cultural heritage and to share with us rich cultural diversity. We warmly welcome those who appreciate and enjoy our heritage, our way of life and who travel with respect. Mission and Guiding Principles Tourism is a national priority sector 5. Compete on product richness quality 6. Health, safety & security of visitors Broad-based socio-economic development 7. Strengthen institutional capacity Maintain cultural diversity & authenticity 8. Trained & rewarded workforce 4. Conserve & enhance protected areas 9. Minimize unethical practices & environment **Strategic Programmes** institutional quality products



Cases

- Inter-Ministerial coordination and policy coherence in Malaysia
- Locally-initiated sustainable tourism governance: the Bohol experience,
 Philippines
- Stakeholder participation in managing
 Hoi An city, Viet Nam



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