

Chapter 1

Introductory concepts to Tourism Development Policy and Planning

Brainstorming

- ✧ *What's Policy?*
- ✧ *What sorts of policies do you know?*
- ✧ *Is policy really mean rule or procedure?*
- ✧ *What Impact does a policy have?*
- ✧ *What is a Policy cycle?*
- ✧ *What are common contents of a policy document?*
- ✧ *What is planning?*
- ✧ *Steps in Planning Function?*
- ✧ *Characteristics of Planning?*
- ✧ *Stakeholders in tourism policy formulation?*
- ✧ *Types of governmental policies?*



What's Policy?

Policy is...

- ✧ *A policy is a guiding principle used to set direction in an organization.*
- ✧ *a principle or rule to guide decisions and achieve rational outcome(s).*
- ✧ *A **Policy** can be considered as a "Statement of Intent" or a "Commitment".*
- ✧ *It can be a course of action/strategy to guide and influence decisions (assist both*



*What sorts
of policies
do you know?*

There are really two types of policies.

The first are rules frequently used as employee policies.

The second are mini-mission statements frequently associated with procedures.



✧ *Is policy really mean rule
(law) or procedure (protocol)?*

⌘ *Policy differs from rules or law.*

⌘ *While law can compel or prohibit behaviors...*

⌘ *policy merely guides actions*

⌘ *Policies are generally adopted by the Board of or senior governance body*

⌘ *whereas procedures or protocols would be developed and adopted by senior executive officers.*



*What is
Policy
cycle...?*

✧ *The **policy cycle** is a tool used for the analyzing of the development of a policy item—stage approach.*

- 1. Issue identification*
- 2. Issue analysis*
- 3. Policy instrument development*
- 4. Consultation (Premative other processes)*
- 5. Coordination*
- 6. Decision*
- 7. Implementation*
- 8. Evaluation*