

# Relevant Issues of the Public Policy in the Tourism Sphere

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# 1. The strategic role of tourism

## Some arguments in favor of the strategic role of tourism

- Unfavorable situation on world commodity markets
- Tourism - a promising , non-row sector of economy
- Tourism as a tool of sustainable socio-economic development and social stability in the Russian Federation

### *It's capability*

- *to create employment*
- *to develop self-employment of the population*
- *to develop small and medium businesses (SME)*
- *to attract investments*
- *contribute to budgets growth*

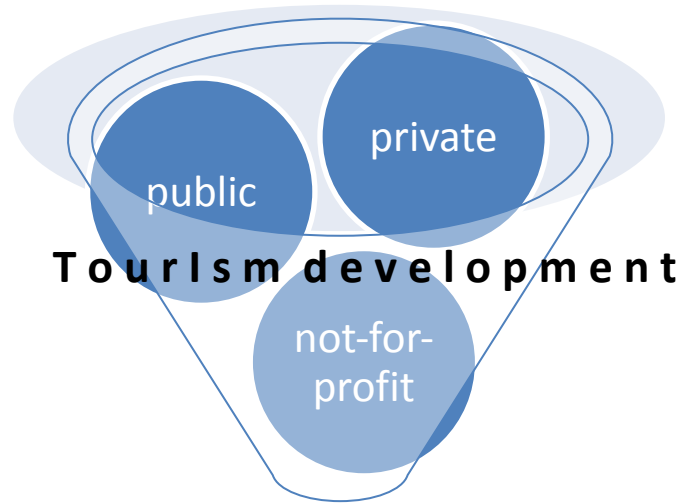


An increase of the real country GDP and reduce dependence of Russian economy from the world energy prices.

## 2. Tourism as a complex field

*a personal experience and a complicated international phenomenon*

- the practice of travelling
- the business to provide associated products, services and facilities
- Not a single industry. But an amalgam of industry sectors
- incorporates social, cultural and environmental concerns
- the most wide-ranging industry in the sense that it demands products from other sectors of the economy
- tourism represents one of the most perishable of products.



↓

Economic benefits and future  
sustainability



parameters and guidelines to help define and plan the future direction of tourism policy, ultimately providing quality tourism products and services

### **3. Relevance in the field of tourism policy**

Tourism policy assembles the planning function and political goals for tourism into a set of guidelines to give us direction as we move ahead.

## 4. Tourism policy defined

- ‘A definite course or method of action selected from among alternatives and in light of given conditions to guide and determine present and future decisions’
- Tourism policy as a set of regulations, rules, guidelines, directives, and development/promotion objectives and strategies that provide a framework within which the collective and individual decisions directly affecting long-term tourism development and the daily activities within a destination are taken’. (*Tourism: Principles, Practices, Philosophies (Goeldner & Ritchie, 2006)*)
- ‘A tourism policy defines the direction or course of action that a particular country, region, locality or an individual destination plans to take when developing or promoting tourism (*Travel and Tourism: An Industry Primer. Biederman (2007)*)

## 4. Tourism policy defined

tourism policy is 'a progressive course of actions, guidelines, directives, principles, and procedures set in an ethical framework that is issues-focused and best represents the intent of a community (or nation) to effectively meet its planning, development, product, service, marketing, and sustainability goals and objectives for the future growth of tourism'.

**Thus:**

tourism policy must be innovative in essence

The government activities in the tourism entrepreneurial and innovation system

Fig.1



## 5. The evolution of the roles and responsibilities of government in tourism sphere

- 1960s-1970s. - Hegemony of government Spatial models for tourism planning and policy
- **1980s - 1990s.** - The time of a neo-liberal ideology and policy paradigm
- **From late-1990s** - New Regionalism policy framework
- **Nowadays** - effective tourism innovation policies
- attention to the social science aspects of tourism
- policy should serve not only the government, but also the public's interest in tourism
- Public-private partnership

But for regional development and sustainable community objectives:

- to reconcile issues of democracy and economic rationality in the planning process
- overcome discrepant policy goals in the area of regional development
- foster collaboration and cooperation between potential tourism rivals; and facilitate the alignment of multiple tourism 'visions' toward a common goal

Table 1. Bipolar View of Tourism Planning Approaches

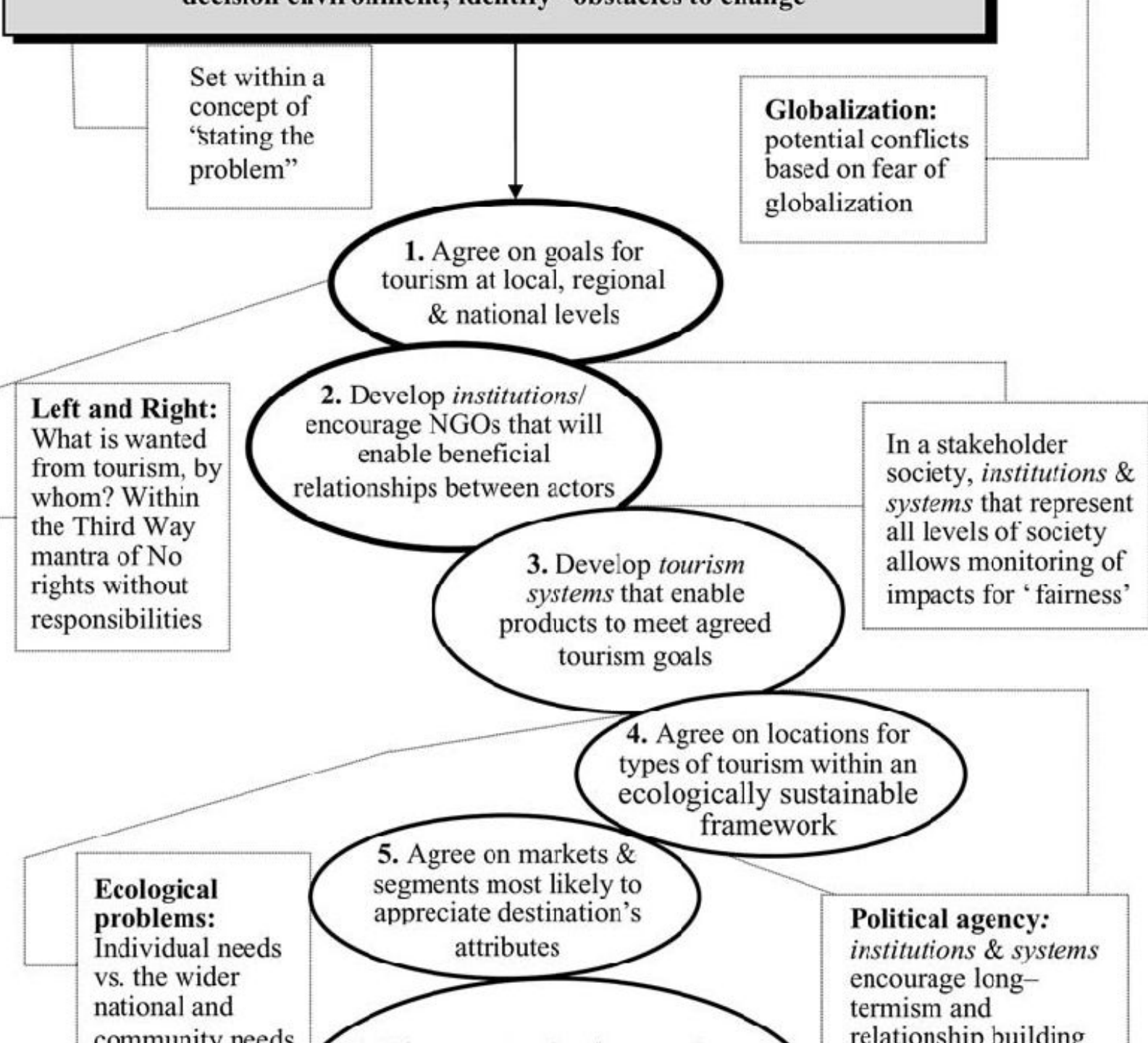
Aiming for an independent, differentiated Aimng to maximize market spread through destination with minimal dependency on the familiarity of the product.

Undifferentiated,core. Focus on sustainable human development homogenized product dependent on core with a goals as defined by local people and local focus on tourism goals set by outside planners knowledge. The key question driving and the international tourism industry development is “What can tourism give us without harming us?”

Holistic

The Leftist “Development First”	The Rightist “Tourism First”
Sustainable human development	Economic enlargement
Tourism-as-system	Tourism-as-industry
Tourism-as-culture	Tourism-as-consumerism
Modern world systems	Globalization

set up implementation & tourism monitoring systems



## 6. Current goals and objectives of the state policy in the tourism sphere

### Global tourism policy issues

- Safety and security in tourism
- The impact assessment of the world's economy on tourism
- Sustainable tourism managing
- Strategic planning
- Utilizing *E-commerce* tools in tourism
- Tourism education and training

## **6. Current goals and objectives of the state policy in the tourism sphere**

### State policy issues for tourism in Russia

- Improving the quality of services, including collective accommodation facilities and current challenges of hospitality
- Regional strategies of tourism development and the creation of interregional tourist products
- Modernization and expansion of tourism, and infrastructure supporting
- Increasing investment attractiveness of the tourism industry
- Creating a competitive national tourist product and its comprehensive promotion in Russia and abroad