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Communication for tourism policies and strategies

Dr. Don Hawkins
Eisenhower Professor of Tourism Policy
School of Business
George Washington University

E-Conference on the Role of Development Communication in Sustainable Tourism

- Forum / May 29 to June 9, 2006
 - Organized by:
 - The World Bank Development Communication Division – SDO;
 - USAID Development Communication & Sustainable Tourism Unit;
 - United Nations World Tourism Organization (UNWTO);
 - Consisted of five concurrent sessions
 - www.devcomm-congress.org
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Communication in Sustainable Tourism

Policies and Strategies

- The E-conference aimed at finding answers and examples for questions like:
 - How can one make the best use of conventional communication and consultation techniques (like forums, meetings, workshops)?
 - How can one harness modern technology for effective participatory processes in tourism policies and plans?
 - How can conventional and modern techniques be best combined for innovative and effective communication?
 - How can the media support tourism policy and planning processes for public information?
 - What are the most effective ways of communication to inform stakeholders and the general public?
 - Acknowledgments: Moderators: Gabor Vereczi, UNWTO & Gianmarco Scuppa/Iain Christie, World Bank Group; PP Presentation--Crista Foncea Ferrate-GWU
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Finding #1: **Involve Key Stakeholders**



- Governments have a key role to coordinate policy-making and implementation processes involving key stakeholders
- The development of policies and strategies must be a process where all stakeholders have the opportunity to express their points of view and interests

Stakeholders

Multi-level involvement is needed

| Local/National | International |
|---|--------------------------------------|
| Public authorities | International/Regional Organizations |
| Media organizations | Donors |
| Tourism businesses and their associations | |
| NGOs and civil society groups | |
| Academic and research institutions | |

Finding # 2: Communicate

- **Good communication** is essential for policy-making
- The key to the successful policies: on going **consultations**
- Governments should be responsible of **creating and maintaining websites**
- Websites also can be used for disseminating information on tourism policies and plans to key stakeholders



Ways to Communicate

1. A need to communicate from the central to the regional and local levels (top down & bottom up) was emphasized (Bulgaria)
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Multi-level Communication: **Bulgaria**

- **Among the stakeholder** groups through the development of the National Ecotourism Strategy
- A mix of conventional and modern techniques was used
- Extensive media coverage
- Two national forums



Ways to Communicate

1. A need to communicate from the central to the regional and local levels was also emphasized (Bulgaria)
 2. Development and institutional processes can benefit from **public events** (Tanzania)
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Public Events: **Tanzania**



- National level tourism policy benefited with the **support of political leaders**; President Mkapa made the opening speech and he also met with individual investors
- Three interviews for the conference with BBC
- Local newspapers covered the event
- The event had **direct results** with investment **deals** signed or **in progress**
- Important to provide **follow up** to any successful public event

Findings: **Ways to Communicate**

1. A need to communicate from the central to the regional and local levels was also emphasized (Bulgaria)
 2. Development and institutional processes can benefit from **public events** (Tanzania)
 3. **Smaller organizations and individual initiatives** can be used to disseminate information (Zambia)
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Smaller Initiatives: **Zambia**



- A newsletter was started as an initiative by a committed individual
 - Evolved as a gradual process to become an important media for tourism development information
 - Gained support of public and private sector organizations
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Ways to Communicate

1. A need to communicate from the central to the regional and local levels was also emphasized (Bulgaria)
 2. Development and institutional processes can benefit from **public events** (Tanzania)
 3. **Smaller organizations and individual initiatives** can also disseminate information (Zambia)
 4. Use of the **Internet** to improve communication, coordinate initiatives, reduce overlaps and create synergies (Australia, Europe, Donor, USAID Aid Examples)
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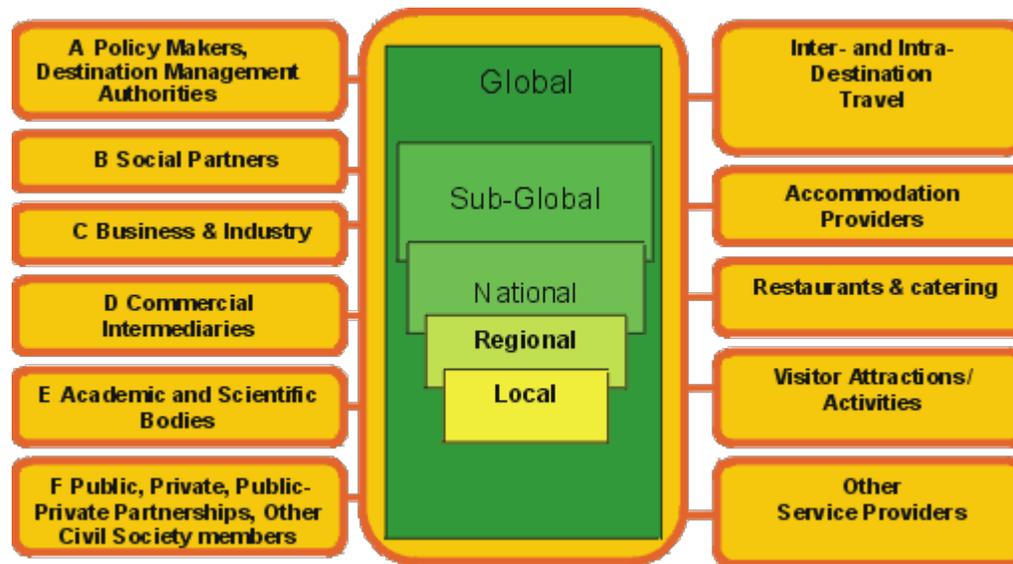
The use of the Internet: **Australia**

- On-line consultation
- Stakeholders provided comments and position papers for the medium to long term strategy for the Tourism Industry in 2003
- The list of organizations that participated was also made public in the website



The use of Internet: **Europe**

- DestiNet (<http://destinet.ewindows.eu.org>)
 - ❑ Sustainable Tourism Information Portal
 - ❑ Information resource and communications platform
 - ❑ Aims to cover 27 countries in a structured manner over the next three years



The use of Internet: **Donor Aid**

FUNDING INFORMATION

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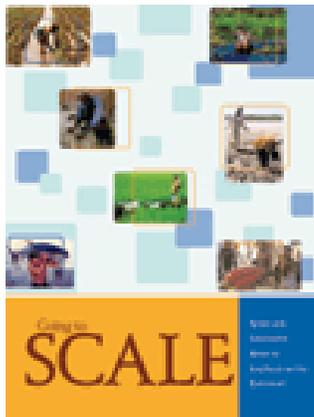
COLLABORATORS

[Conservation International](#)
[Counterpart International](#)
[George Washington University](#)
[Honduras Institute of Tourism](#)
[National Geographic Society](#)
[University of Hawaii-Manoa](#)
[UNESCO](#)
[USAID](#)



<http://www.dantei.org/index.html>

The use of Internet: **USAID**



<http://www.greencom.org/index.asp>

Finding # 3: **Advocacy**



- Tourism development policies are too often dictated by the necessity to satisfy immediate needs
- Politicians want to get results during their mandate
- **Civil society** and mass media organizations can **advocate for tourism policies and strategies that are beneficial**

Advocacy

- Need to integrate sustainable tourism policy issues in school curricula
 - Awareness raising activities on policy issues needs to be targeted to key audiences through the media
 - Communication tools for awareness raising are:
 - seminars & workshops,
 - internships/mentor relationships with leaders
 - Web forums to learn from other experiences
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Advocacy Case:

Durmitor National Park. Montenegro

- Durmitor is a UNESCO World Heritage Site and Biosphere Reserve
- Team of 15 students from GWU and 8 Montenegrin students; 2-week consulting practicum in Montenegro (June, 2006)
- Conflict on ski lift facilities
- Durmitor region has tremendous potential to emerge as a leading nature-based tourism destination if sustainable development policies are adopted



Some References Cited

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Useful Links

<http://www.Worldhotel-link.co>

<http://www.ecoclub.com>

<http://www.cenort.org.yu>

<http://travel.guardian.co.uk>

<http://www.planeta.com/>

<http://tinyurl.com/pwoaj>

Your Participation is Welcome

Statements, Questions, Discussion