

Urban Tourism Governance

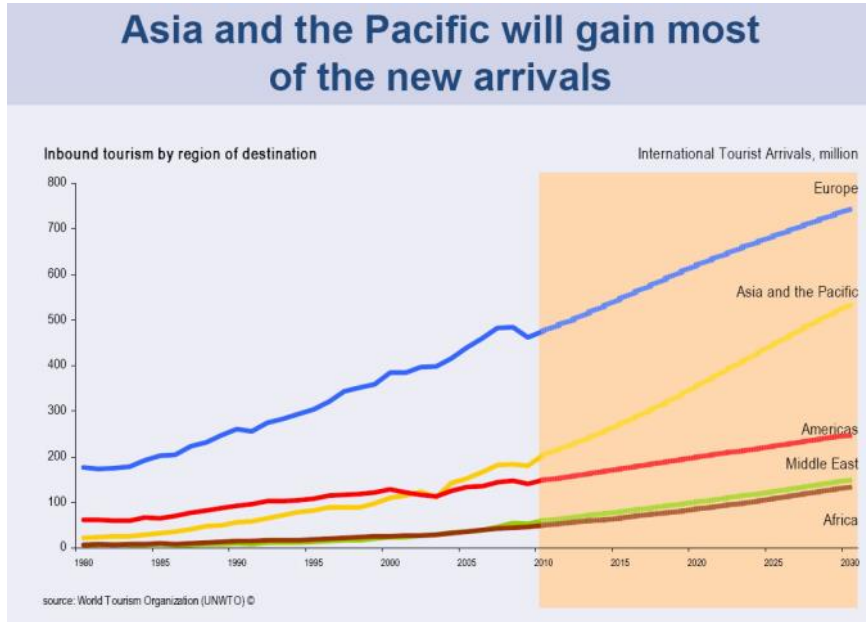
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“Sustainable and Competitive Tourism on the New Urban Agenda”
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Griffith Institute for Tourism



**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



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



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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