

## UNWTO ALGARVE FORUM

### ***TOURISM AND SCIENCE: BRIDGING THEORY AND PRACTICE***

#### **Governance for Sustainable Tourism Development**

Governance is a system and process to define strategies and implement them to achieve competitiveness and sustainable development of the tourism destination.

A good governance system should involve public and private sectors but also the civil society, who need to work together within a set of values and principles: openness, participation, consultation, dialogue, innovation, coordination, strong leadership, effectiveness, strong leadership, coherence, effectiveness, accountability, etc.

It requires setting up an entity or institution taking the lead and with decision-making capacity, which needs to be established at national, regional and local levels.

Governance implies knowledge sharing, confidence between the stakeholders and looks for continuous empowerment of the local stakeholders, as well as their involvement and compromise, sharing responsibilities and including co-funding.

Apart from traditional approaches and instruments like public-private partnership agreement, we should consider new ways to ensure innovation, for instance by means of Governance by network, which will foster cooperation through a large range of stakeholders, in order to transform collective intelligence into decisions and actions.

This approach implies involving much more the civil society and looking for new ways to make all the stakeholders contribute through social network and new research and communication technologies.

Governance is the cornerstone for the success of tourism destinations and to achieve sustainable development; and should be created as a resilient and solid system, although able to be flexible and evolve throughout time and reinvent itself if needed.