

Qualifi Level 7 Diploma

Tourism Policy in an International Context and Development

Level 7: Diploma in Hospitality & Tourism Management
UeCampus Study Guide



Academic Module



Study Guide



Online Learning

Unit Overview: Four Chapters

Ch 1

Public Policy for Tourism

Historical evolution,
policy approaches,
multi-scalar governance
(global/national/local)

Ch 2

Development Theories

Modernisation, dependency,
neoliberal, sustainable,
post-colonial, capability
approach

Ch 3

Tourism & Development

Destination impacts,
sustainable development,
SDGs, regenerative
paradigms

Ch 4

Project Planning for Development

Development issues,
7-stage methodology,
project typologies,
common pitfalls

From public policy concepts through development theories to impact evaluation and project planning for development-oriented tourism

Historical Evolution of Tourism Policy

Pre-War 1900–1939

First national tourism offices (France 1910). Tourism as diplomatic soft power and economic revenue. State-led promotion.

Post-War 1945–1970s

Mass tourism expansion. Aviation liberalisation, package holidays. Policy = maximise arrivals and foreign exchange.

Neoliberal 1980s–1990s

Privatisation, deregulation, market-led growth. State retreats from direct provision. Rise of destination marketing organisations.

Sustainability 2000s–2019

Environmental and social concerns enter policy. Sustainable tourism frameworks, eco-certification, community-based tourism.

Post-Pandemic 2020–Present

COVID reset: quality over quantity. Managed tourism, resident wellbeing, climate accountability, platform regulation.

Policy trajectory: from promotional instrument → market enabler → sustainability framework → managed, equitable development tool

Multi-Scalar Tourism Governance

Global

UN Tourism (UNWTO), ICAO, UNESCO, WTTC, IATA

Sets norms, standards, frameworks. Soft power: guidance rather than enforcement.
Tourism Code of Ethics; SDG alignment.

National

Tourism ministries, NTOs, regulatory agencies

Legal, regulatory, fiscal, and institutional frameworks. Visa policy, aviation agreements, investment incentives, taxation.

Local

DMOs, local government, community bodies

Translates national policy into operational reality. Visitor management, planning permission, infrastructure, community engagement.

Key tension: global standards set without enforcement power; national priorities may conflict with local needs; local capacity often inadequate for governance demands

Development Theories Applied to Tourism

Modernisation

Linear stages of growth (Rostow). Tourism as catalyst for economic modernisation. Criticised: ignores structural inequality; assumes Western model.

Dependency

Core-periphery exploitation (Frank, Wallerstein). Tourism reproduces colonial power: economic leakage, foreign ownership, cultural commodification.

Neoliberal

Market liberalisation, privatisation, FDI. Washington Consensus. Tourism growth through deregulation. Criticised: benefits accrue to capital, not communities.

Sustainable Development

Brundtland: meet present needs without compromising future. Three pillars: economic, environmental, socio-cultural. Risk of greenwashing.

Post-Colonial

Challenges development itself. Questions whose knowledge, interests, and values define "development." Tourism as neo-colonial extraction or community self-determination?

Capability Approach

Sen & Nussbaum: development = expanding human freedoms. Tourism assessed by whether it expands real choices people have to live valued lives.

Developing Countries in the Global Tourism System

Structural Disadvantages

- Economic leakage: 40–80% of revenue flows to foreign-owned corporations
- OTA/platform dependence: commission structures favour intermediaries
- Demand fragility: reliance on source markets vulnerable to crisis
- Labour exploitation: low wages, seasonal precarity, limited progression
- Infrastructure deficit: airports, roads, utilities require external financing

Pathways for Repositioning

- Community-based tourism: local ownership, cultural self-determination
- Domestic tourism development: reducing dependence on international demand
- Value chain deepening: local sourcing, processing, skills development
- Digital direct marketing: bypassing OTA intermediaries
- Regional cooperation: shared marketing, visa facilitation, transport links

Tourism can contribute to development, but whether it does depends on conditions frequently absent and policy choices frequently not made

Tourism Impacts on Destinations: A Critical Framework

Economic

- + Foreign exchange, employment, entrepreneurship, multiplier effects, infrastructure investment
- Leakage (40–80%), inflation, land price escalation, seasonal precarity, dependency

Socio-Cultural

- + Heritage preservation, cultural exchange, community pride, education, gender empowerment
- Commodification, displacement, demonstration effect, loss of authenticity, social disruption

Environmental

- + Conservation funding, protected area management, eco-awareness, habitat restoration incentives
- Carbon emissions (8% global GHG), water consumption, waste, biodiversity loss, overtourism

Political

- + Peace building, international cooperation, governance investment, community participation
- Power concentration, elite capture, authoritarian instrumentalisation, democratic deficit

Critical evaluation requires: distribution analysis (who benefits/bears costs), temporality (short vs long-term), scale sensitivity, power dynamics, and counterfactual thinking

Tourism & the Sustainable Development Goals

Tourism explicitly referenced in SDGs 8, 12, and 14 — but contributes across the full agenda

SDGs 1 & 8	Poverty Reduction & Economic Growth	Foreign exchange, jobs, entrepreneurship, supply chain linkages. But: leakage, precarity, elite capture.
SDG 5	Gender Equality	Women = majority of tourism workforce; accessible entrepreneurship entry. But: horizontal segregation, low pay, harassment.
SDGs 13,14,15	Environment & Climate	Conservation funding, protected areas, eco-awareness. But: 8% global GHG, reef damage, water stress, biodiversity loss.
SDGs 4,11,16	Heritage, Education, Peace	Heritage preservation, cultural exchange, peacebuilding. But: commodification, representation politics, elite tourism.
SDGs 9 & 17	Infrastructure & Partnerships	Transport, digital, water infrastructure investment; global partnerships. But: infrastructure designed for tourists, not residents.

Tourism's SDG contribution depends on: governance quality, leakage control, local ownership, environmental regulation, and labour standards

Beyond Sustainable Tourism: Regenerative & Transformative Paradigms

Sustainable Tourism

Minimise harm across economic, environmental, and socio-cultural pillars. Brundtland framework. Risk: greenwashing, weak sustainability, growth assumption unchallenged.



Regenerative Tourism

Move beyond minimising harm to actively improving: restore ecosystems, revitalise communities, rebuild cultural heritage. Tourism as a net positive force.



Transformative Tourism

Tourism as a vehicle for systemic change: challenging power structures, redistributing value, reimagining the purpose of travel itself.

Critical Perspectives

- Weak sustainability critique: label without substance
- Growth paradox: can a growth industry be sustainable?
- Justice deficit: sustainability without equity is incomplete
- Measurement problem: what counts as “sustainable”?

Contemporary Development Issues in International Tourism

Climate & Carbon Contradiction

Tourism = 8% global GHG.
Depends on environment it degrades.
Aviation decarbonisation lagging.

Geopolitical Fragility

Demand collapses overnight.
Conflict, sanctions, instability.
Diversification imperative.

Pandemic Preparedness

COVID: -73% arrivals, \$2.4T loss.
Exposed structural vulnerabilities.
Health security as policy priority.

Global Inequality

Passport privilege, visa asymmetry.
40-80% economic leakage.
Benefits accrue to Global North.

Platform Economy

OTA dominance, algorithmic power.
Value extraction from destinations.
Digital divide excludes small operators.

Overtourism vs Undertourism

Venice, Barcelona overwhelmed.
Rural areas, developing destinations
struggle for visibility and investment.

Labour Rights & Migration

Low wages, precarity, long hours.
Migrant workforce exploitation.
Post-pandemic workforce shortages.

Post-Colonial Heritage

Representation politics.
Whose narrative? Whose benefit?
Indigenous self-determination.

7-Stage Planning for Development-Oriented Tourism Projects



Distinguishing principles: community ownership, development outcomes beyond profit, participatory design, equity focus, adaptive management, long-term sustainability, exit strategy

Common pitfalls: supply-led planning (build it and they will come), community bypass, dependency creation, environmental blind spots, governance neglect, and short-termism

Key Takeaways

- Tourism policy has evolved from promotional instrument to managed development tool — the post-pandemic reset prioritises quality, equity, and sustainability over volume
- Multi-scalar governance (global/national/local) creates both opportunities and tensions — coordination is the central governance challenge
- Six development theories illuminate different dimensions: no single theory is sufficient; the most useful analysis draws from multiple perspectives
- Developing countries face structural disadvantages (leakage, platform dependence, demand fragility) but possess agency through community ownership and value chain strategies
- Tourism impacts are distributed unequally — critical evaluation requires distribution, temporality, scale, power, and counterfactual analysis
- The sustainability paradigm is evolving: sustainable → regenerative → transformative, each more ambitious in its vision of tourism's role
- Tourism contributes to SDGs 1, 4, 5, 8, 9, 11, 12, 13, 14, 15, 16, 17 — but contribution depends on governance, equity, and environmental accountability
- Development-oriented project planning requires a 7-stage methodology with community ownership, participatory design, and adaptive management at its core