

TOURISM POLICY FORUM
GEORGE WASHINGTON UNIVERSITY, WASHINGTON D.C.
18-20 OCTOBER 2004

TOURISM FOR DEVELOPMENT.
THE WTO FRAMEWORK

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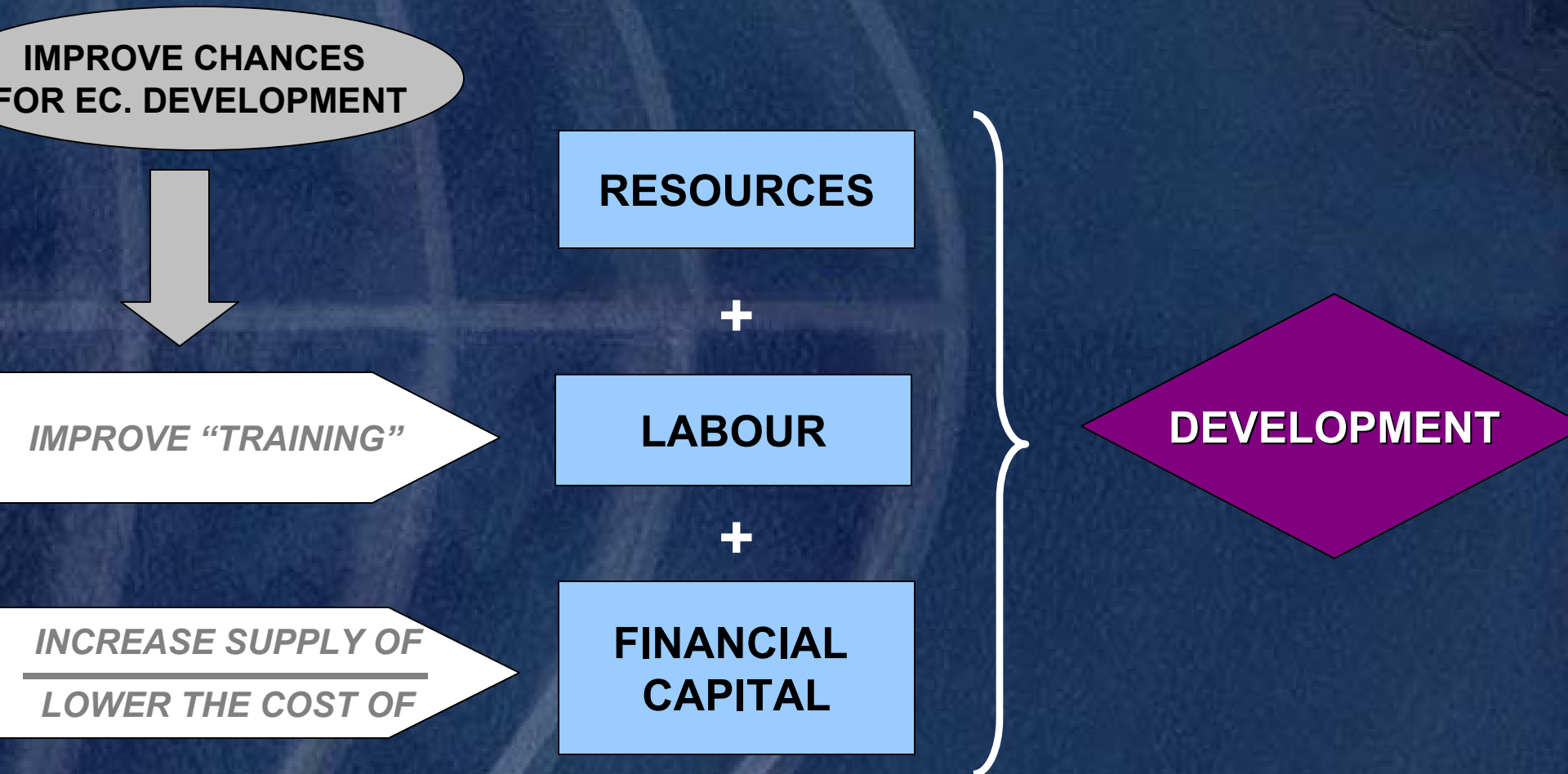


Development issues look on occasion like trying to pick up mercury with a fork...

...perhaps we should try a spoon.

TOURISM FOR DEVELOPMENT: WTO

Traditional approach to economic development



TOURISM FOR DEVELOPMENT: WTO

Traditional approach to tourism policy

**T. "CULTURAL"
RESOURCES**

and / or

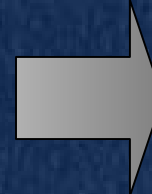
**T. "NATURAL"
RESOURCES**

+

**"CHEAP"
LABOUR**

+

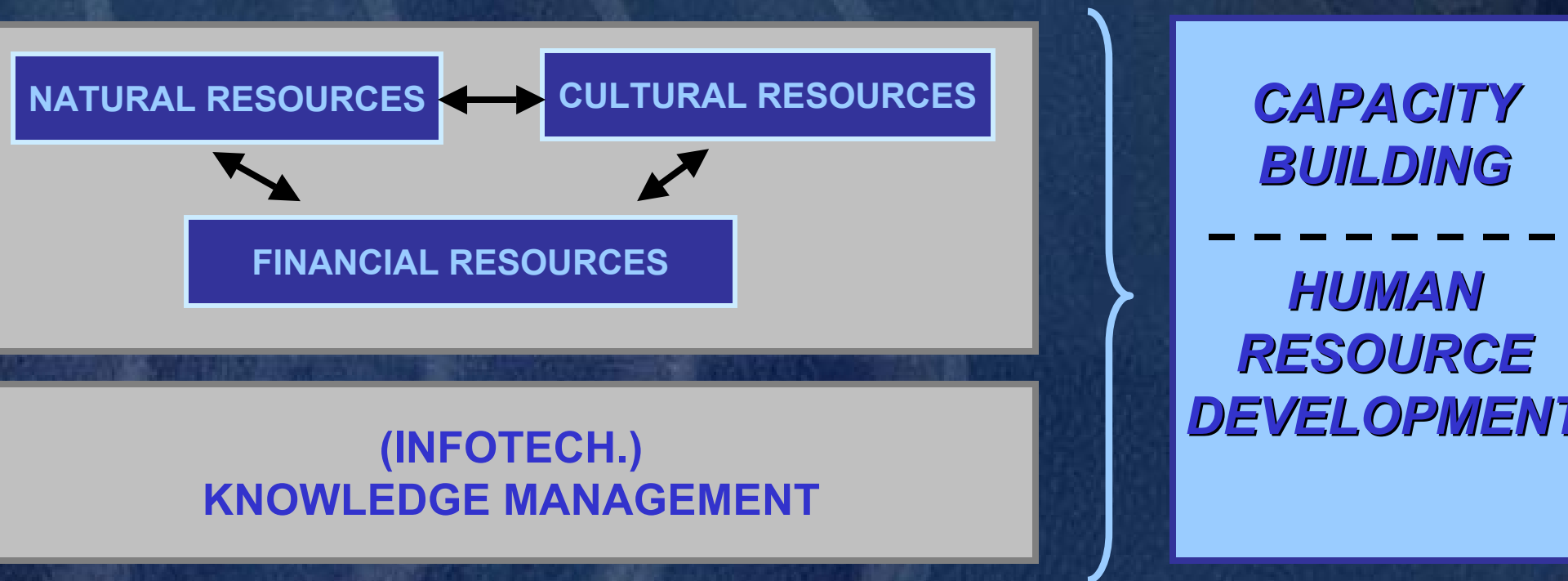
**FINANCIAL
RESOURCES**



**TOURISM
PRODUCTS
for
DISTRIBUTION
in
MARKETS**

TOURISM FOR DEVELOPMENT: WTO

Strategic role of knowledge in the New Age of Tourism



**STRATEGIC POSITIONING AND COMPETITIVENESS
IN GLOBAL TOURISM MARKETS**

TOURISM FOR DEVELOPMENT: WTO

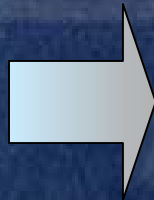
Tourism proven capacity as an instrument for development

- ✓ **Generates financial resources (improves national balance of payments).**
- ✓ **Activates use of idle national resources.**
- ✓ **Can be used to upset national internal imbalances (less developed internal regions, pockets of unemployment, lack of basic infrastructures, etc.).**
- ✓ **Helps sustain natural and cultural environments.**
- ✓ **Incentivates improvements in education, training and entrepreneurship.**

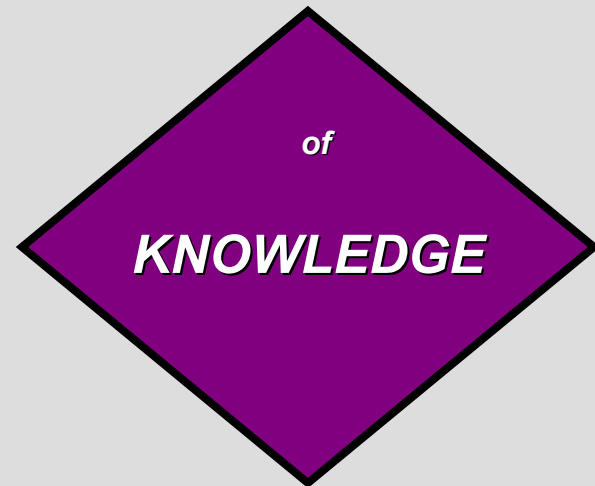
TOURISM FOR DEVELOPMENT: WTO

Evolution in value creation (also in tourism)

**PRODUCTION
AND
DISTRIBUTION
OF GOODS AND
SERVICES**



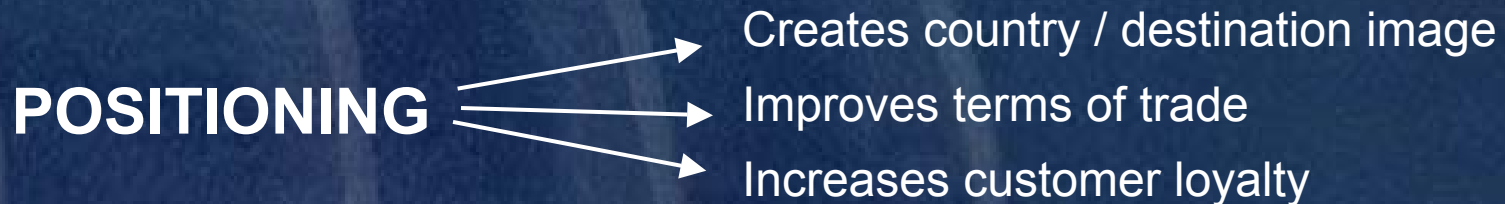
**CREATION
DISSEMINATION
APPLICATION**



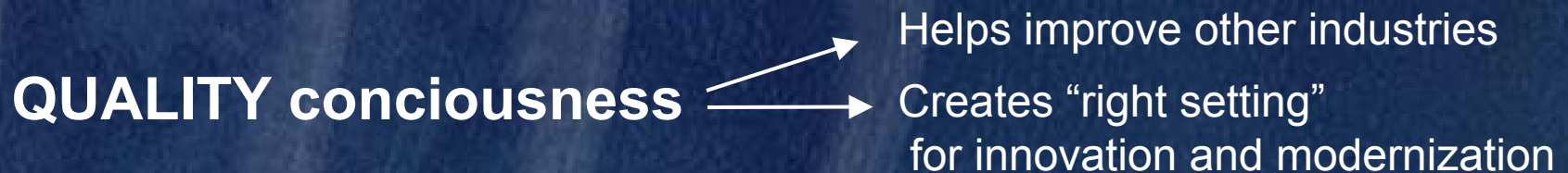
TOURISM FOR DEVELOPMENT: WTO

Beyond multiplier effects (and leakages) of tourism

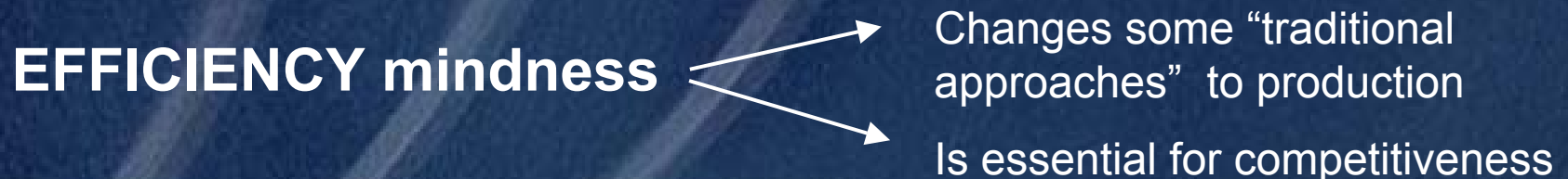
✓ Tourism helps **POSITIONING** a country / region / community



✓ Tourism helps **QUALITY** (direct contact with customers)



✓ Tourism helps **EFFICIENCY** (global competition)



TOURISM FOR DEVELOPMENT: WTO

*Washington Agreement for Development (1990)
& Barcelona Development Agenda (sept 2004)*

- ✓ LEGAL FRAMEWORK
- ✓ PROPERTY RIGHTS (*but* both private and “collective”)
- ✓ MARKET ECONOMY (*but* with due equilibrium between market and state)



MOST SUCCESSFUL FRAMEWORK STRATEGIES FOR DEVELOPMENT

TOURISM FOR DEVELOPMENT: WTO

Contemporary emphasis in framework conditions for development

- ✓ **Increased State action**
- ✓ **More explicit use of fiscal policy**
- ✓ **Greater participation of LDCs
in int'l financial policy rule-setting**
- ✓ **Lowering of trade barriers by developed countries**
- ✓ **Improved rules for int' migrations**
- ✓ **Sustainability**

TOURISM FOR DEVELOPMENT: WTO

*Contemporary emphasis in framework conditions for development. Missing
(except in UN MDG)*

- ✓ Education and knowledge management: “IGNORANCE”
- ✓ Sex equality: “DISCRIMINATION”
- ✓ Population growth: “OVERPOPULATION”



***STRUCTURAL PROBLEMS LIMITING THE USEFULNESS
OF CONVENTIONAL ECONOMIC POLICY INSTRUMENTS***



CANNOT BE TACKLED WITH CONVENTIONAL INSTRUMENTS

TOURISM FOR DEVELOPMENT: WTO

WTO: An action plan (I)

→ **WTO TO COORDINATE ACTORS of *T for D.***

- ✓ **National governments / other levels of govmt.**
- ✓ **Civil society in tourism**
 - **Businesses**
 - **Labour**
 - **NGOs**
 - **Citizen groups ...**
 - **Knowledge institutions (research centres, universities, training inst., standards org., etc.) to play an important role.**

TOURISM FOR DEVELOPMENT: WTO

WTO: An action plan (II)

WTO TO FACILITATE KNOWLEDGE MANAGEMENT IN T for

RESEARCH: Stimulating, networking, helping finance, ...

DISSEMINATION: Databases & info (e.g.DANTEI)

Education and training

Support systems

APPLICATION: Standards (processes and procedures)

Support systems

Crises Management

TedQual Volunteers - Universities and K institutions

- Public officials

- Tourism leaders

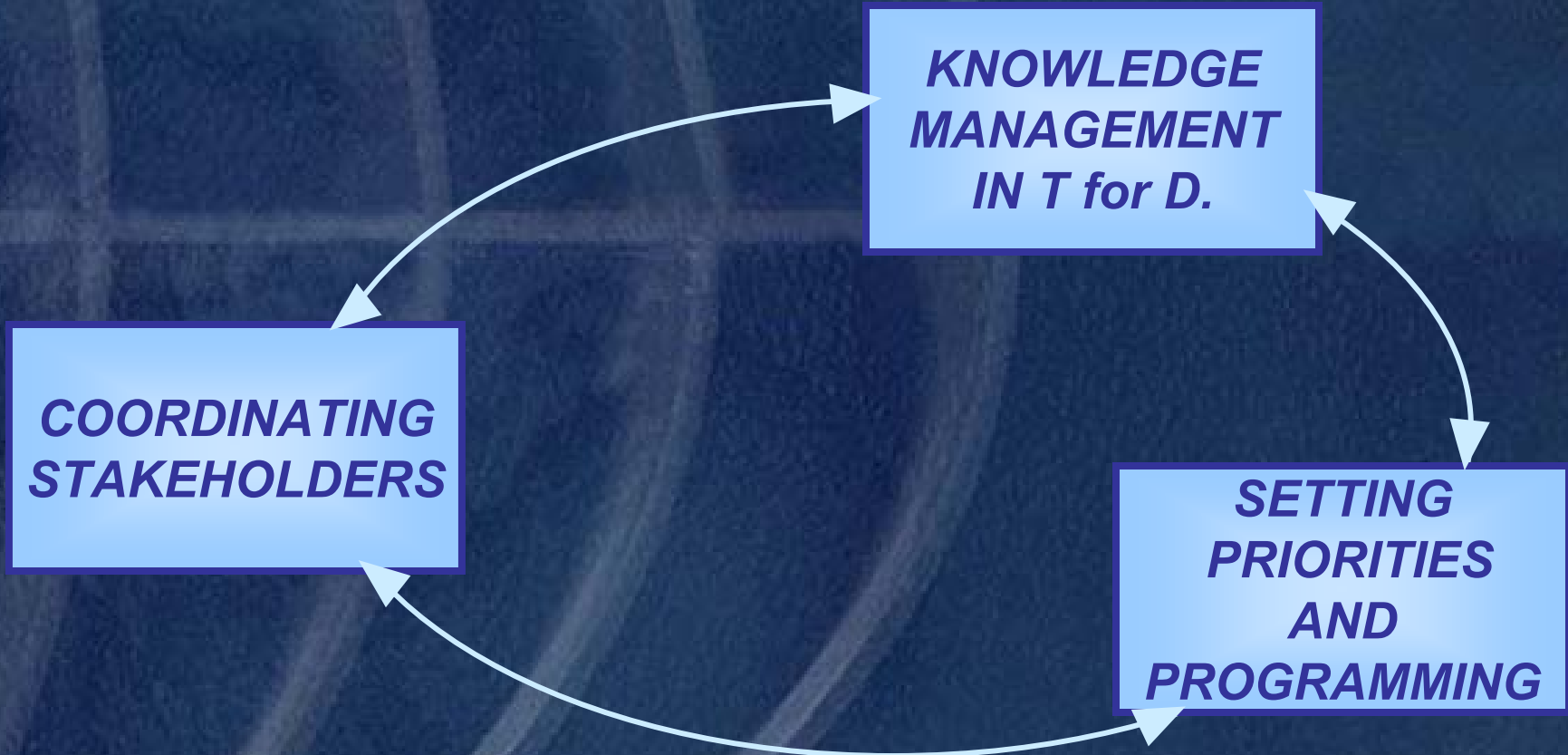
TOURISM FOR DEVELOPMENT: WTO


WTO: An action plan (III)

- ➔ **WTO TO SET A STRATEGIC PLAN IN *T for D.*:**
 - ✓ **PRIORITIZING, FOCUSING, POSITIONING**
 - ✓ **SATISFYING EXPECTATIONS OF STAKEHOLDERS**
 - ✓ **OPTIMIZING THE USE OF RESOURCES**

TOURISM FOR DEVELOPMENT: WTO

WTO: An action plan (IV). Summary





***The history of mankind is a race
between knowledge and
catastrophe ...***

***... let's try knowledge management
in Tourism for Development.***

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