Effective Tourism Policy Formulation and Compliance Training Course

27 - 31 Dec 2026

Amman

3800 € (Per Person)

Ref: #TOU4542_239421

Course Introduction / Overview:

This comprehensive course provides a deep dive into the critical processes of creating and implementing effective tourism policies and ensuring robust regulatory compliance. In an increasingly complex global travel landscape, a well-defined policy is the bedrock of a sustainable and competitive tourism destination. This program is designed to equip participants with the essential knowledge and practical skills to navigate the entire policy lifecycle, from initial analysis and stakeholder engagement to drafting, implementation, and evaluation. We will explore how to balance economic objectives with socio-cultural and environmental responsibilities, drawing on international best practices and cutting-edge research. The course delves into the influential work of academics like J. R. Brent Ritchie, particularly his insights on destination competitiveness as detailed in "The Competitive Destination: A Sustainable Tourism Perspective". Participants will learn to craft policies that are not only legally sound but also resilient, adaptive, and capable of fostering long-term growth. At BIG BEN Training Center, we are committed to empowering the next generation of tourism leaders to build frameworks that ensure their destinations thrive responsibly for years to come. This training is an indispensable tool for anyone involved in shaping the future of tourism.

Target Audience / This training course is suitable for:

- Tourism Ministry and Authority Officials.
- Destination Management Organization (DMO) Executives.
- Policy Advisors and Government Relations Managers.
- Legal and Compliance Officers in the tourism sector.
- Hotel and Resort General Managers.
- Tour Operator and Travel Agency Owners.
- Tourism Investment and Development Consultants.
- Urban and Regional Planners.
- Heads of Tourism and Hospitality Associations.

Target Sectors and Industries:

- Government and Public Administration (National, Regional, and Local).
- Hospitality and Accommodation Sector.
- Travel, Tourism, and Tour Operations.
- Aviation and Transportation.
- Leisure and Recreation.
- Real Estate and Infrastructure Development.
- Non-Governmental Organizations focused on tourism and conservation.
- Management and Strategy Consulting.

Target Organizations Departments:

- Policy and Strategic Planning.
- Legal Affairs and Regulatory Compliance.
- Government and Public Relations.
- Destination Management and Marketing.
- Operations and Quality Assurance.
- Corporate Social Responsibility (CSR) and Sustainability.
- Risk Management and Crisis Response.
- Business Development and Investment.

Course Offerings:

By the end of this course, the participants will have able to:

- Analyze the complete tourism policy cycle from conception to evaluation.
- Develop robust frameworks for effective tourism governance and stakeholder engagement.
- Draft clear, enforceable, and effective tourism policies and regulations.
- Navigate the complexities of national and international tourism laws and standards.
- Design and implement practical compliance monitoring and enforcement strategies.
- Integrate principles of sustainable and responsible tourism into policy-making.
- Develop proactive crisis management and risk mitigation plans for destinations.
- Evaluate the socio-economic and environmental impacts of tourism policies.
- Foster successful public-private partnerships for tourism development.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, practical, and engaging, moving beyond theoretical lectures to foster real-world skills. We employ a blended learning approach that combines expert-led presentations with hands-on, collaborative activities. Participants will actively engage in analyzing real-world case studies from various global destinations, dissecting both successful policy implementations and cautionary tales. A significant portion of the course is dedicated to workshops and simulation exercises, where attendees will work in teams to draft policy memos, develop stakeholder communication plans, and navigate mock regulatory challenges. Group discussions and brainstorming sessions are integral, providing a platform for participants to share diverse experiences and perspectives. Role-playing scenarios, such as a public consultation meeting or a compliance negotiation, will build practical communication and negotiation skills. Continuous feedback from the instructor and peers is a core component, ensuring a supportive learning environment where participants can refine their understanding and capabilities throughout the five-day program. This immersive approach guarantees that attendees leave with not just knowledge, but the confidence to apply it directly in their professional roles.

Course Agenda (Course Units):

Unit One: Foundations of Tourism Policy and Governance

- Introduction to Tourism Policy and its Strategic Importance.
- The Global Tourism Landscape and Key Governing Bodies.
- Understanding the Tourism Policy Cycle.
- Key Actors and Stakeholders in Tourism Governance.
- The Role of Public, Private, and Non-Profit Sectors.
- Ethical Considerations and Principles in Tourism Policy.
- Distinguishing Between Policy, Strategy, and Regulation.

Unit Two: The Tourism Policy Formulation Process

- Conducting Situational Analysis and Needs Assessment.
- Setting Clear and Measurable Policy Objectives.
- Techniques for Effective Stakeholder Consultation and Engagement.
- Data Collection and Evidence-Based Policy Making.
- Drafting and Structuring a Tourism Policy Document.
- Integrating Sustainability Principles into Core Policy.
- Political and Economic Feasibility Analysis.

Unit Three: Navigating Tourism's Regulatory and Legal Landscape

- Overview of National and International Tourism Law.
- Regulations for Licensing and Operating Tourism Businesses.
- Health, Safety, and Security Standards in Tourism.
- Environmental Protection and Land Use Regulations.
- Consumer Protection and Traveler Rights.
- Legal Frameworks for Cultural and Heritage Site Management.
- Compliance with Labor Laws in the Hospitality Sector.

Unit Four: Effective Policy Implementation and Compliance Management

- Developing a Strategic Policy Implementation Plan.
- Mechanisms for Monitoring and Evaluation (M&E).
- Designing Effective Compliance and Enforcement Systems.
- Building Capacity for Policy Implementation.
- The Role of Public-Private Partnerships (PPPs) in Execution.
- Communication Strategies for Policy Rollout.
- Managing Budgets and Resources for Policy Initiatives.

Unit Five: Future-Proofing Tourism Policy for Modern Challenges

- Developing Policies for Sustainable and Responsible Tourism.
- Crisis Management and Resilience Planning in Tourism Policy.
- The Impact of Digital Transformation on Tourism Regulation.
- Crafting Policies for the Sharing Economy (e.g., Airbnb, Uber).
- Addressing Overtourism through Strategic Policy.
- Future Trends and Innovations in Tourism Governance.
- Final Project: Developing a Mini-Policy Framework for a Case Study Destination.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

How can tourism policy effectively balance the economic growth imperatives with the socio-cultural and environmental preservation needs of a destination in an era of over-tourism?

What unique qualities does this course offer compared to other courses?

This course distinguishes itself by moving beyond theoretical knowledge to a deeply practical and strategic application of tourism policy and compliance. While many programs focus solely on the legal text of regulations, our curriculum emphasizes the "how" and "why" behind effective policy-making. We provide a holistic view, integrating the entire policy lifecycle from initial data-driven analysis to long-term impact evaluation. A key differentiator is our significant focus on stakeholder engagement and negotiation, using realistic simulations to build the critical soft skills needed to achieve consensus and ensure buy-in from diverse groups. Furthermore, the course uniquely intertwines the often-siloed topics of sustainability, crisis management, and digital transformation directly into the core policy formulation process, preparing participants for the real-world complexities of modern destination management. Rather than just learning about compliance, attendees will design monitoring frameworks. Instead of just reading about sustainability, they will practice embedding it into policy objectives. This hands-on, integrated, and strategic approach ensures participants leave not as passive observers of policy, but as confident architects of resilient, responsible, and competitive tourism futures.