

Tourism Advisory Board

Description of the initiative/action/policy/governance structure and process:

Following the successful regular roundtable during the COVID-19 pandemic, a Tourism Advisory Board was established. The board is composed of the Ministry of Economic Affairs and Communications, Ministry of Culture, Tourism Board, professional tourism associations, destinations, and major gateways. Additionally, the roundtable format has been continued as an informal meeting style. Cooperation between the public and private sectors has advanced as a result, with more frequent and open communication.

Frequency of the meetings: The board meets twice each year.

Type

Governance Structures & Processes

Date of launch

October 2020

Impact

1. Fostered collaboration and communication among various stakeholders in the tourism industry
2. Allowed for the formation of public-private partnerships (PPPs), leveraging the strengths of both sectors, combining resources, expertise, and networks to address complex challenges
3. Fostered an environment for continuous improvement and adaptation to evolving market trends

Issuing organisation

Ministry of Economic Affairs & Communications and Ministry of Culture

Relevance

The private sector is a key stakeholder in tourism policy making, comprising businesses such as hotels, airlines, tour operators, travel agencies, restaurants, and attractions. Their investments, innovations, and operations drive the sector's economic growth and job creation. During crises, the tourism ecosystem engagement with the private sector is crucial for effective crisis management and recovery efforts. Their agility and resources can contribute to the industry's resilience.