

BMTP 6016

Strategic Management

Political Economy and Influence on Tourism Development

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Register



Where Are We Now?

Module:	Strategic Management
Week	Lecture Topic
1	Module Overview, Strategic Management in business operations & Assignment
2	Strategy and Theoretical Underpinnings
3	Stakeholders in Tourism, Events and Leisure
4	Internal Analysis of a Business
5	External Analysis of a Business
6	Strategy Formulation Tools
No class	Reading Week (9th March to 13th March 2026)
7	Strategic Leadership-Guest lecture
8-10	Political economy, Geopolitical Dynamics, and Strategies
11-13	Module Recap, Assignment Workshop, & Assignment Submission

Today's Objectives

By the end of today's lecture, you should be able to:

- Discuss the concept of political economy and tourism
- Case studies and comparison-UK, USA and Ghana

Recap

What did we discuss last week?

Debate 10 minutes

Can you really be a leader without being a manager first?

Does a job title make you a leader?

Are all managers automatically leaders - or is leadership something more?

Understanding Political Economy in Tourism

In your own words, explain the following;

1. What is political economy?
2. What is political economy in tourism?

Understanding Political Economy in Tourism

Political economy- politics, state institutions, laws and policies affect the economy

It involves understanding how political decisions, economic systems, and power relations shape tourism development.

Key questions to ask include:

1. How policies influence tourism and events growth and sustainability in a country
2. Who controls tourism and events resources in the country?
3. Who benefits economically?

Understanding Political Economy in Tourism

Case study 1

UK

Political Economy Features

Liberal market economy (private sector-led)

Stable political and regulatory system

Strong national and regional governance

Understanding Political Economy in Tourism

Activity

Identify any two national tourism development policies in the UK

Understanding Political Economy in Tourism

Influence of Political Economy on Tourism

Government as facilitator: E.g., VisitBritain (promote inbound tourism)

Global city effect: London dominates tourism flows-regional inequality

Private sector dominance: Hotels, attractions, and events largely privately owned

Post-Brexit impacts: Labour shortages, visa changes, and demand.

Understanding Political Economy in Tourism

Tourism reflects a neoliberal model: efficient and competitive, but unevenly distributed geographically

Understanding Political Economy in Tourism

Case study 2

USA

Features of the Political Economy:

Advanced capitalist economy

Federal system (states have autonomy e.g., Florida, Georgia, New York etc)

Strong corporate influence

Understanding Political Economy in Tourism

Political Economy influence on Tourism

Policy fragmentation: Little to no single national tourism strategy

Destination competition: Cities/states compete for tourists and mega-events

Corporate-driven tourism: Large firms like Marriott International and Disney dominate

Tourism is shaped by competitive capitalism, encouraging innovation but creating regional inequalities.

Understanding Political Economy in Tourism

Case study 3

Ghana

Political Economy Features

Strong government involvement in development

Developing mixed economy

Tourism used for economic diversification

Understanding Political Economy in Tourism

Case study 3

Ghana

Political Economy Influence on Tourism

State-led development: Ghana Tourism Authority drives policy and promotion

Heritage tourism focus: Sites like Cape Coast Castle attract diaspora tourism

Development challenges: Infrastructure gaps, policy implementation issues

Tourism reflects a developmental model, aiming for growth and poverty reduction but facing structural constraints

Understanding Political Economy in Tourism

Case study 3

Ghana

Political Economy Influence on Tourism

State-led development: Ghana Tourism Authority drives policy and promotion

Heritage tourism focus: Sites like Cape Coast Castle attract diaspora tourism

Development challenges: Infrastructure gaps, policy implementation issues

Tourism reflects a developmental model, aiming for growth and poverty reduction but facing structural constraints

Comparison of Tourism Political Economy

Aspect	UK	USA	Ghana
Economic Model	Neoliberal	Capitalist	Developmental
State Role	Facilitator	Decentralised	Active driver
Private Sector	Strong	Dominant	Growing
Main Strength	Stability	Innovation	Growth potential
Main Challenge	Regional inequality	Policy fragmentation	Infrastructure gaps

Events Students

As event planners tasked with designing a major event in one of these cities (London, Orlando, Accra), design an event (festival, sports event, cultural event) and address the following questions, and make a 5-minute group presentation.

1. Who are the key stakeholders? And who holds the most power in decision-making?
2. Who benefits economically and socially?
3. What inequalities might your event create or reduce?
4. How will you ensure the event is sustainable and inclusive?

Tourism Students

Based on the political economy in tourism discussion in class, answer the following questions and make a 5-minute group presentation

1. Who controls tourism in the three countries discussed?
2. Who benefits most? Who benefits least?
3. Is tourism sustainable in this context? Why/why not?
4. What should be done to enhance tourism development?

Coffee Break

35 minutes



Recap

What did we discuss today?

- ✓ Political economy and tourism development
- ✓ Case studies

Any Questions?

Announcements

Easter Break: Friday 3rd April 2026- Friday 17th April

Lectures resume: Friday 24th April 2026

Topic: Geopolitical dynamics and Tourism

Assignment 2 submission due: 12th May 2026 by 23:59pm

**Thank You
For
Joining**

Happy Easter!

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