

BMTP6016

Strategic Tourism, Events & Leisure Management

‘Politics’ – Frameworks and Theories



Aims for today

House Keeping
Any Questions?

Subject Specific

Frameworks and Theories explained

- Stakeholder Analysis Models
- Agenda-Setting Theory
- Framing Theory
- Political Economy Theory
- Public Choice Theory
- Diffusion of Innovations Theory



Importance of Theories - Explained

There are many different ways of analysing different situations 'politically'... Similar to the multitude of academic models/frameworks.

By studying and focusing on these areas, you'll equip yourself with the necessary skills and knowledge to create insightful and impactful approaches to most situations you find yourself in.



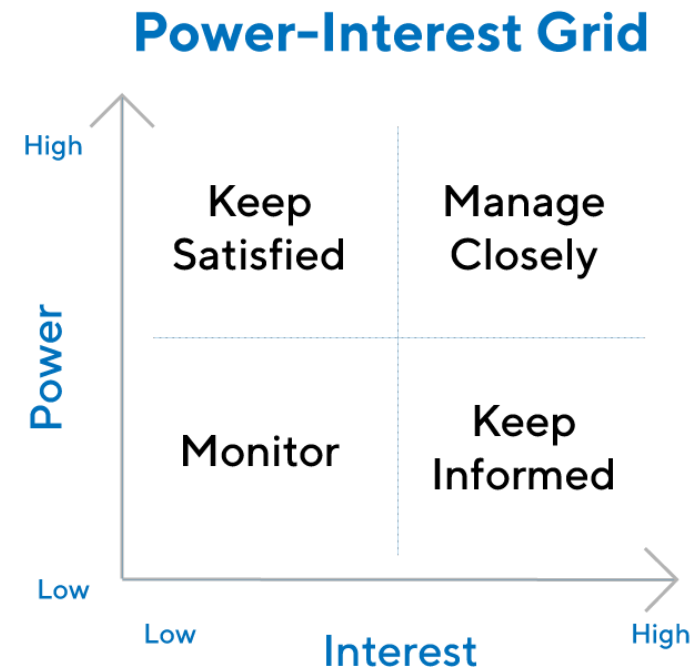
Stakeholder Analysis Models

These models help identify and understand the influence and interests of various stakeholders in a political issue. They enable mapping out key players and assessing their potential impact or interest. -

Real-World Scenario:

Swansea Bay Tidal Lagoon project.

Explore the diverse stakeholders (government, local communities, environmental groups, investors) involved and analyse their roles and influences on the project.



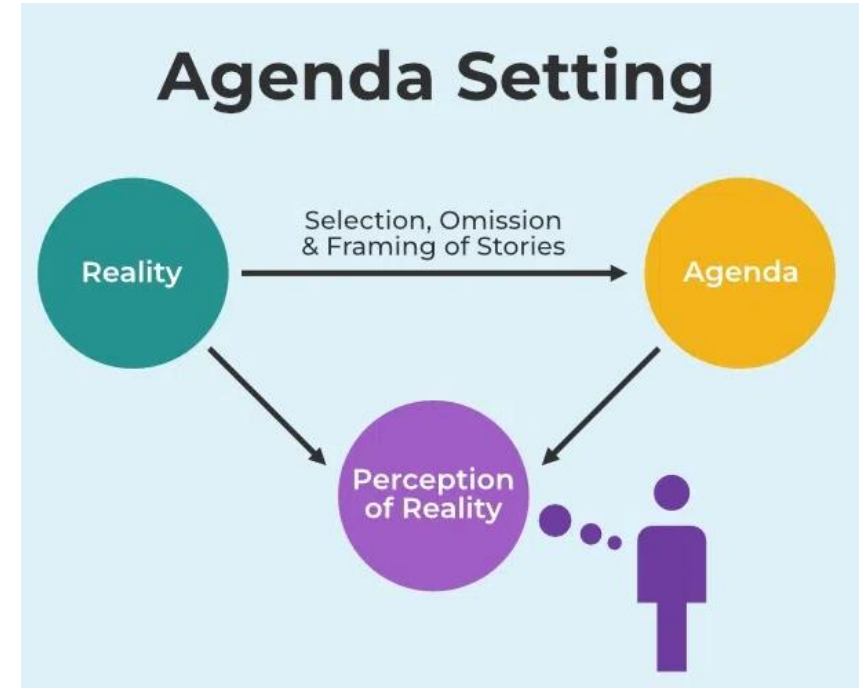
Agenda-Setting Theory

This **media studies theory** explores how the news media can influence the importance placed on the topics of the public agenda, shaping public perception and priorities.

Real-World Scenario:

Media coverage of the Wales Coast Path.

Investigate how the media shaped public perception and governmental priorities regarding this tourism and leisure initiative.



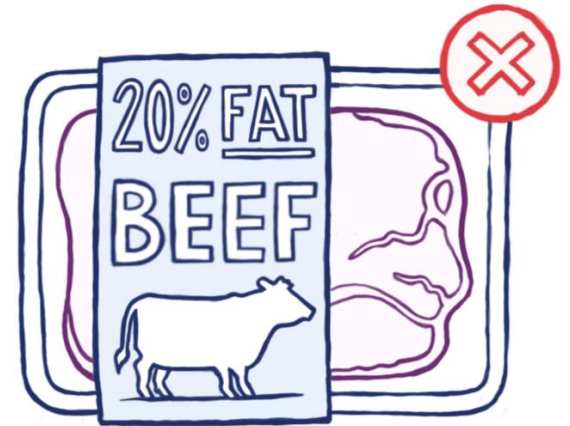
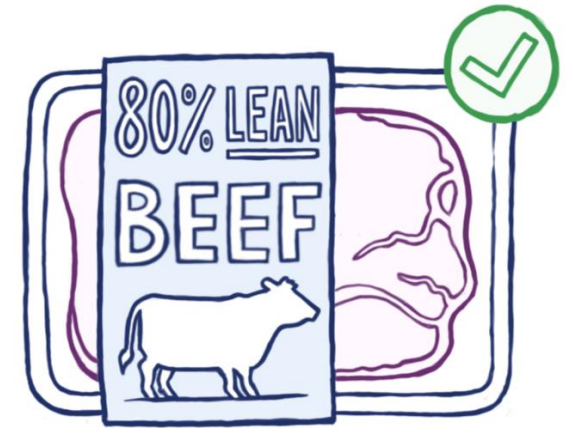
Framing Theory

This theory deals with how information and news are presented to audiences, influencing how an audience perceives an issue.

Real-World Scenario:

Media portrayal of Brexit's impact on the UK's tourism and hospitality industry.

Analyse how different media outlets presented Brexit and its effects on the industry.



Political Economy Theory

This theory helps analyse how political policies and economic systems influence media content, particularly relevant in understanding sector-specific issues like tourism.

Real-World Scenario:

Impact of COVID-19 on the tourism sector.

How did government policies and economic factors shape media content and public opinion about travel and tourism during the pandemic?



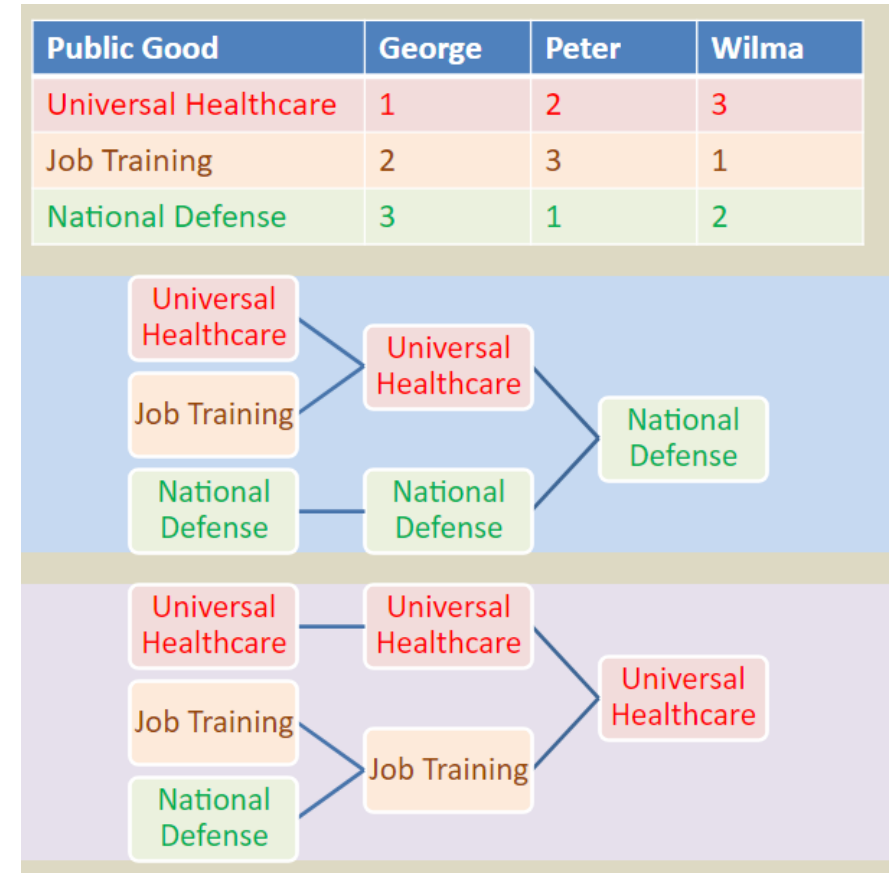
Public Choice Theory

This economic theory is used for understanding how public sector decisions are made, particularly relevant for analysing government policies affecting industries like tourism.

Real-World Scenario:

Government's response to BREXIT in terms of the tourism and hospitality sector.

Analyse how different interest groups influenced government policies and financial support for the industry.



Diffusion of Innovations Theory

Typically used in marketing and technology adoption, this theory can be applied to understand how new policies or political ideas spread through societies and their impacts.

Real-World Scenario:

Adoption of sustainable tourism practices in Wales.

Explore how new sustainable methods have been adopted in the industry, focusing on specific initiatives and their spread.

