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CHAPTER ONE: What is international tourism governance, and why is it important for the tourism industry?

International tourism governance is a collective framework of rules, policy, agreements and institutions that impacts on the governance of tourism activities globally. It is based on the cooperation of different groups and actors such as international organisations, national governments and the tourism sector. This governance also has a long-term impact on the development and management of the world tourism industry as tourism is not solely a national phenomenon and can not be managed by the national governments alone. One of its greatest successes is that it has enabled countries to follow a tourism policy dialogue in a more collaborative (than competitive) format and to discuss issues together, rather than on a country-by-country basis. It also helps in the codification of international standards of tourist safety, travel security and readiness, and of the protection of tourists' rights to ensure that tourists are treated fairly and respectfully globally. On the other hand, international tourism governance promotes responsible tourism, which promotes the care of the environment, natural resources and cultural heritage for the benefit of future generations, knowing that tourism, if not well managed, can have a negative impact that can last over time.

In addition to these protective roles, there are many examples of how international tourism governance can contribute to positive economic development – for example, by promoting cross border travel, attracting investment, creating jobs and offering new opportunities for business for tourism-dependent communities. It also provides for cooperation in the practical aspects of the industry, including the sharing of valuable information, health regulations, transport systems and tourism services between countries, making the industry more efficient as a whole. In times of crisis and emergency, this governance framework can be particularly useful, facilitating and

supporting coordination among countries on how to respond to emergencies, natural disasters, health crises and any other event that may have a large impact on tourism. This is the work of the United Nations World Tourism Organization, promoting tourism that is responsible, sustainable and accessible. Finally, it is essential to international tourism governance to coordinate tourism activities among countries, as it helps to enhance tourist safety, to protect cultural and natural resources and to promote the long term and sustainable development of the global tourism sector.

CHAPTER TWO: Why is cooperation between international organisations and national governments important for regulating international tourism?

Moreover, Legislations are important in the functioning of the tourism industry because it is a mechanism that provides a safe, just and responsible way of performing all activities related to tourism. Today, tourism consists of a lot of different services, including transport, hotel, restaurant, travel agency and numerous tourist destinations, which are mutually dependent to provide a seamless experience for tourists. Without the correct laws in place to control these factors, all of this may quickly come to a boil or be vulnerable to misuse. The one advantage of regulation is that it is intended to ensure that the tourist is not overcharged, misled by false advertising or that far less is delivered than was promised. This is allied to safety and security, as government regulations establish strict rules for hotels, aircraft and other segments of the tourism business that minimize the chance of accidents and save travelers' lives. Legal protection is also geared towards putting consumer first by enabling them to raise concerns and seek remuneration from businesses failing to take them and their responsibilities seriously, allowing for a level playing field and basic principles of justice in the consumer-business dynamic.

There is also a measure of structuring in regulation in that it prescribes minimum quality requirements for licensing and registering tourist firms (e.g. travel agencies and hotel & tour operators) setting the minimum quality requirements that tourist firms will need to meet in order to operate in relation to tourists. Equally important in protecting the environment is legal safeguards, as unregulated tourism can over time lead to the degradation of natural resources, wildlife and historic sites on which it is based; and environmental legislation contributes to the prevention of pollution, safeguarding of fragile ecosystems and the maintenance of the natural resources that forms the base of the tourist industry that attracts tourist arrivals. Moreover, regulation can also help to curb practices such as fraud and discrimination and foster greater transparency and accountability across the tourism industry. Tourism, if properly managed, can

promote their sense of trust with the visitors and therefore, create an abundance of tourism revenue, employment and provision of better opportunities for local business and the immediate area. All above are enough indications that the legal aspect is not formalism, but a prerequisite for ensuring the safety of travelling, the quality of service, safety and natural and cultural heritage. Considering the potential contribution of the tourism sector on a more sustainable and reliable development of the tourism sector in this sense, the sector can take another step through well targeted regulatory measures, promoting the tourism and welcoming the communities.