

TRC SEMINAR

**From 'campaign-style governance' to 'daily governance':
A policy network analysis of scenic spots in China**
Dr Meng Wei, South China Agricultural University (China)

Mon, 8 October 2018 // 12.30 – 1.30 pm

School of Marketing Boardroom, Room 2024, Level 2, Building 408

The “A-class scenic spot system” is an important governance tool promoted by the National Tourism Administration in China. It has played a great role in guiding and standardising tourism development in China. Local governments are very enthusiastic about developing and applying for “5A-class” recognition. However, once the accreditation is obtained, many destinations struggle to maintain quality. There seems to be a tendency to pay higher attention to the application phase with inherent risks to overlook daily management. This study compares governance of the two stages and suggests avenues to improve outcomes.

Dr Meng Wei is Lecturer in the College of Forestry and Landscape Architecture at the South China Agricultural University. His research interests include governance of tourism destinations, rural tourism in China and tourism planning. He has been involved in more than thirty tourism master planning projects in China, including the plans for the cities of Suzhou, Guilin and Huangshan.

Please RSVP to trc@curtin.edu.au