

4 Evidence-based policy-making and knowledge management in tourism

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When reading this chapter, you will engage with these key concepts:

- Evidence-based tourism policy-making (EBPM) gained traction in policy.
- Policy-making needs varied evidence, encompassing scientific research, management experience, and political judgment.
- Limited application of evidence-based techniques in tourism policy analysis.
- Political factors and the limited application of available methods.
- Research focuses on descriptive analysis rather than evaluating policy effectiveness.
- Econometric modelling demonstrated potential for informing tourism policy decisions.
- Integration of evidence-based approaches can enhance destination competitiveness.
- Evidence-based approaches are essential for tourism policy and development.
- Collaboration between researchers and policymakers is essential for effective policy formulation and governance.

Prof Chris Cooper and his perceptive scholarly contributions consistently drove discussions on emerging topics. His multidisciplinary approach and oversight of literature in different fields augment the depth and applicability of the knowledge presented in his works. One such field is that of knowledge management, an area that is closely related to evidence-based policy-making (EBPM). The latter was one key concept, together with destination competitiveness and econometrics as a tool, that were brought together in my doctoral research. That doctoral research was entitled 'Evidence-based policy-making: Achieving destination competitiveness in Malta' (Mangion, 2011).