

ITM BA 2. Sem. 8035: Special Tourism Management

- Tourism Politics, Globalization, Sustainable and Responsible Tourism -

Tu 11.45 - 13.15 h, Audimax II

"Tourism Trends for Europe"

Download [here](#) in English, in German [here](#).

**Tourism Trends <-> National and European Politics:
Influencing one another**

1) Demographic development: For the next fifty years growing proportion of 60+ people especially in Europe, Oceania and Asia.

-> Consequences for tourism: **Faster and slower, health and luxury**

Tourism Trends <-> Politics:

How is the "greying" of the society reflected in German/European political decisions (Health insurance, Pension funds, Urban planning, Working hours)?

How do these decisions influence tourism development?

How are the tourism stakeholders involved in the decision making?

2) Climate Change: Accelerated development of changes in temperature, sea level, frequency of extreme weather.

-> Consequences for tourism: New tourists flows, danger to ROI of nature based investments

Tourism Trends <-> Politics:

How is the "greening" of the society reflected in German/European political decisions (Ecology-orientated laws and taxes, discouragement of mobility, necessary public spending for protection)?

How do these decisions influence tourism development?

How are the tourism stakeholders involved in the decision making?

3) Globalization: More even global wealth distribution, BRIC countries rising, increased mobility, increased cultural diversity.

-> Consequences for tourism: New tourists destinations and source markets, more competition

Tourism Trends <-> Politics:

How is the "rainbowing" of the society reflected in German/European political decisions (Immigration/visa regulations, health threats, education system, Europe as tourism brand)?

How do these decisions influence tourism development?

How are the tourism stakeholders involved in the decision making?

4) State / Super-state intervention: Governments / EU trying to regain / increase control over security/safety issues, financial institutions, spending patterns.

-> Consequences for tourism: New hindrances for industry / new ways for citizens to influence development

Tourism Trends <-> Politics:

How is the "blueing" of the society reflected in German/European political decisions (Safety/security regulations, control of hedge funds, control of currency exchange rates)?

How do these decisions influence tourism development?

How are the tourism stakeholders involved in the decision making?

Result:

Almost all parts of national and supra-national political decisions are having consequences for the development of tourism and for the framework in which tourism companies are operating.

But also:

The development of tourism is more and more recognized by the political decision makers as an important force.

Example: The Global Travel and Tourism Summit in Dubai (April 20-22, 2008) is visited by more important politician than ever before.

NEXT WEEK: Leisure&Event Expert **RUDY SNIPPE**
(Amsterdam).

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Consultation hours: Tuesday 10.00 - 11.00 h in my office

