

ITM BA 2. Sem. 8035: Special Tourism Management
- Tourism Politics, Globalization, Sustainable and Responsible Tourism -
Tu 11.45 - 13.15 h, Audimax II

TOURISM AND POLITICS

“... if one recognises political problems early (which only a shrewd and far-seeing man can do), they may be resolved quickly, but if they are not recognised, and are left to develop so as everyone recognises them, there is no longer any remedy.”
The Prince, by Nicolo Machiavelli, 1998 (1515):11



Politics and tourism

Basics of tourism are result of political developments:

- Freedom of travel (from home, leaving own country, entering other country)

- Free enterprise (entrepreneurship)
- Public infrastructure (public hotels, restaurants, transport, police)
- Social security (rule of law, job security, paid holidays, health insurance, security in foreign country)

Mass tourism based on democratic structures

Tourism policy either planned or driven by demand (for instance "Reisefreiheit" demand DDR, pushed opening China)

Tourism politics are difficult to define because of the many stakeholders involved.

Two different German/Swiss definitions:

"Tourismuspolitik ist die Summe aller Massnahmen öffentlicher Institutionen auf allen Ebenen politischen Handelns, die direkt und indirekt, bewusst oder unbewusst die Gestaltung und Entwicklung des Tourismus bestimmen." (Jörn W. Mundt, Tourismuspolitik, R. Oldenbourg Verlag, München, Wien 2004).

"Unter Tourismuspolitik verstehen wir bewusste Förderung und Gestaltung des Tourismus durch Einflussnahme auf die touristisch relevanten Gegebenheiten seitens von Gemeinschaften." (Claude Kaspar, Die Tourismuslehre im Grundriss, St. Galler Beiträge zum Tourismus und zur Verkehrswirtschaft, 5. Auflage, Paul Haupt Verlag, Bern 1996).

An American definition:

"A set of regulations, rules, guidelines, directives, and development/ promotion objectives and strategies that provide a framework within which the collective and individual decisions directly affecting tourism development and the daily activities within a destination are taken." University of Illinois Tourism Study Group 2003

DISCUSS. What differences can you see?

So obviously there are direct and indirect Tourism Polities, Policies and Politics.

Polity (<i>polis</i>) (community, state)	Norms, Law, Institutions	General Public
Policy (political issues)	Goals, Solutions, Action Plans	Stakeholders
Politics (process)	Implementation, Compromises, Rejection	Power structures

Direct: Meant to influence (support?) tourism development

Indirect: Decided without clear reference to tourism but relevant for tourism
for instance:

- agricultural policies,
- education policies
- ecological policies
- family policies
- labor market policies
- regional development policies
- infrastructure policies
- taxation

Example: Rauchverbot - No smoking



What could be the consequences of the smoke free policy for domestic and international tourism in Norway ?

In Europe: "Government" with strong influence on tourism on three levels:

- Provincial Governments (Länder very strong in Germany - Federal Republic, not so strong in other countries, for instance France)
- National Governments (for tourism for instance: Foreign Policy, Visa, Passports, Air Traffic, Communication, National tourism marketing)
- European Union (for tourism for instance: Harmonization of National Laws, Support of Competition, Currency, Schengen Agreement. No competence for tourism marketing)

Stakeholders in Tourism Politics:

Passively: Everybody including future generations and flora and fauna

Actively: Political parties, Associations, Interest Groups, Lobbies.

For example in Germany:

Parties - CDU, SPD, Green Party etc.

Associations - Producers Associations (DeHoGa, DRV, RDA...), Public Associations (DTV, DZT, local and regional tourism associations), umbrella associations (BTW)

Interest Groups - Verbraucherzentralen, BUND, Bürgerinitiative gegen Fluglärm

Lobbies - <http://www.bundestag.de/wissen/archiv/sachgeb/lobbyliste/lobbylisteaktuell.pdf>

for instance asr, ACE, ADAC, Bundesforum Kinder- und Jugendreisen, Bundesverband Selbsthilfe Körperbehinderter, Deutscher Alpenverein....



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