

ITM Bachelor 1. Sem 8029: Introduction International Tourism Management

INTRODUCTION: HISTORICAL DEVELOPMENT OF TOURISM

Global development of tourism pre-modern, modern, post-modern: Discovery - Acquisition - Invention

Tourism is connected to movement ("tour" - moving in a circle):



- Basically, the touristical product is immobile, the consumer has to travel to the product (but: post-modern development - see below)

- Like art, the touristical product only comes into existence when it is consumed

- Location of destinations influences Tourism, but Tourism also influences destinations

- ◆ Physically by

- building infrastructure
- changing land-use patterns
- changing remote areas into resorts
- keeping historic sites alive and threatening their destruction at the same time
- supporting ecological systems and polluting them at the same time
- creating totally man-made landscapes

- ◆ Psychologically by

- putting specific labels on places
- changing the idea and experience of distance
- dividing the world in sights and non-sights
- defining a specific status quo as "traditional", "authentic", "Heritage" and trying to preserve its appearance

**Tourism is changing the geography of our planet in two ways:
physically in our spatial use of the world and mentally in our
way of seeing and experiencing the world**

Touristisation

Therefore: Tourism is selling a physically and psychologically man-made product.

The "touristisation" of a destination, the adjustment of the

- **material**,
- **social** and
- **semiotic** appearance

of a place towards to consumption by strangers is visible or invisible in different degrees to the tourist/customer,

for instance in

- a "traditional" village
- a skiing resort
- an old city center
- a Robinson club
- a "remote" place.



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