

## ITM Bachelor 1. Sem

### 8029: Introduction International Tourism Management

#### SUPPLY SIDE:

### Parts of the tourism product as viewed by supply side: Organisational structures and political influences: EU policies on tourism - current policies and background

EU's new tourism policy: [http://ec.europa.eu/enterprise/services/tourism/index\\_en.htm](http://ec.europa.eu/enterprise/services/tourism/index_en.htm)

Download pdf here: [eutourismstrategy](#)

"A renewed EU Tourism Policy: Towards a stronger partnership for European Tourism

#### 1. TOURISM AND THE RENEWED LISBON STRATEGY

##### 1.1. The challenge of growth and jobs

On February 2005, the Commission proposed a new start for the Lisbon Strategy focusing the European Union's efforts on two principal tasks – delivering stronger, lasting growth and more and better jobs.

Since 1997, the potential of tourism to generate employment and growth has been recognised at EU level on several occasions.<sup>2</sup> Globalisation, demographic changes and the evolution in transport are decisive factors in driving the rapid growth of this industry. With its variety of attractions and quality of its tourism services Europe is the world leading tourist destination.

Tourism is therefore an activity which can play an important role in the attainment of the Growth and Jobs Strategy goals. Tourism is a cross-cutting sector, involving a big diversity of services and professions, linked to many other economic activities. It impacts on sectors such as transport, construction, retail and on the numerous sectors that produce holiday products or provide leisure and business travel-related services. Although some big international companies contribute to this sector, it is mainly dominated by SMEs. In its most narrow definition, the European tourism industry creates more than 4% of the Community's GDP, with about 2 million enterprises employing about 4% of the total labour force (representing approximately 8 million jobs). When the links to other sectors are taken

into account, the contribution of tourism to GDP is estimated to be around 11% and it provides employment to more than 12% of the labour force (24 million jobs).

The job creation rate in tourism is above average compared to the European economy as a whole. In the last decade, the annual growth rate of people employed in the HORECA (Hotels, Restaurants, and Cafes) sector has been almost always above the growth rate of total employment. An important reason for the contribution of the tourism industry to job creation, in particular with regard to the employment of women, young and less skilled persons, is the high degree of part-time employment and flexible working conditions. The flexibility of this workforce should be matched by appropriate measures for job security and skills development.

Tourism plays an important role in the development of the vast majority of European regions. Infrastructure created for tourism purposes contributes to local development, and jobs are created or maintained even in areas in industrial or rural decline, or undergoing urban regeneration. The need to improve the attractiveness of the regions acts as an incentive to an increasing number of destinations and stakeholders to turn towards more sustainable and environmentally friendly practices and policies. Sustainable tourism plays a major role in the preservation and enhancement of the cultural and natural heritage in an ever expanding number of areas, ranging from arts to local gastronomy, crafts or the preservation of biodiversity. This in turn impacts in a positive way on employment and growth creation. The Commission and the tourism stakeholders have recognised this and are actively working on the elaboration of a European Agenda 21 for Tourism.

Thanks to tourism, those visiting European destinations are brought into contact with our values and our heritage. Tourism contributes to a better understanding amongst people and helps in the process of shaping the European identity. It also promotes intercultural dialogue, through contact between various social, economic and cultural groups.

The recent enlargement of the European Union has increased the diversity of European tourist destinations and products, opening up numerous natural and cultural attractions often unknown to many European citizens. The development of tourism in the new Member States and the candidate countries will contribute to the generation of growth and jobs by the European tourism industry.

Tourism is therefore an important sector for the renewed Lisbon strategy; its implementation does not solely concern public administrations. Responding to the Lisbon challenges will need to involve all stakeholders at EU, national, regional and local level in a renewed partnership for growth and jobs."

European Tourism funding: Example [European Union Funding-Guide](#)

Background: Development from 1945

**International tourism policies from 1945 until now** (based on Hall 2000)

Phase	Characteristics
1945-1955	Dismantling and streamlining of police, customs, currency, and health regulations from the Second World War and immediate post-war period (in some countries longer than 1955)
1955-1970	Greater government involvement in tourism marketing in order to increase tourism earning potential, in post-colonial countries beginning of tourism policy
1970-1985	Government involvement in the supply of tourism infrastructure and in the use of tourism as a tool of regional development
1985-today	Continued use of tourism as a tool for regional development, increased focus on environmental issues, reduced direct government involvement in the supply of tourism infrastructure, greater emphasis on the development of public-private partnerships and industry self-regulations.

Examples: Airlines, Beach resorts, Tourist Information Offices

Five approaches to Tourism Planning and Policies, their assumptions and main questions:

> boosterism:

"Tourism is good"

How to attract tourists, how to make locals into good hosts.

> economic, industry-oriented approach:

"Tourism is an industry like other industries"

How to maximize profit, cost-benefit analysis

> physical/spatial approach:

"Tourism is a resource user"

Visitor management, carrying capacity, environmental

## impact, National Parks

### > community-oriented approach:

"Tourism changes local societies"

Empowerment, education, social impact

### > sustainable approach:

"Tourism needs holistic approach"

tourism as system, tourism planning part of overall planning, stakeholder

(after Getz 1987/Hall 2000)

21st century development:

### > responsible approach:

"In 2002, 280 representatives from all sectors of tourism from 20 countries attended the Cape Town Conference on Responsible Tourism in Destinations.

The 2002 Cape Town declaration agreed that responsible tourism:

- minimises negative economic, environmental and social impacts
- generates greater economic benefits for local people and enhances the well being of host communities; improves working conditions and access to the industry
- involves local people in decisions that affect their lives and life chances
- makes positive contributions to the conservation of natural and cultural heritage embracing diversity
- provides more enjoyable experiences for tourists through more meaningful connections with local people, and a greater understanding of local cultural, social and environmental issues
- provides access for physically challenged people
- is culturally sensitive, encourages respect between tourists and hosts, and builds local pride and confidence."

