

## **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 GLOBALIZATION**

Globalization:

### **Supply-side view:**

Internationalization: Companies become involved in serving markets outside their home country: *Multi-national companies*

Globalization: Companies serve all major markets, they stop having a "home market": *Global companies*.

Result: Increasing interdependence of markets and production in different countries through

- trade in goods and services
- cross-border flows of capital
- international strategic alliances
- cooperation and mergers and
- exchanges of technology
- international division of labour

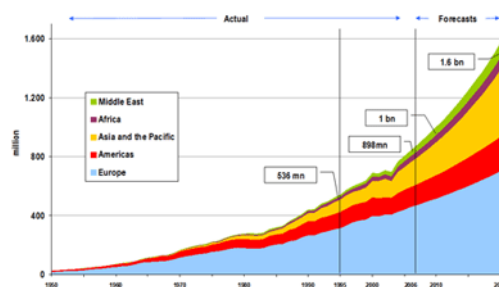
**BUT: Most tourism products and services can not be outsourced.**

**No "Global companies" have evolved in tourism.**

DISCUSS. Which parts of the tourism products and services can or can not be outsourced / globalized?

### **Demand-side view:**

Number of international tourists increasing.



Source: UNWTO 2008

- 898 million international tourist arrivals in 2007 (6.5% growth per year between 1950-2007)
- International Tourism Receipts totalled US\$ 733 billion, or 2 US\$ billion a day, in 2006
- Tourism represents around 35% of the world’s exports of services and over 70% in Least Developed Countries (LDCs)
- 1.6 billion forecast international tourist arrivals worldwide by 2020

Intercultural mix of tourists and differences in tourism behavior increasing

Outbound Tourism by Generating Region (including estimations for countries with missing data)

	International Tourist Arrivals (million)							Change (%)		Share (%)
	1990	1995	2000	2001	2002	2003	2004*	2003/02	2004*/03	2004*
<b>World</b>	441.0	538.1	680.6	680.4	700.4	689.7	763.2	-1.5	10.7	100
From:										
Europe	252.5	307.2	389.5	390.4	401.6	406.7	431.3	1.3	6.0	56.5
Asia and the Pacific	59.8	88.8	118.3	120.6	130.8	120.6	151.2	-7.8	25.4	19.8
Americas	99.3	108.0	130.7	125.5	121.2	115.4	127.7	-4.8	10.6	16.7
Middle East	8.5	10.4	15.2	16.3	18.3	17.9	22.0	-2.0	22.8	2.9
Africa	9.9	13.0	16.5	16.5	17.6	17.6	18.2	-0.2	3.8	2.4
Origin not specified*	11.1	10.8	10.5	11.2	10.9	11.5	12.8			1.7
Same region	351.9	430.5	537.9	546.0	566.8	560.2	617.2	-1.2	10.2	80.9
Other regions	78.0	96.8	132.2	123.3	122.7	118.0	133.2	-3.9	12.9	17.5

Source: World Tourism Organization (WTO) ©

(Data as collected by WTO 2005)

\* Countries that could not be allocated to a specific region of origin. As information is derived from inbound tourism data this occurs when data on the country of origin is missing or when a category such as 'other countries of the world' is used grouping countries together that are not separately specified.

**Consequences of Tourism Politics:**

- Increasing importance of international tourism organizations.

## Examples: UNWTO, WTTC, PATA

**Germany Joins PATA as Allied Partner**

The German National Tourist Board (GNTB) has become PATA's fifth Allied Partner in Europe, along with VisitBritain, the Netherlands Board of Tourism and Conventions, the Tourist Office for Flanders and Brussels and the Slovak Tourist Board.

GNTB Chair Ms Petra Hedorfer (pictured) said the Asia Pacific region was becoming an increasingly important generator of tourism for Germany, with China (PRC) expected to overtake Japan as the most important source market in Asia with around 2 million overnight stays. Strong growth is also predicted from India, South Korea and the United Arab Emirates.

"We are convinced that our partnership with PATA will help position Germany for greater visitation from Asia Pacific," Ms Hedorfer said. "We look forward to a long and fruitful relationship."

In welcoming GNTB to the PATA community, PATA President & CEO Peter de Jong said that European destinations were looking to grow their market share from the booming outbound markets in Asia Pacific. "Increasingly, destination marketers are understanding the importance of linking with PATA to tap into the huge potential the region offers," he said. **May 28,th 2008 PATA.org**



- Necessity for stronger global coordination and regulation (transport, visa etc.)
- Responsible tourism as necessity

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