

BMTP 6016

Strategic Management

Geopolitical Dynamics on the Global Tourism and Events Industry

Dr. Ernest Balutie Wavei

Register



HOSPITALITY
AND
TOURISM
MANAGEMENT



Man Geni Addysg Uwch yng Nghymru
Where Higher Education Began in Wales



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

Where Are We Now?

Module:	Strategic Management
Week	Lecture Topic
1	Module Overview, Strategic Management in business operations & Assignment
2	Strategy and Theoretical Underpinnings
3	Stakeholders in Tourism, Events and Leisure
4	Internal Analysis of a Business
5	External Analysis of a Business
6	Strategy Formulation Tools
No class	Reading Week (9th March to 13th March 2026)
7	Strategic Leadership-Guest lecture
8-10	Political economy, Geopolitical Dynamics, and Strategies
11-13	Module Recap, Assignment Workshop, & Assignment Submission

Today's Objectives

By the end of today's lecture, you should be able to:

- Discuss the concept of geopolitical dynamics
- Identify and assess global cases of geopolitical dynamics
- Explain how geopolitical dynamics affect Tourism and Events
- Unpack Assignment 2 task

Recap

What was the last topic discussed before Easter Break?

Recap

Political Economy and Tourism

How does political economy impact tourism and events?

Recap

Events Students

As event planners tasked with designing a major event in one of these cities (London, Orlando, Accra), design an event (festival, sports event, cultural event) and address the following questions, and make a 5-minute group presentation.

1. Who are the key stakeholders? And who holds the most power in decision-making?
2. Who benefits economically and socially?
3. What inequalities might your event create or reduce?
4. How will you ensure the event is sustainable and inclusive?

Recap

Tourism Students

Based on the political economy in tourism discussion in class, answer the following questions and make a 5-minute group presentation

1. Who controls tourism in the three countries discussed?
2. Who benefits most? Who benefits least?
3. Is tourism sustainable in this context? Why/why not?
4. What should be done to enhance tourism development?

Today's focus

Today, we will focus on geopolitical dynamics

What is geopolitical dynamics?

Understanding Geopolitical Dynamics

Geopolitical dynamics involves shifting balance of global power and its real-world impacts across sectors.

That is, how:

1. Geography (location, resources, borders)
and
2. Politics (power, governance, international relations) interact to shape relationships between countries over time.

Understanding Geopolitical Dynamics

Factors that can trigger geopolitical dynamics:

Geography: strategic locations, natural resources, trade routes

Power relations: competition or cooperation between countries (e.g., alliances, rivalries)

Economic interests: trade, energy supply, investment flows

Global influence: how major powers shape international systems etc

Understanding Geopolitical Dynamics and Tourism

The global tourism and hospitality industry is deeply intertwined with geopolitical dynamics, where political events and tensions can significantly influence tourism and events. For example,

- Tourist flows (e.g., safety perceptions, visa policies)
- Destination attractiveness
- Investment in tourism infrastructure
- Event hosting decisions (e.g., Olympics, expos)

Effects of Geopolitical Dynamics

What is the effect of geopolitical dynamics on tourism and events?

Effects of Geopolitical Dynamics

The tourism and events industry operate in an increasingly interconnected global environment where geopolitical events and tensions can have far-reaching implications for business operations.

Negative impacts

- A significant decline in tourist arrivals
- Economic losses for countries reliant on tourism and events
- Investment hesitancy
- Supply chain disruptions
- Tarnished destination image

Likely Positive impacts

- Market diversification targeting domestic and regional tourists
- Enhanced digital marketing efforts
- Implementation of advanced security measures to reassure visitors
- Public-Private Partnership

Case studies: Geopolitical Dynamics

Recent geopolitical developments substantially impacting tourism and events industry include:

- US and Israel-Iran war
- US-China trade tensions
- Russia-Ukraine war
- Israel-Palestinian conflicts
- Brexit
- COVID-19 pandemic's political implications

Case Studies: Geopolitical Dynamics

Activity 30 minutes

Tourism students

Based on each case study, discuss the impact and implications of geopolitical dynamics on tourism

Events students

Based on each case study, discuss the impact and implications of geopolitical dynamics on events

Coffee Break

35 minutes



Assignment 2

Task description: Refer to module handbook

Assignment 2 submission deadline: 12th May 2026 by 23:59pm

Reminder

Assignment 2 support sessions: 1st May and 8th May 2026

Assignment 2 submission due: 12th May 2026 by 23:59pm

Any Questions?

Recap

What did we discuss today?

- ✓ Geopolitical dynamics on tourism and events development
- ✓ Case studies
- ✓ Impact and implications of geopolitical dynamics
- ✓ Assignment 2

Thank You For Joining

See you next week!

Dr. Ernest Balutie Wavei

Email: e.wavei@uwtsd.ac.uk