



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

200
1822 - 2022

Welcome to Strategic Tourism, Events and Leisure Management (BMTP6016)

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

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Session Aims

By the end of this lesson, you will be able to:

1. Understand the impact of political forces on the tourism industry.
2. Evaluate case studies where political and supranational factors have influenced tourism destinations.
3. Develop strategies for tourism businesses to navigate political and supranational challenges.

How do political
changes influence
tourism?



Introduction to Political Forces in Tourism

Political changes can have a big impact on tourism in several ways:

Stability and Safety:

- Countries with stable governments tend to attract more tourists.
- If there are political upheavals, protests, or conflicts, people may avoid traveling there due to safety concerns.

Travel Restrictions:

- Political decisions can lead to travel bans or restrictions, making it harder for tourists to visit certain destinations.

Policies and Regulations:

- Changes in government policies, like visa requirements or taxes, can affect how easy or affordable it is for tourists to visit a country.
- For example, a country might simplify visa processes to attract more visitors.

Introduction to Political Forces in Tourism

Promotional Efforts:

- New governments may change how they promote tourism.
- A government focused on boosting tourism might invest in marketing campaigns, improve infrastructure, or support events that attract visitors.

Cultural Attitudes:

- Political changes can shift cultural attitudes towards foreigners.
- A more welcoming environment can encourage tourism, while xenophobic sentiments can put off visitors.

Political Factors that Affect Tourism & Events

Government Stability:

- A stable government encourages tourism, while instability can scare visitors away.

Travel Restrictions:

- Political conflicts or health crises can lead to travel bans or restrictions.

Visa Policies:

- Changes in visa requirements can make it easier or harder for tourists to enter a country.

Security Measures:

- Heightened security due to political concerns can affect the ease of travel and the experience at events.

Political Factors that Affect Tourism & Events

Foreign Relations:

- Positive diplomatic relations with other countries can boost tourism; tensions can put off visitors.

Cultural Policies:

- Government support for cultural events and festivals can enhance tourism appeal.

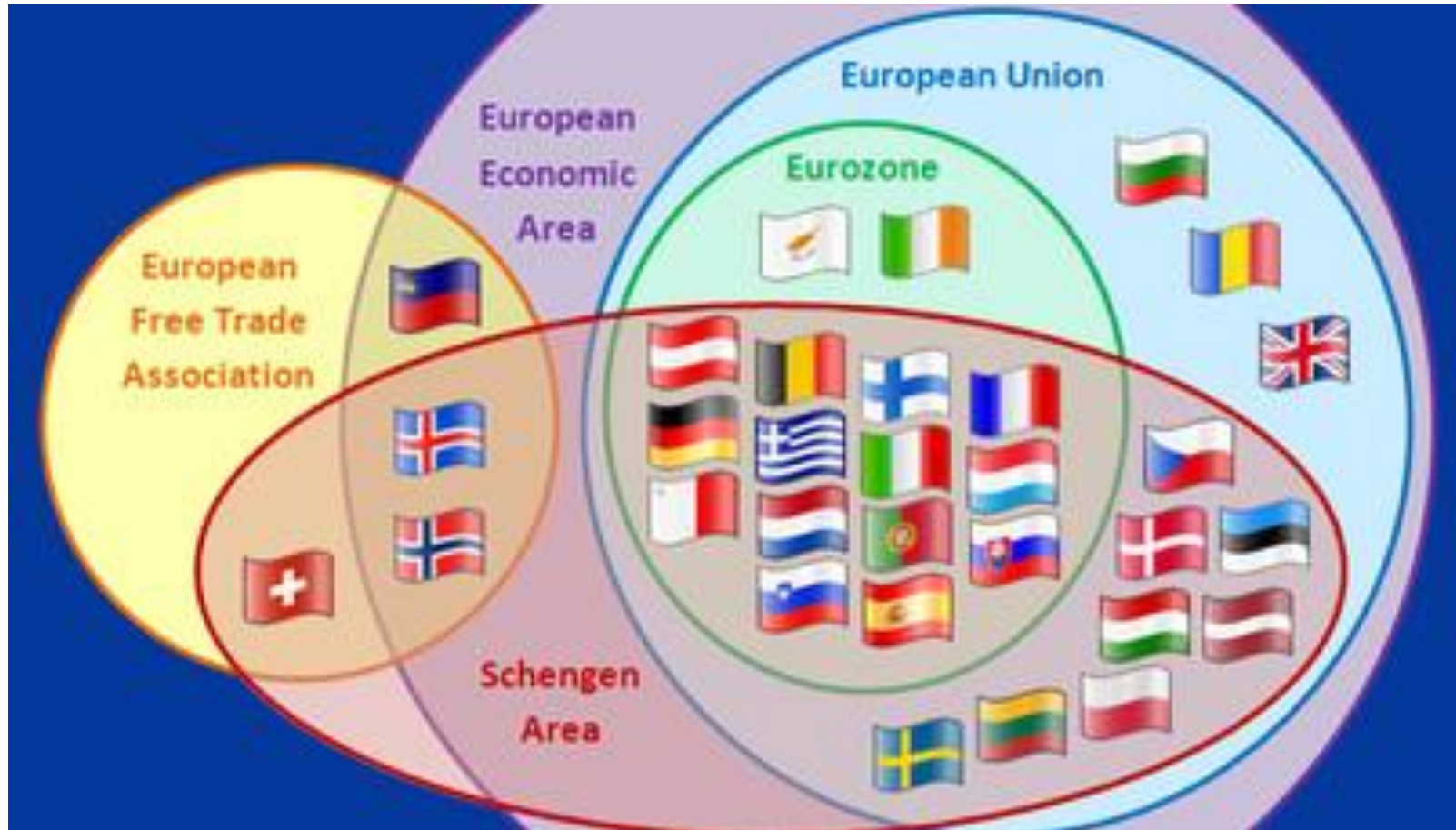
Infrastructure Investment:

- Political decisions to invest in infrastructure (like airports and roads) can improve accessibility for tourists.

Promotion and Marketing:

- Changes in government priorities can affect how much is spent on promoting tourism.

Supranational Forces



Understanding Supranational Forces in Tourism

- A supranational force in tourism is a group or organisation that operates across multiple countries to influence or manage tourism at a larger, international level.
- These forces work together to shape tourism policies, promote destinations, or set global standards, often for the benefit of all member countries.
- It's when countries come together to make decisions or take actions that affect tourism on a global or regional scale, beyond just one nation's control.

Examples of Supranational Forces include...

European Union (EU)

The European Union (EU) is a group of 27 European countries that work together as one to make life easier for people living in or traveling between these countries.

They share common rules and laws on things like trade, travel, and the economy to help their countries cooperate and grow together.

Key Points:

- **Countries:** The EU includes countries like France, Germany, Italy, Spain, and many others.
- **Free Movement:** People can travel, live, and work freely between EU countries without needing a passport or visa (The Schengen Agreement).
- **Shared Rules:** The EU sets common rules for things like trade, the environment, and safety, so countries work together in the same way.
- **Currency:** Some countries in the EU use the same money, called the Euro.

European Union (EU)

Tourism Policy Framework:

- The EU develops policies to promote sustainable tourism across member states.
- This includes initiatives to enhance the quality of tourism services and protect cultural heritage.

Funding and Support:

- The EU provides funding for tourism projects through programs like the European Regional Development Fund.
- This money helps improve infrastructure and promote tourism in less visited areas.

Single Market Benefits:

- By facilitating free movement among member countries, the EU makes it easier for tourists to travel within Europe, boosting tourism across the region.

European Union (EU)

Health and Safety Standards:

- The EU sets health and safety regulations that affect tourism services, ensuring travellers have a safe experience.

Sustainability Initiatives:

- The EU promotes eco-friendly tourism practices, encouraging destinations to focus on sustainability, which helps preserve natural resources and local cultures.

World Tourism Organisation (UNWTO)

- The World Tourism Organisation (UNWTO) is a global organisation that helps countries and communities around the world develop and manage tourism.
- It brings countries together to promote safe, sustainable, and responsible tourism that benefits both travellers and the places they visit.

Key Points:

- Purpose: The UNWTO helps countries work together to improve tourism, create jobs, and protect cultures and the environment.
- Members: Almost every country in the world is a member.
- Guidance: It provides advice, training, and resources to help countries grow their tourism industries.
- Promotes Travel: It encourages people to travel and visit new places, while making sure tourism is good for local people and nature.

World Tourism Organisation (UNWTO)

Global Leadership:

- The UNWTO is the leading international organisation dedicated to promoting responsible and sustainable tourism. It sets global standards and guidelines that help countries develop their tourism sectors.

Research and Data:

- The UNWTO collects and analyses tourism data worldwide, providing insights into trends, market behaviour, and tourism statistics. This information helps countries make informed decisions about their tourism strategies.

Sustainable Tourism:

- The organisation promotes sustainable tourism practices that protect natural resources and cultural heritage while benefiting local communities. This includes guidelines on eco-friendly tourism and responsible travel.

World Tourism Organisation (UNWTO)

Capacity Building:

- The UNWTO offers training programs and resources to help countries improve their tourism management and services. This supports the development of skills in the tourism workforce.

Policy Development:

- The UNWTO assists countries in creating effective tourism policies by providing technical support and best practices. This includes advice on regulations, marketing, and infrastructure development.

Crisis Management:

- The organisation plays a key role in helping countries respond to tourism crises, such as natural disasters or health emergencies. They provide guidance on recovery strategies to restore tourism activity.

Association of Southeast Asian Nations (ASEAN)

The Association of Southeast Asian Nations (ASEAN) is a group of 10 countries in Southeast Asia that work together to make their region stronger and more connected.

These countries cooperate on things like trade, security, and tourism to improve the lives of their people and help each other out.

Key Points:

- **Countries:** ASEAN includes countries like Thailand, Indonesia, Malaysia, the Philippines, Vietnam, and others.
- **Purpose:** The main goal is for these countries to support each other, work together on common problems, and grow together as a region.
- **Free Movement:** ASEAN also makes it easier for people, goods, and services to move around the region, helping with travel, business, and tourism.

Association of Southeast Asian Nations (ASEAN)

Regional Cooperation:

- ASEAN promotes cooperation among Southeast Asian countries to enhance regional stability and prosperity, including in tourism. They work together to attract more tourists to the region.

ASEAN Tourism Strategic Plan:

- This plan outlines goals for tourism development in the region, focusing on sustainability, community involvement, and improved infrastructure to support tourism growth.

Marketing and Promotion:

- ASEAN conducts regional marketing campaigns to promote Southeast Asia as a single travel destination. This helps individual countries attract more visitors by highlighting the region's diversity and attractions.

Association of Southeast Asian Nations (ASEAN)

Tourism Standards and Quality:

- ASEAN develops guidelines for tourism standards, aiming to improve the quality of services offered to tourists. This includes training programs for tourism professionals to enhance their skills.

Cultural Preservation:

- The organisation encourages the preservation of cultural heritage and local traditions, promoting responsible tourism that benefits local communities and keeps cultural identities alive.

Crisis Response and Resilience:

- ASEAN helps member states prepare for and respond to tourism crises, such as natural disasters or health emergencies, by sharing best practices and resources for recovery.

Task!

How can different supranational organisations (EU, UNWTO, ASEAN) work together on the following global issues;

- Climate Change and Sustainable Development: How can supranational organisations work together to reduce global carbon emissions?
- Global Health Crisis: How should international organisations respond to a new pandemic?
- Tourism and Cultural Preservation: How can countries collaborate on sustainable tourism and cultural exchange?
- Global Trade Agreements: How can trade between nations be improved or fairer, especially post-pandemic?

Jump to the next slide for answers on the first bullet point!

For example...

Climate Change and Sustainable Development: How can supranational organisations work together to reduce global carbon emissions?

Ideas include;

- Setting Global Standards and Agreements
- Sharing Resources and Best Practices
- Encouraging Investment in Clean Energy
- Implementing Carbon Pricing



Case Study



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The Impact of the European Union on Tourism in Spain

Spain is one of the top tourist destinations in the world, heavily influenced by its membership in the European Union (EU).

How do political and supranational factors affect tourism in Spain?

Free Movement:

- As an EU member, Spain benefits from the Schengen Agreement, allowing travellers from other EU countries to visit without border checks.
- This encourages more tourists to explore Spain.

Economic Stability/ Common Currency:

- The use of the Euro simplifies financial transactions for travellers from other Eurozone countries, making Spain more attractive as a travel destination.

The Impact of the European Union on Tourism in Spain

Infrastructure Investment and Funding:

- The EU provides funding for tourism-related projects, helping Spain improve its infrastructure.

Sustainability Practises:

- Spain has adopted good sustainable tourism practises, focusing on preserving natural resources and cultural heritage, which appeal to environmentally conscious travellers.

Coordinated Response to Crises:

- During events like the COVID-19 pandemic, the EU coordinated travel guidelines and health protocols, helping Spain manage its tourism sector and reassure travellers.

The Impact of the European Union on Tourism in Spain

Increased Visitor Numbers:

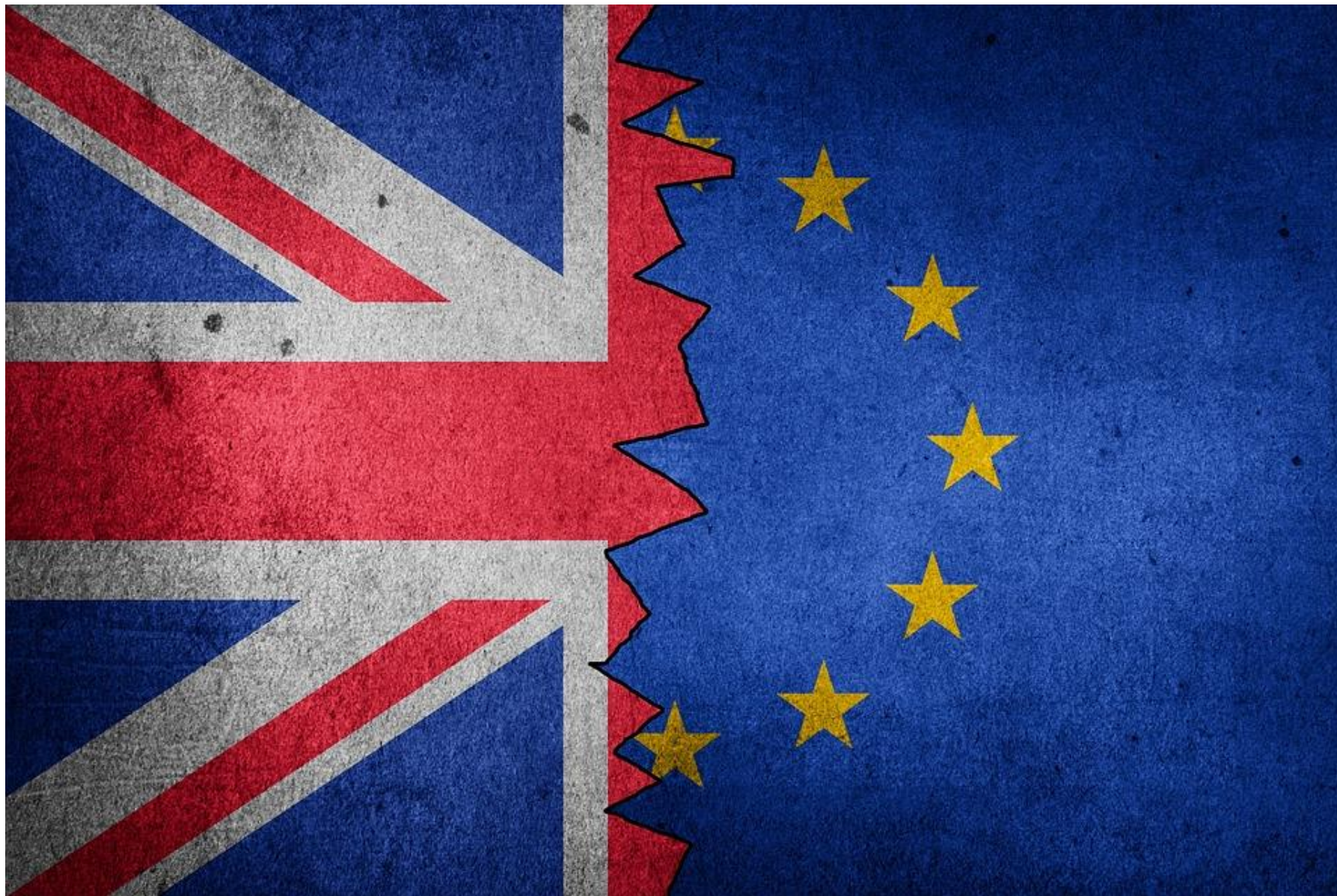
- The EU's policies have contributed to a significant increase in the number of tourists visiting Spain.
- In 2019, Spain welcomed over 83 million international visitors, making it the second most visited country in the world.

Economic Benefits:

- Tourism accounts for a large portion of Spain's GDP, providing jobs and supporting local economies.
- EU funding for tourism projects has further enhanced these economic benefits.

Sustainable Tourism Growth:

- By adopting EU sustainability guidelines, Spain has positioned itself as a leader in eco-tourism, attracting visitors interested in responsible travel.



Political and Supranational Issues: Brexit

Brexit, the United Kingdom's decision to leave the European Union, has brought several political and supranational issues that significantly impact tourism.

What are the key issues?

Changes in Travel Regulations:

- Post-Brexit, UK citizens no longer enjoy free movement within the EU.
- This means that travellers may need visas for longer stays or additional documentation for travel, making trips more complicated.

Border Controls:

- Increased border checks and customs regulations can lead to longer wait times at airports and border crossings, making travel less convenient.

Currency Fluctuations:

- The value of the British pound can change due to Brexit uncertainties, affecting how much UK tourists can spend in EU countries and making travel more expensive.

Political and Supranational Issues: Brexit

Impact on EU Workers:

- Many tourism businesses in the UK and EU rely on workers from other EU countries.
- Changes in immigration policies can lead to labour shortages, affecting service quality and availability.

Regulatory Changes:

- Differences in regulations for travel insurance, health care, and other services can complicate travel for UK citizens in the EU.

Political and Supranational Issues: Brexit

What about the impact on Tourism and Events?

Decline in UK Visitors to the EU:

- Increased costs and travel complexities may lead to fewer UK tourists visiting EU countries, impacting those destinations economically.

Shift in Tourism Patterns:

- Some UK travellers may choose to visit non-EU destinations where travel is simpler and more cost-effective, such as the United States or countries outside Europe.

Increased Demand for Domestic Tourism:

- With barriers to EU travel, UK residents may explore more domestic tourism options, benefiting local businesses and destinations within the UK.

Political and Supranational Issues: Brexit

Challenges for EU Destinations:

- Popular EU destinations that heavily relied on British tourists may face economic challenges if visitor numbers drop.

Adapting Tourism Services:

- Businesses in both the UK and EU may need to adapt their services and marketing strategies to cater to the changing travel landscape, including providing clearer information on travel requirements.

Navigating Political and Supranational Challenges: Strategy Development

1. Stay Informed

Monitor Changes:

- Regularly track political developments, such as new regulations or travel policies, that could affect tourism.

Engage with Industry Associations:

- Join tourism organisations that provide updates and resources related to political issues.

2. Adapt to Regulations

Flexible Booking Policies:

- Offer flexible cancellation and refund policies to accommodate changes in travel restrictions or regulations.

Compliance Training:

- Ensure staff are trained on the latest laws and regulations affecting tourism operations.

Navigating Political and Supranational Challenges: Strategy Development

3. Diversify Offerings

Target Different Markets:

- Develop packages for different demographics, such as local travellers, international tourists, or niche markets like eco-tourism.

Explore New Destinations:

- Promote lesser-known attractions to reduce reliance on popular sites affected by overtourism or political unrest.

4. Build Strong Partnerships

Collaborate with Local Governments:

- Work with local authorities to stay updated on policies and promote sustainable tourism practices.

Network with Other Businesses:

- Partner with other tourism businesses to share resources and information about navigating challenges.

Navigating Political and Supranational Challenges: Strategy Development

5. Focus on Sustainability

Implement Eco-Friendly Practices:

- Adopt sustainable practices that appeal to environmentally conscious travellers, helping to mitigate the impact of political changes on tourism.

Community Engagement:

- Involve local communities in tourism development to ensure their needs are met and to build goodwill.

6. Enhance Customer Communication

Clear Information:

- Provide travellers with up-to-date information on travel regulations, safety measures, and any political issues that might affect their plans.

Customer Support:

- Establish a responsive customer service team to address concerns and assist with travel adjustments.

Navigating Political and Supranational Challenges: Strategy Development

7. Crisis Management Plans

Develop Contingency Plans:

- Prepare for potential crises (e.g., natural disasters, political unrest) with clear protocols for protecting customers and staff.

Regular Drills:

- Conduct training sessions to ensure staff know how to implement these plans effectively.

8. Advocacy and Lobbying

Engage with Policymakers:

- Advocate for favourable tourism policies by engaging with local and national government representatives.

Participate in Public Discourse:

- Join discussions about tourism policies to help shape regulations in a way that benefits the industry.



**ANY
QUESTIONS?**



Thank you for your time!

If you have any questions, please
contact me via Teams or email
(scott.james@uwtsd.ac.uk).

See you next week!