

International tourist politics

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ABSTRACT

Outlining views about the tourist politics, with special taking into account international aspects is a crucial objective of this article. In it a notion and a scope of the contemporary tourist politics were characterised, as well as they showed her to the need of "internationalizing". New processes and phenomena marking the contemporary economy and the social life. Cause that existing canons of the tourist politics require changes. Intense influence in the global scale such phenomena are exerting which on functioning of the tourism as: the globalization or the development of new technologies are pointing out to the need to seek new, in it of especially new plains and forms of cooperation international in this respect. In the article essential premises and signs pointing at being formed were presented of international tourist politics. For her the scope and forms of the running aren't still after all formed, but global the problems associated with the development of tourism (e.g. environmental decay) they cause, that the international cooperation in this respect constantly is making a profit on meaning.

Keywords: tourist; politics; OECD; ASEAN; APEC

1. INSPECTION OF THE TOURIST POLITICS

Date of the politician tourist can appear in the double meaning. From one side he/she refers to practical activity of governing centres (usually national) which with the help of determined centres are aspiring for achieving deliberate objectives in the tourism. On the other whereas sides, is being used with reference to an emerging field of knowledge, dealing with examining of the influence you for functioning of the tourism. This duality of understanding the tourist policy is hampering visualising views on her subject. All the more so because in literature in principle positions which would make her up into the comprehensive way, but very date of the politician are missing tourist, even though he quite often turns up at publications of different kind, however is used in very many meanings. Not entering in this place into terminological issues it is possible to assume that under the notion the tourist politics usually understands one another all action of the authorities of the state of

the different rank (domestic, regional and local), using being aimed at meeting the tourist needs of the own society, rational tourist assets, stores of the work and capital in the sphere of the tourist economy, shaping optimum sizes and structures of tourist movements, and general steering the development of tourism, including her numerous functions and connections with the different social spheres and economic.

This definition is reflecting most universal understanding the tourist policy, in which for her formulating and the realization, it is a domain of state institutions. Indeed, mainly authorities of individual states are pursuing the tourist politics, appointing to it of different kind to institutions acting on individual rungs of the government and self-government administration. It is worthwhile however adding that also individual enterprises, operating in various sectors of the tourist market and some international organizations can pursue the own tourist policy. In the first case it is especially about large supranational concerns (touroperatorów, hotel chains, airlines) which through one's commercial policy sometimes exert the large impact on functioning of the tourism in individual countries, than the politics of nation-states.

In second whereas against some economic and regional groupings (e.g. OECD, ASEAN, APEC) and international tourist organizations, both intergovernmental (e.g. WTO) as well as extragovernmental (e.g. UFTAA, IATA, ECTAA). It is worthwhile also adding, that for many years - in some areas of activity - also countries being involved in the European Union are implementing the joint tourist politics. Admittedly for her the bodies responsible for the tourist politics are usually a director in individual Member States, but many decisions are taken at EU institutions, especially in the European Commission. Everything is buying it, that it is possible already to show certain elements of the joint international tourist politics. Everything is buying it, that in the last period a distinct development of cooperation is watching each other international in the field of tourism in which he is seeking the best way to solve bothering problems contemporary tourism.

Although the need of agreeing on the tourist politics of states in the international scale was noticed already in the interwar period, however the development of the international tourist politics came across it (and farther is coming across) to a lot of barriers. Even a formation of the World Organization of the Tourism didn't change it (World Tourism Organization - WTO) which from the moment of the coming into existence is trying to be the most important centre of for her shaping.

Among others the expressions included in the mission of this organization are attesting to it, where they wrote, that "... she wants to serve, as the global forum for establishing the tourist policy and as the practical source tourist know haw for member states and the tourist trade worldwide". Latest ranking WTO among the elite circle of a dozen or so special agencies of the United Nations, let's hope to the increase in her significance on the international arena and large impact for global solving some problems of the contemporary tourism.

Examinations conducted by the World Organization of the Tourism (WTO) in 1986 in several dozen countries of world showed that in the majority of countries the tourist politics most often regarding the following issues:

- administering and managing the tourism, mainly through activity of special central administration authorities for tourisms (e.g. creating and enforcing a tourist right, establishing tourist relevant institutions and being in charge of them, border formalities, international cooperation) - is appearing in the 85% of countries;

- town-and-country planning in the tourism (e.g. developing plans of tourist developing, the environmental protection, deglomeracija of tourist movements, public financing of tourist facilities) - in the 80% of countries;
- economic planning in the tourism (e.g. determining the place of the tourism in an economic plans, tax system, legal-economic initiatives, issue of licences for activity, customs policy, foreign exchange and the like) - in the 77% of countries;
- public planning in the tourism (determining social objectives of the tourism and ways of achieving them, determining the financial policy for the social tourism, subsidizing withdrawn investments, interventionism in the tourist consumption, funding partially the involvement in the tourism) - in the 73% of countries;
- vocational training (e.g. determining the demand for the tourist staff, school curricula, subsidizing the tourist education) - into 75 % countries;
- marketing and the promotion of the tourism (e.g. encouraging foreign tourists for the arrival in the given country, and discouraging own citizens from tourist trips abroad, financing promotional campaigns, running inquiry offices and the promotion at home and abroad) - in the 80% of countries;
- researches and tourist statistics (collecting and publishing official data about essential signs of the tourism (tourist accommodation, statistics concerning foreign tourist movements) - in the 80% of countries.

This typology, of course isn't depleting all spheres in which the tourist policy of the state manifests itself. To a large extent however he is surrendering real areas of engagement of the authorities of the state into the tourism. It seems, that scope of co-operation international, and rally - in the sure simplification - of international tourist politics, to include all specified fields perhaps practically.

2. CONCLUSIONS

The rapid development and the evolution the tourism passed which within one hundred last years cause, that she is regarded as one of the most interesting processes and of grassroots movements in the newest history of humanity.

Growing meaning caused her steels, that "... became an important component of the overall policy of the contemporary state in different fields of the, economic and political social life, both in the scale of individual countries, as well as in the world". He isn't yielding to the doubt, that deliberate tourist policy of states, was a sine qua non "of development of tourism. It is necessary however to remember about it, that world, and behind him the tourism is subject to a further evolution.

Therefore, not only expecting future occurrences occurring on the tourist market, but also creating the further development of tourism are an essential problem of the contemporary tourist politics. The globalization, environmental problems and the pace, in which modern technologies are being entered into the tourist trade, seem to herald the real revolution in the entire system of the organization and functioning of the tourist market. In combination with transformations in the sphere of needs, motivation and the preference of tourists, these processes are fixing new objectives and objectives for the tourist policy. An international cooperation and a need for the tourist policy coordination are one of them in the global scale.

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