

## Prospects of the development of the international tourist politics

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### ABSTRACT

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.

**Keywords:** World Council of the Travel and the Tourism; Refined Code of Ethics for the Tourism; Third Ways in the tourist planning

### 1. INTRODUCTION

The study of the development of the tourist politics in various countries is showing that she evolved according to the certain scheme which one by one he embraced:

- promotion of existing resources for getting profits on the foreign tourism;
- increase in the prosperity of the society, in it of especially reception inhabitants of the territories, by due managing positive and with adverse effects (environmental, economic, social and cultural) of development of tourism, as well as through the politics of the tourist product development and "harmonizing" tourisms with other arenas of the national politics;
- the development of the entrepreneurship and encouraging to the improvement of quality of service and the increase in the competitiveness.

Enough universally he considers himself, that effort of persons involved in creating and the practical implementation of a policy tourist should concentrate on, how to make the modern economic sector and the source of the economic auspiciousness from the tourism, both for organisers and tourist contractors, as well as the population of reception areas, with simultaneous eliminating negative adjuncts for development of tourism, so as: environmental decay, uneven spreading benefits resulting from this development, marginalisation of the

influence of the local population on made decisions, dominance of large tourist concerns, commercialization of the local culture, social pathologies etc.

## **2. THE TOURIST POLITICS**

These problems constitute the main subject of the research above the tourist politics. Unfortunately the majority from these examinations has contributory character and is regarding only selected aspects of functioning of the tourism (of most often managing and marketing). He is sorting works which would capture the tourist policy in the comprehensive way, linking it in addition with processes which are altering the face of contemporary world, so as: the globalization, the concentration of capital, the reducing role of the state and the growth in importance of international organizations, the change of the social structures, systems of values and lifestyles, the latest models of the organization of the public life, alterations of existing models of the consumerism etc. A distinct deficiency of works which would constitute some turning point is being sensed as well as appointed the new quality in stalking you for the tourism. Meanwhile extremely both in the range of very tourism, and in surrounding closer to her and more distant they cause occurring rapid changes, that concepts and developed models earlier, often no longer are working and don't allow for solving diverse problems of the tourist politics.

Twenty years ago J. Krippendorf already called for creating the new tourist policy which would rely on new values. With turning it over in this politics ecology and needs of reception inhabitants of the territories to place oneself they must before economics, whereas should be priority superior to her "... guaranteeing optimum satisfying the tourist needs of different kind for people of all classes in efficient frames economically of tourist devices and in the not polluted natural environment, at including business of the local population".

Environmental problems constitute the basic plain of the international cooperation in building bases of the global tourist politics. It isn't possible however to forget .. about other aspects of the national revenue for the tourism. Considering experience of many countries, in which the tourism was (farther is often) used for the indoctrination and political objectives, an ideological neutrality of the entire class of the tourism and rest should be one of her fundamentals. This politics should have liberal and not assessing character relatively so that the state doesn't impose patterns and manners of rest upon the society. It isn't possible for her also to use to of "making up" of mistakes and shortcomings of other policy areas of the state (educational, health, of the employment and pays etc.) what was practised in many countries (including in Poland).

The tourist politics should have exclusively complementary, rather than substitution character with regard to other fields of the politics of the state. Basic with setting her - irrespective of, whether the politics is being talked about in the international scale, states, regions, whether specific destynacji tourist - creating optimal conditions to the development of tourism should be, bringing supporting the tourist sector orientated to the market and based on the private property and the initiative which is able to meet the tourist needs of own citizens, in addition notable benefits for reception areas and to fight off competition on the international market, not destroying the cultural legacy and the natural environment which is after all in addition with basic raw material of the tourist industry.

Diverse congresses, seminars and conferences serve improving the tourist politics led by individual countries and building bases of the international tourist politics. An exchange of views and concepts developed in the course of such meetings, constitute important hints for

persons of both the institutions involved in the process of creating and the tourist implementation of a policy. It seems, that in last years an awareness grows, of the fact that pursuing the joint international tourist politics is necessary in certain areas of issues and problems. Organizing the year in 1990 was one of practical signs of such activity in Washington of first gathering Experts of the Tourist Politics, in the course of which they were trying to develop logging of the global tourist politics. Unfortunately this simple objective isn't.

In the global scale three passed recently documents and action accompanying them are certain indicators of directions of the development of the tourist politics. From them he is first "Department 21 for the tourist industry" (Department 21 for the Travel and Tourism Industry), drawn up together through World Organizations of the Tourism (WTO), World Council of the Travel and the Tourism (WTTC) and Advice of the Earth (Earth Council). The department appoints concrete tasks for governments and local authorities, especially a development of tourism in supporting balanced and the public-private partnership. He is the second document "Refined Code of Ethics for the Tourism" (Global Code of Ethics for Tourism) UN drawn up by WTO, with the approval of over 70 international organizations and passed in the form of the special resolution of the general assembly on the day of 21.12. 2001. Code - apart from the preamble, containing references to a dozen or so most important declarations, the convention and other international agreements concerning the tourism - contains the nine-point set of laws, duties and tasks for all most important market subjects tourist, as well as the protocol implementational, defining the input mode of the Code into force and procedures of enforcing his records and solving matters of contention. Similar character on third from recalled documents - "Project of the New Tourist" (Blueprint for New Tourism) which was drawn up by the World Council of the Travel and Tourisms. It contains - drawn up with the global prospect - vision of the development of tourism, comprehended as "... partnership, providing with results suiting needs of economy, world of the business, authorities and the local communities, based about:

- recognizing governments tourism behind the high priority;
- balanced management, including people, the culture and the environment; aspiration common to
- to the long-term height and the prosperity".

The "project of the New Tourism" is stressing the role of governments, which in the framework of the implemented tourist politics and created strategies of the development of tourism, should take responsibility for in order to do from the tourism "... factor of the economic progress in the local and nationwide dimension which is creating chances of the worther and better life of people worldwide".

In spite of described efforts, the development of the international tourist politics is coming across great resistances. Cells, the scope and forms of pursuing the tourist politics are showing the huge diversity in the scale of world, and diverse (often conflicting interests of individual market subjects tourist (of countries, sectors of the tourist industry, social groups etc.) cause, that to the creature worldwide (how J. Krippendorf wanted) of tourist politics it is still far. However it seems that discussion to this subject is doing the quality good national, and of especially a regional tourist politics. In the last period because a few concepts curious about the theory and new arose in this respect.

The study of the development of the tourist politics in various countries is showing that she evolved according to the certain scheme which one by one he embraced:

- promotion of existing resources for getting profits on the foreign tourism;

- increase in the prosperity of the society, in it of especially reception inhabitants of the territories, by due managing positive and with adverse effects (environmental, economic, social and cultural) of development of tourism, as well as through the politics of the tourist product development and "harmonizing" tourisms with other arenas of the national politics;
- the development of the entrepreneurship and encouraging to the improvement of quality of service and the increase in the competitiveness.

The similar position with reference to the planning and the tourist politics is filling P.M. Baurns. According to him, four fundamental reasons exist of it, that existing concepts of tourist planning are proving false, causing a lot of problems appearing especially in areas of the reception of tourist movements.

- rigmarole of creating plans, causing that the politicians responsible for their realization, from various reasons (e.g. lack of time), not always are able to understand conditioning, the being and multifaceted character of phenomena and processes appearing on the tourist market. From their side a charge is often also put forward that planning the development of tourism requires the too great commitment on the part of the government.
- Unrealistic character of tourist plans which often stay at variance with other plans (e.g. general-economic, in the environmental protection etc.) what next the need to implement reductionist action causes.
- Undemocratic mode of creating them and the enforcement, resulting from the fact that decisions are being made without the participation or only at the seeming participation of reception inhabitants of the territories.
- absence of co-operation international. The ineffectiveness of the tourist planning partly results also from exclusively national character of created plans what enforcing warning is hampering of records written in them by large international concerns (tourist, hotel, air etc.), of which the politics not always matches businesses of individual countries.

Concept "Third Ways in the tourist planning" formulated through P. Burns is concentrated on making plans for the tourism in reception areas. He is regarding mainly *destynacji* tourist, however she is enough universal, that can find application at planning the development of tourism on all rungs of managing the tourism: local, regional, national international. For her basic virtue (which in certain situations can however turn out to be also a defect) she is feeling "centre" character, i.e. desire for combining "left-wing" and "right-wing" attempts at the tourist politics. She seems to be an interesting attempt to find the compromise in this respect. She is in addition definitely less reductionist than the position J. Krippendorfa included in the concept "Hard & Tourism Software" which is leaning on comparing detailed sets of alternative features and effects of the tourism, automatically entertaining one another, that one side (hard or soft tourism) is ruling out second. Such an approach can however turn out to be efective and limit the tourist planning. According to the scheme J. Krippendorfa, mass tourism (hard) he cannot because be treated as the developmental option even when local communities were willing to unwind it on their area.

Theory "Third Ways..." it is also "politically and socially" simpler to accept than, the concept of P. Murphe'ego, stressing the participation of the local communities in benefits from the development of tourism, which on account of one's North American context, not perhaps to be used in underdeveloped countries. The P.M. theory of Burns is going beyond

also beyond including the known PASOLP concept (Product's Analysis Sequence for Outdoor Leisure Planning) drawn up through M. Boud-Bovy which is well up to the product and for exploiting the area, in the connection what doesn't take the issue of establishing and the role of social institutions representing businesses with of the local community. A concept is trying to eliminate lacks of exchanged theories "Third Ways in the tourist planning" which additionally is stressing the significance of applying the monitoring of tourist phenomena. For her also a special approach towards problems of the coordination is the best thing, because planning the development of tourism in it not only has between sector character, but it is also "sectors of inside active" what he/she is marking that the coordination is occurring also between different subsectors of the tourist industry.

### 3. CONCLUSION

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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