

New Views Combined With New Technologies in the Tourism Sector

Louis Delcart, European Academy of the Regions, Brussels, Belgium

ABSTRACT

In today's economies, tourism is often used as a means to provide areas with few structural employment opportunities with the tools for economic development. This is especially when the areas in question are attractive because of their natural resources or because of their cultural and/or historical background. To get the best results from the tourism efforts in a city or region, all parties involved must work together, managed by the local government. The task is to make choices in which tourist category the city or region wishes to differentiate itself from the others. If a regional or local government coordinates initiatives with determination and competence, a complete region can enjoy a much higher added value, which by far exceeds the tourist aspect. The regional governments should keep the larger picture of regional development in perspective.

KEYWORDS

Regional Development, Strategy in Tourism Development, Tourism, Triple Helix, Types of Tourism

INTRODUCTION

In no country economic opportunities are evenly spread over the whole territory. The reasons for this are multiple: geographical, historical and demographic. There is also an increasingly broader gap between rural areas and urban areas. However, the right to an adequate standard of living is enshrined in an International Covenant on Economic, Social and Cultural Rights which is an output of the Universal Declaration of Human Rights and every politician in a democracy should be committed to providing his fellow citizens with a dignified existence. In today's economies, tourism is often used as a means to provide areas with few structural employment opportunities with tools for economic development. Especially when the areas in question are attractive because of their natural resources or because of their cultural-historical background. The government finances and organizes then in the first place the disclosure of the area by building roads and infrastructure. The further economic development is often left to the private sector. And those entrepreneurs who respond to this are not always best equipped to offer high added value for a region. Indeed, they strive in the first place to provide their own family, relatives or clan with an income, without taking into account the wider regional ecosystem. As a result, the tourist offer is very fragmented and therefore not necessarily attractive for the more demanding visitor. I agree that tourism offers opportunities to social groups with less educational potential enabling them to build up a viable life thanks to hard work. But if a regional or local government coordinates initiatives with some competence, a complete region can

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enjoy a much higher added value, which by far exceeds the tourist aspect. This article is the result of a number of reflection moments held within the European Academy of Regions to set up a training program for regional tourism. It corroborates in its main conclusion with a study published on the blog of the World Bank: “Destinations and their stakeholders are responsible for ensuring that growth is well-managed; that benefits are maximized; and that any negative externalities are minimized. This requires a continuous process of planning and management that evolves and that can be measured over time.” (Perrottet & Benli, 2016).

Three Main Types of Tourism

For us there are 3 types of tourism in today's society: 1) the classic type, where we make a distinction between cultural tourism and recreational tourism or a combination of both, 2) event tourism, indicated with the acronym MICE (meetings, incentives, conventions, exhibitions), 3) educational tourism where summer schools, master classes for all kinds of skills and boot camps are eligible:

1. **Classical tourism:** We make a distinction between cultural tourism and recreational tourism:
 - a. **Cultural tourism:** Based on the historical context of an area and links visits to historical buildings and sites to visits to museums in which artistic, cultural and / or historical objects are exhibited and discussed;
 - b. **Recreational tourism:** Much more spread out of focus. It can focus on pure recreation, enjoying the sun and the sea, or nature where ecotourism or rural tourism nowadays gets attention, on active recreation such as hiking or jogging in nature, or sports recreation in all sports such as skiing, sailing, surfing, horseback riding, diving. And more and more the gastronomic pleasures become an end in itself. People come to taste (local) dishes, taste wine or beers. People come to learn to cook. Creating recurrent cultural or sports events can be very beneficial for all parties in a region. The organisation of marathons for example become emblematic and increase the revenue for the entire city year after year: the tourism sector, the Horeca sector, hotels, transportation business, the entertainment business welcome large quantities of visitors during the event's period. Some tourist spots: the marathons of New York attracted 50.000 participants in 2018, having to pay their participation fee on top of their hotel, meals etc. The marathon of Paris attracted 57.000 attendees, the one of Brussels 14.000. The financial benefit for a city is huge: 300 M. € for New York, 50 M € for Paris, 1,4 M € for Brussels (19.30 h news of Belgian television, 2018). Other events world while to mention attracting numerous tourists: the Palio horse races in Siena Italy (Palio di Siena in), the bi-annual flower carpet at the Brussels Grand'Place (Flower Carpet), the yearly movie festival of Cannes (Cannes Film Festival) etc.;
2. **Event tourism:** Focuses on different aspects and different target groups. Congresses and conventions gather people with a common profession or a common goal to a certain location, but also offer them or their partners a recreational program. Trade fairs provide the latest insights in a specific field and offer people the way to find new opportunities and business partners. These come usually only for the fair, as a visitor or as exhibitor, but also have to be lodged, fed, have to hold business lunches etc. Incentives are usually purely recreational, but are organised with a very high level program. Incentive programs are usually the outcome of a commercial competition between different sales managers and reward the most successful sales people. The first aim is to spoil them in such a way that they will continue their effort in the following year. Annual meetings of large organisations also take place at annually changing locations. Here too, the useful results of the past year and the strategy of the following year are discussed in a combination with some very remarkable visits, and the organisation of large dinners or cocktails;
3. **Educational tourism:** For all times. Already in Roman time philosophers from different regions followed lessons with a greater philosopher. In the Renaissance, painters perfected their skills and inspiration by visiting Italy and its art cities. By improving the transport means such as railways

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