


Chapter 15

Techno–Geopolitical Dimensions of Tourism in the Global Political Economy

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ABSTRACT

The Techno-Geopolitical Aspects of Tourism in the Global Political Economy chapter explores how digital technology and geopolitical forces interact to transform tourism as a spatial-political activity as well as an economic sector. It emphasizes how governments and non-state actors use technology as a geopolitical tool by placing tourism within historical and modern power relations, drawing on classical and critical geopolitical theory. The chapter makes the case that in the current digital era, certain actors have more control over worldwide visitor flows, place narratives, and economic strength due to their access to knowledge, communications infrastructure, and technology capital. Territorial claims, political ideologies, and national identities are created and disputed in the context of tourism. The study urges a reconsideration of tourism as a techno-geopolitical assemblage influenced

DOI: 10.4018/979-8-3373-1727-4.ch015

by digital transformation, spatial narratives, and political intent, rather than just as leisure or business.

INTRODUCTION

Geopolitics is among the applied concepts that are used in political literature of today's world. But like many other things, its history is older than its formal creation in the 19th century (Criekemans, 2022a). That is, the politicians and military officials from ancient times knew well that geography was power and were aware of its effects on the balance of power in a region. That is why geography played and is still playing an important role in regional equations and hence, there were many struggles and wars broken out for changing the geography of a territory and achieving military and political success in those lands. Therefore, the effect of geographical elements on the power of a political unit was a phenomenon existed before the birth of the concept of geopolitics. This classical concept was stressed on since the 19th century to be located in a formal academic frame called geopolitics (Hilgert, 2025). With the addition of this new-comer to the reunion of existed sciences, now the universities and academies have tried to clarify its different dimensions. Therefore, geopolitics became the study of the effects of geography on international politics and international relationships which tries to make a cognitive base for political behavior in terms of geographical variables. But this was not the end of such scientific story because since the late 1980s, a new concept critical geopolitics being a radical critical perspective on the discipline of political geography to becoming a recognized area of research. These paper with adaptive method and rely on library resources, looking Prove this theory that technology is a powerful instrument at the disposal put of all actors including governmental and nongovernmental, But due to three factors: government access to information, wealth and communications further than the other actors, power and usability of technology has greater (David et al., 2023).

In recent years, more and more companies, providing services in tourism and destinations, have begun to incorporate the use of digital assets into their strategy, recognizing that change is essential to the preservation and improvement of competitiveness nowadays. The European Commission has implemented numerous of measures to increase the competitiveness of small businesses in European tourism, integrating them into global digital value chains and thereby improving their workplace creation potential. The European Commission is helping tourism companies in several areas to use digital solutions as widely as possible. Among other activities, digital tourism events, the creation of the Digital Tourist Network and the Tourism Business Portal can be found. The primary objective of these activities is to strengthen education, to engage smaller businesses in the digital value chain

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