

CHAPTER 11

Economic and Political Impacts of Tourism

Nobody goes there anymore; it's too crowded.

—YOGI BERRA

LEARNING OBJECTIVES

After you have read this chapter, you should be able to:

1. Identify and explain the economic benefits of tourism.
2. Identify and explain the potential economic problems that can be created by tourism.
3. Explain why tourism revenues are considered an export.
4. Explain what is meant by the tourism multiplier concept.
5. List the various organizations that help promote tourism.
6. Explain how convention centers are used to generate tourism in a city and how these centers can be funded and managed.
7. Explain the steps involved in tourism planning.
8. Explain why tourism development can lead to political tugs of war.

CHAPTER OUTLINE

Chamber Director Headache #1456

Introduction

Looking to Tourism for Economic Growth and Vitality

Comparative Advantage
Tourism and Foreign Exchange Rates

The Multiplier Concept

Realizing Tourism's Export Potential
What Goes Around Comes Around
Tracking the Impact of Tourism Expenditures
Economic Impact Analysis

Other Economic Impacts

Potential Problems in Tourism-Based Economies
Tourism in the Economic Balance

Tourism and Politics

The Role of Government in Tourism
Tourism Promotion Agencies

Public/Private Organizations

Chambers of Commerce and Convention and
Visitors Bureaus
Convention Centers

Tourism Planning

Political "Tugs of War" over Tourism

Summary

You Decide

NetTour

Discussion Questions

Applying the Concepts

Glossary

References