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Tourism Development after the Crises

Global Imbalances – Poverty Alleviation

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Foreword

The ongoing globalization process made the world richer but also more vulnerable to crises. It is not evident if the United Nations can achieve their millennium goals consisting to reduce poverty of the world population by half in the first fifteen years of the new millennium. Tourism as a driver of globalization is supposed to contribute to a better world since its long term growth is strong. But it is also to take into account that this growth led to a proliferation of destinations and a tougher worldwide competition. Furthermore, tourism growth path follows economic growth and makes it vulnerable to external shocks such as the recent global financial crisis and its following recession.

The proceedings of the Conference show that tourism is rather resilient to crises since its stakeholders developed specific strategies of survival. Furthermore, they returned to business as usual once the world economy started to recover. On the other hand, the proceedings stress on the fact that the successful market driven development model is not the only one. If poverty alleviation by a better distribution of wealth to individuals and regions is an objective, alternative development models such as the community based and the ProPoor models can bring substantial results on a smaller scale.

Prof. Melville Saayman, Director of the Institute for Tourism and Leisure Studies of the Northwest University, Potchefstroom (South Africa) and his team who organized the 60th Jubilee Conference demonstrated how emerging countries can develop endogenous tourism resources and put them successfully on the domestic and the international markets. South Africa was the right place for launching the discussion on how tourism could better contribute to wealth and quality of life.

St. Gallen, November 2010

Prof. Dr. Peter Keller
President

Prof. Dr. Thomas Bieger
Secretary General

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