

Oysters and the 'Beach Disease'

A Critical Discussion on Tourism-Induced Economic Growth

Papathanassis

Prof. Dr. Alexis



Cruise Management &

E-Tourism

Prof. Dr. Alexis Papathanassis

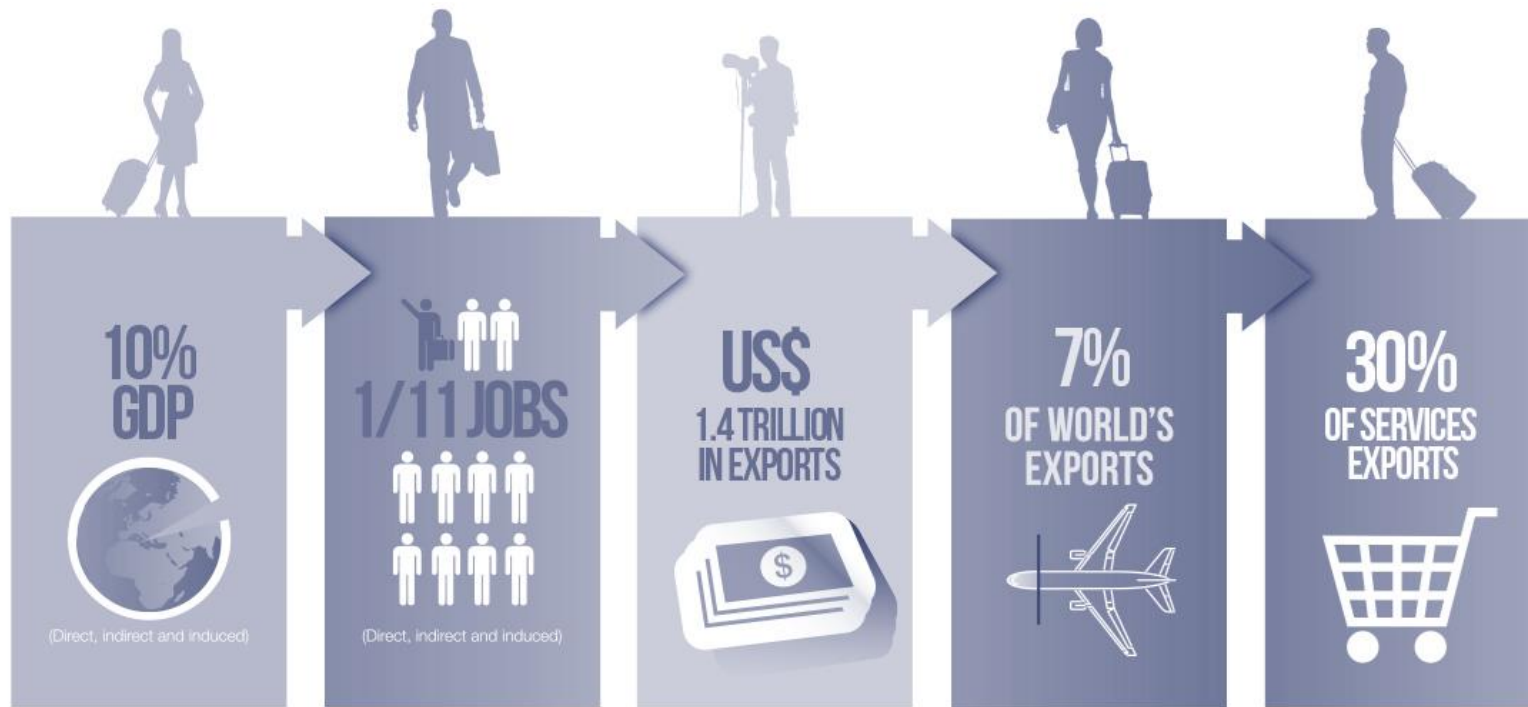
PIGE – Constanta (Romania), 2nd – 4th of June 2016

THE 'TOURISM OYSTER' AND ITS 'ECONOMIC PEARLS'

GDP Contribution, Tourist-Spending, Foreign Tourism Investment



Tourism as a Motor of Global Economic Growth

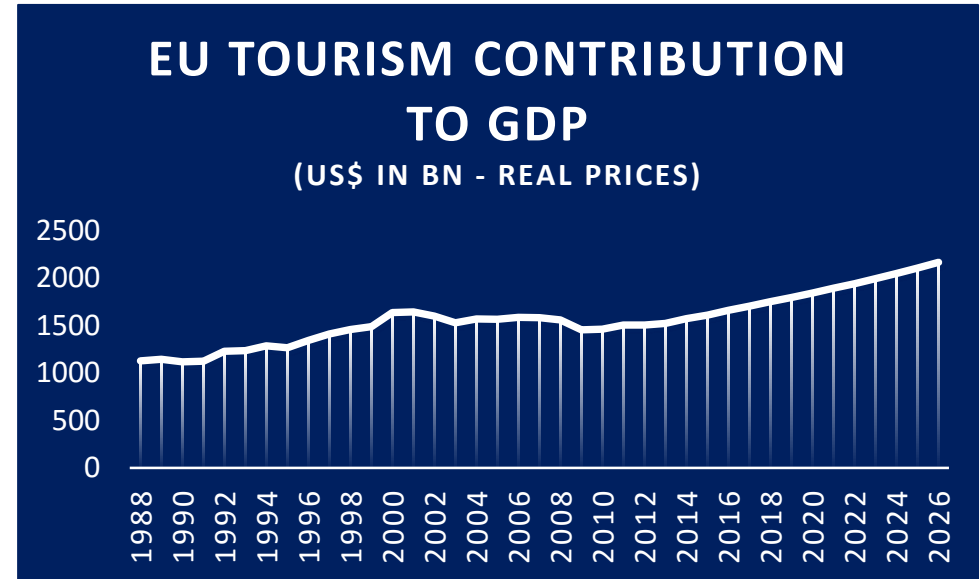


WHY TOURISM MATTERS

©World Tourism Organization (UNWTO) 2016

Tourism Development Potential

It Pays to Invest in Tourism!

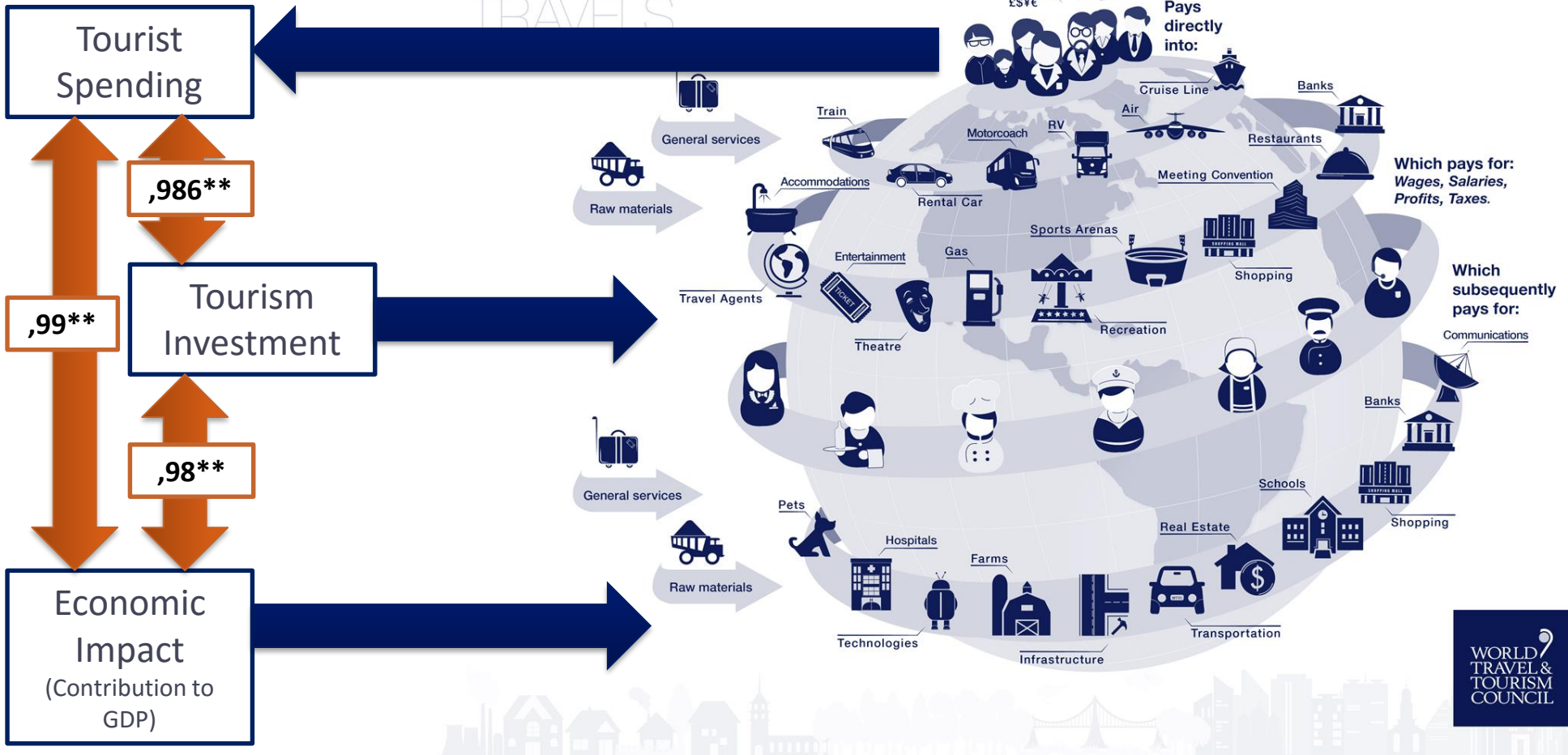


Every **\$1.00** invested in **tourism** generates
\$8.55 in tourism **income** (tourists' spending)!

A Simple Model of Tourism-Led Economic Growth: *Chicken-Egg Question*

Travel Pays

HOW MONEY
TRAVELS



A Simple Model of Tourism-Led Economic Growth: *Chicken-Egg Question*

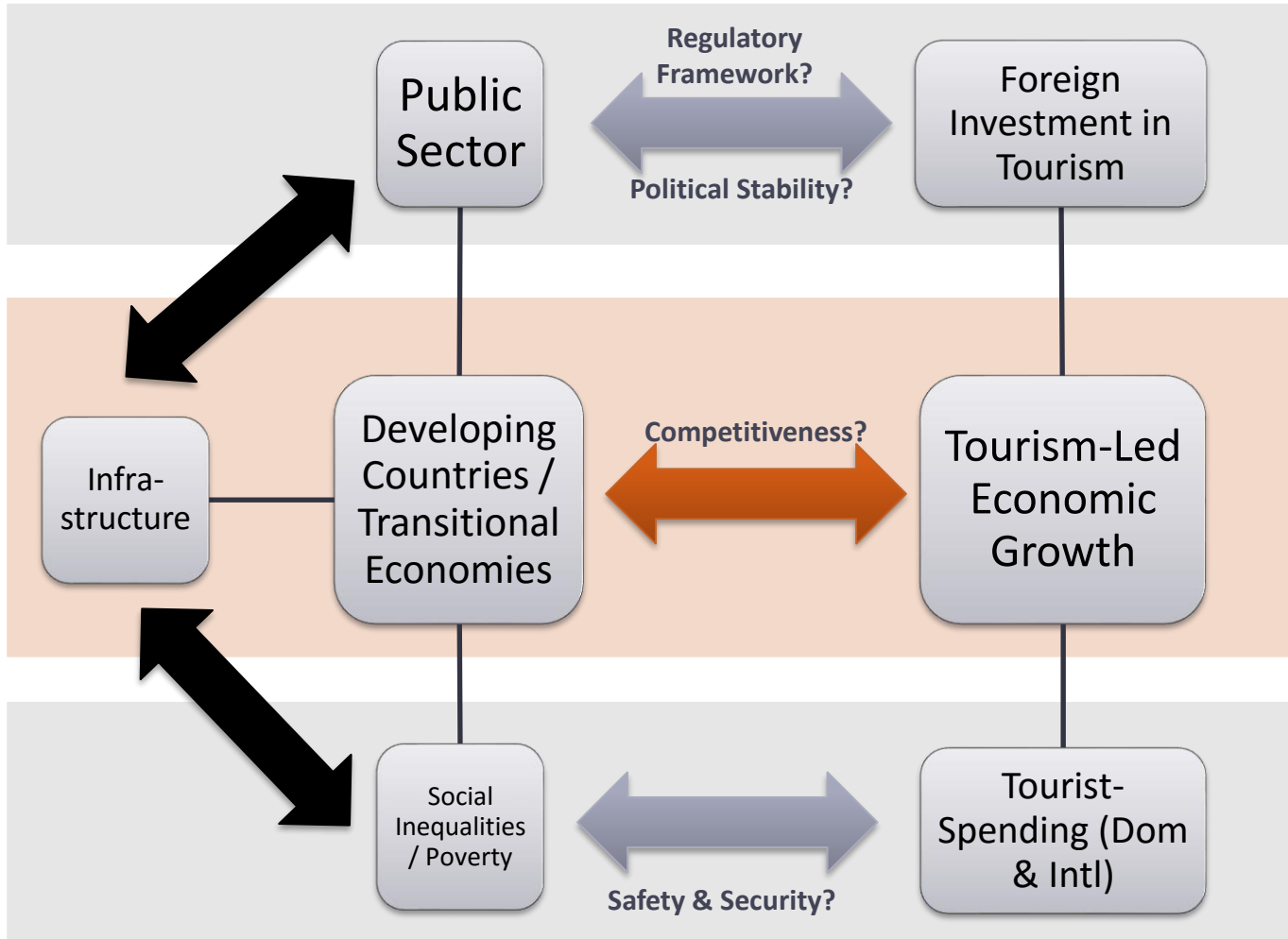
 **Travel Pays**

HOW MONEY
TRAVELS



Tourism – A Viable Way Out of Poverty?

3 Key Questions...



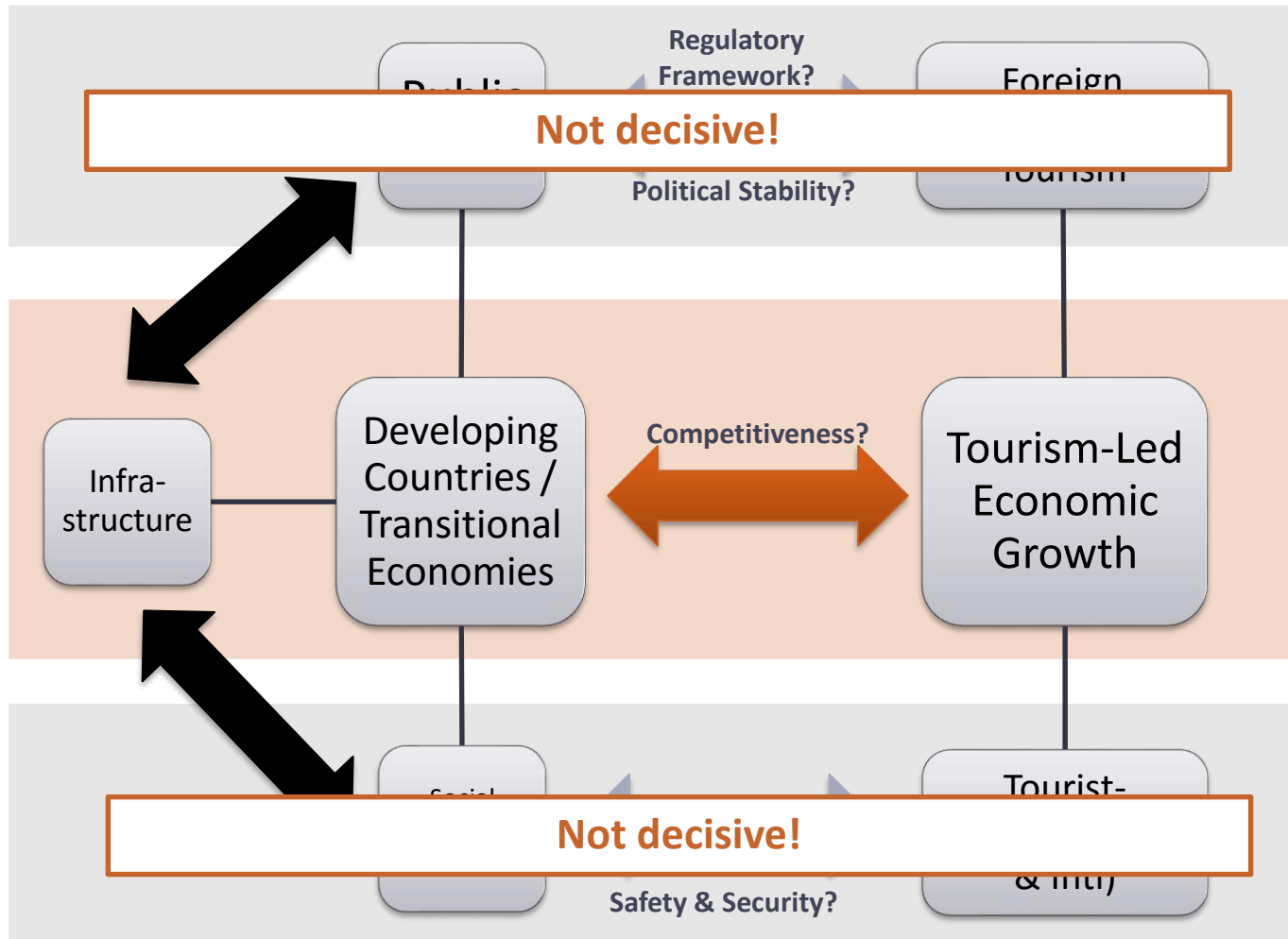
To what extent is a country in a position to attract foreign investment for the development of tourism?

To what extent does tourism contribute to the economy of a country?

To what extent are tourists willing to visit a country and spend money outside the confines of their 'protected' resorts?

Tourism – Forgiving Sector?

Existing Tourism Research Findings



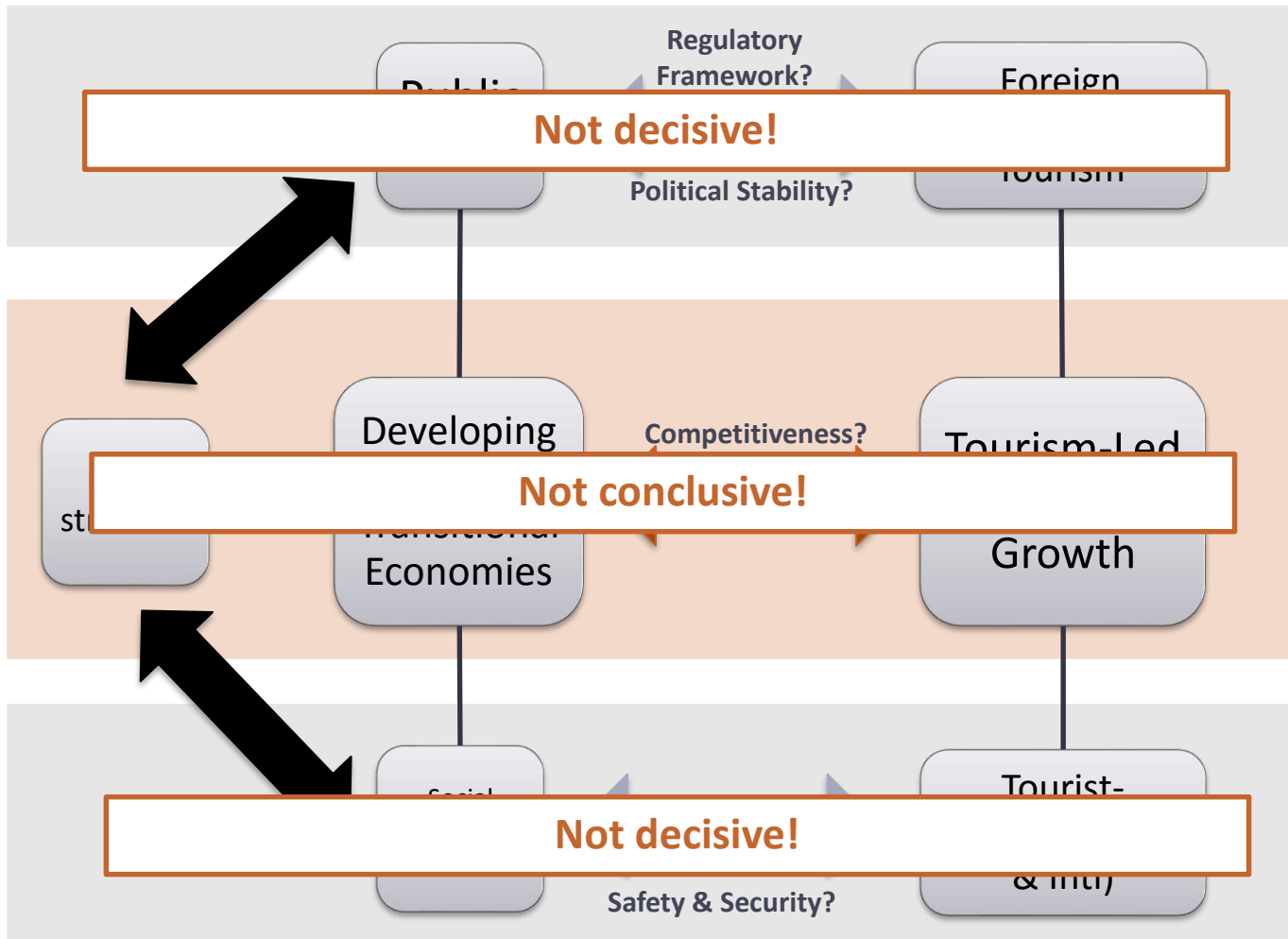
The effect of political stability and Regulatory Framework is not decisive (Steiner, 2010; Cristea, 2014)

Tourism seems indeed 'forgiving to the potential ails' of a developing economy and justifiable as an economic development strategy!

There is insufficient evidence connecting criminality and safety issues to tourists' spending (Brunt, 2000; Larsen et al, 2009)

Tourism – Beach Disease Effect?

... There is still a 'Catch'!



The effect of political stability and Regulatory Framework is not decisive (Steiner, 2010; Cristea, 2014)

The expected benefits of tourism often fail to materialise and there is variability in the tourism competitiveness (Che Chou, 2013; Inchausti-Sintes, 2015)

There is insufficient evidence connecting criminality and safety issues to tourists' spending (Brunt, 2000; Larsen et al, 2009)

THE OYSTER CATCHER AND MY DAILY 'HOLIDAY EXPERIENCE'

Him...



The Promise...

An 'All-Exclusive' Expensive Holiday!



... The Daily Reality at 06:00!



- ▶ Every Day the Oyster Catcher:
 - Attacks the Glass with pebbles and wakes me up at 06:00
 - Uses my terrace as a toilet
 - Keeps coming back, even though I chase him away every day
- ▶ The Oyster Catcher's motivation is:
 - To find a place for her nest – by terrace is ideal because it is near the sea, wind-protected and provides pebbles
 - To attack other birds around her nest – The bird does not realise it is attacking itself

Don't blame the **Oyster**
Catcher for ruining your
morning... **Blame** what he sees!



Amnesty International... Corruption Perceptions Index*



CORRUPTION PERCEPTIONS INDEX 2014

RANK	COUNTRY/TERRITORY	SCORE
1	Denmark	92
2	New Zealand	91
3	Finland	89
4	Sweden	87
5	Norway	86
5	Switzerland	86
7	Singapore	84
8	Netherlands	83
9	Luxembourg	82
10	Canada	81
11	Australia	80
12	Germany	79
12	Iceland	
14	United Kingdom	
15	Belgium	
15	Japan	
17	Barbados	
17	Hong Kong	
17	Ireland	
17	United States	
21	Chile	
21	Uruguay	
23	Austria	

24	Bahamas	71
25	United Arab Emirates	70
26	Estonia	69
26	France	69
26	Qatar	69
29	Saint Vincent and the Grenadines	67
30	Bhutan	65
31	Botswana	63
31	Cyprus	63
31	Portugal	63
31	Puerto Rico	63
35	Poland	61

47	Costa Rica	54
47	Hungary	54
47	Mauritius	54
50	Georgia	52
50	Malaysia	52
50	Samoa	52
53	Czech Republic	51
54	Slovakia	50
55	Bahrain	49
55	Jordan	49
55	Lesotho	49
55	Namibia	49

69	Brazil	43
69	Bulgaria	43
69	Greece	43
69	Italy	43
69	Romania	43
69	Senegal	43
69	Swaziland	43
76	Montenegro	42
76	Sao Tome and Principe	42
78	Serbia	41
79	Tunisia	40
80	Benin	39
80	Bosnia and Herzegovina	39
	El Salvador	39
	Mongolia	39
	Morocco	39
	Burkina Faso	38
	Madagascar	38
	Jamaica	38
	Peru	38
	Philippines	38
	Sri Lanka	38
	Thailand	38

'Tourism Performance and Corruption' Hypothesis Testing

		Tourism Contribution to GDP	Domestic Tourism Spending	International Tourism Spending
Corruption Perception Index Score	Pearson Correlation	,207*	,225*	,217*
	Sig. (2-tailed)	,031	,019	,023
	N	109	109	109

**. Correlation is significant at the 0.01 level (2-tailed).

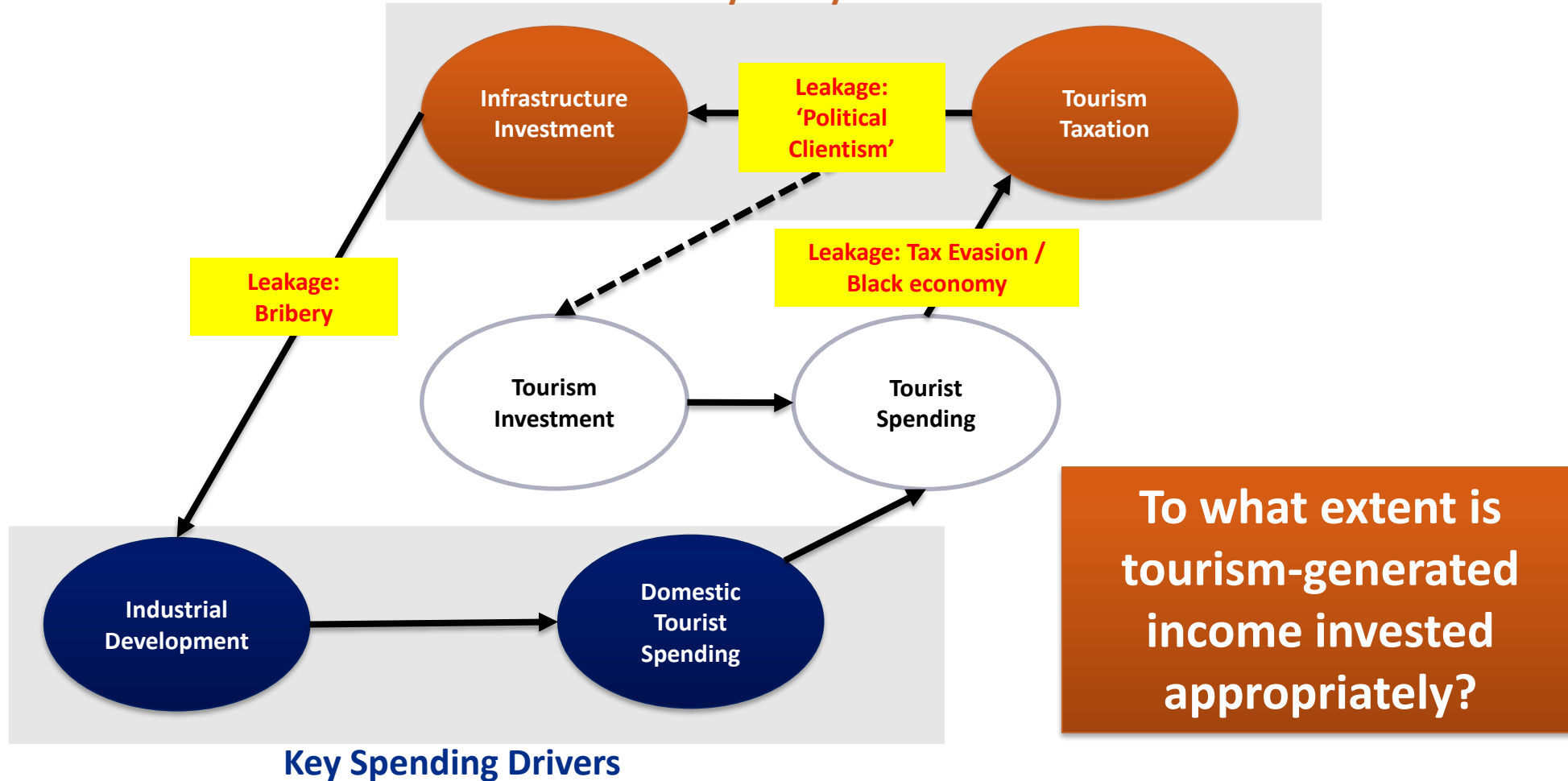
*. Correlation is significant at the 0.05 level (2-tailed).

Base Data: WTTC (2015), Transparency International (2016)

'Beach Disease' and Corruption

Tourism Investment 'Leakages'

Key Policy Instruments



Tourism Corruption or 'Yellow Tourism'

Perceived Safety & Tourism Spending!

Larsen et al. (2009):

- Actual tourists are less concerned about crime than potential tourists and that their focus is mostly on petty crime (e.g. theft)

George (2010):

- Despite own safety concerns, tourists are likely to **revisit and recommend** a holiday destination to others.

Boakye (2010):

- Tourists' feeling of safety and security do not depend so much on the visibility of uniformed personnel, but mostly on **perceptions of order and professionalism** in their surroundings

Do tourist feel they can effectively react and get support when something happens?.

Overcharging?

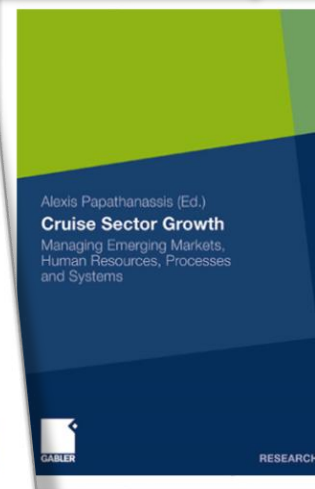
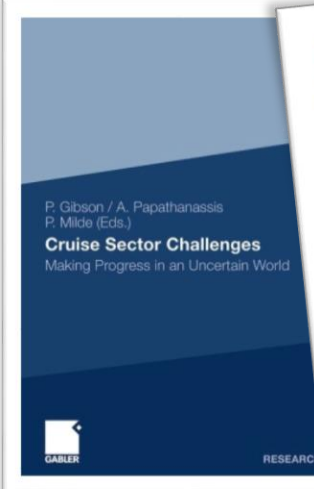
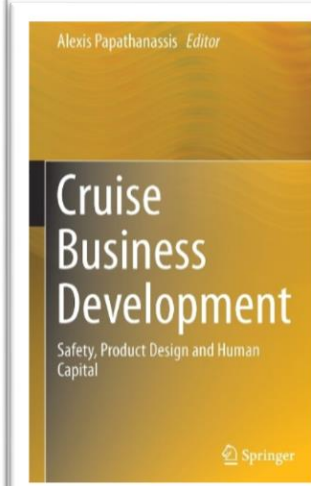
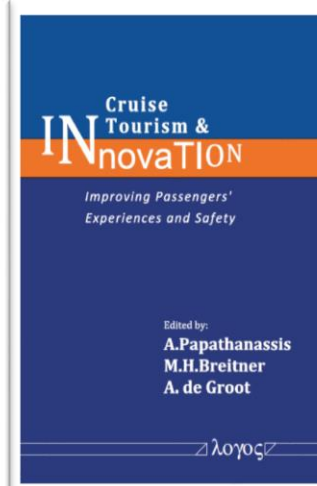
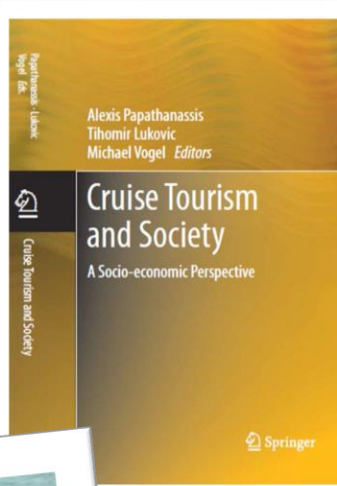
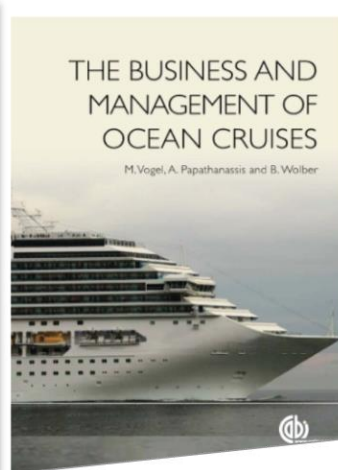
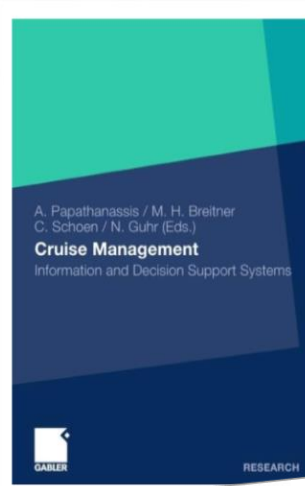
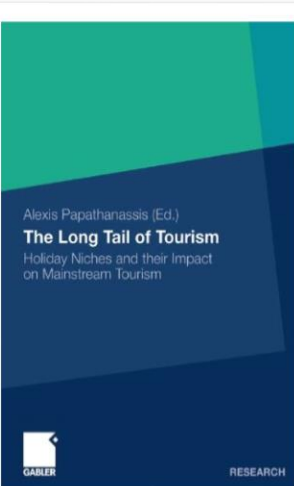
Bribery?

Transaction transparency?

Encounters with Public Services?

Do local's practices towards tourists demonstrate professionalism?

Hospitality is a **Promise** and
depends on **Reputation** and
Trust! Tourism-related
Corruption destroys both.



Prof. Dr. Alexis Papathanassis
Cruise Management & e-Tourism

An der Karlstadt 8 · Raum S 5.33
D-27568 Bremerhaven
Telefon +49 (0) 471 48 23-532
Telefax +49 (0) 471 48 23-285
E-mail: apapathanassis@hs-bremerhaven.de
www.cim.hs-bremerhaven.de
www.cruiseresearchsociety.com

Privat:
Lohmannstraße 16
D-27568 Bremerhaven
Telefon +49 (0) 17 36 13 25 65
Telefax +49 (0) 72 11 51 52 81 70
E-mail: alexis@papathanassis.com
www.papathanassis.com

► Research Functions:

- Founder & Chairman of the **Cruise Research Society**
(<http://www.cruiseresearchsociety.com>)
- Co-Director of the **Institute for Maritime Tourism (IMT)**
(<http://www.imt.hs-bremerhaven.de/>)

► Administrative Functions:

- Dean – Faculty of Management and Information Systems
- Member of the Research Committee of the Bremerhaven University of Applied Science
- Chairman of the CTM Examinations Committee
- Member of the CTM Study Affairs Committee