

Chapter 3 Outline

Barriers to Travel, Tourism Investment, and Business
 Barriers Affecting Travelers
 Lodging Investment Barriers
 Lodging Operational Barriers
Government Hotel Regulations
 Price Control Measures
 Labor Regulations
 Room Taxes
 Other Regulations
 The Competitiveness Index
International Organizations Dealing with Barriers
 World Tourism Organization
 Organization for Economic Cooperation and Development
 General Agreement on Tariffs and Trade
 International Monetary Fund
 International Hotel & Restaurant Association
 World Travel & Tourism Council
The Need for Government Support
 Foreign Investment Incentives
 Bureaucratic Red Tape
 Tourism Policy
National Tourism Organizations
International Lodging Chains and Developing Countries
 Identifying Advantages and Disadvantages
 Maximizing Returns from Tourism
 Lodging Chains and Host Governments—Inevitable Conflict
Political Stability
 Impact on Investment Decisions
 Impact on Travelers
Travel Advisories
 Political Motivations
Political Risk
 Difficulty of Assessing Political Risk
 Reducing Vulnerability in Risky Situations
 Management Control in an Unstable Environment
Crisis Management
 The Written Crisis Management Plan

Competencies

1. Identify and describe various barriers to travel, including both those affecting travelers and those affecting businesses dealing with travelers, and list typical governmental hotel regulations. (pp. 61–71)
2. Identify and describe several international organizations that deal with barriers to travel and tourism. (pp. 72–77)
3. Explain why government support of tourism is critical to the success of the industry, outline the different types of support governments typically offer, and describe the role and common tasks of national tourism organizations. (pp. 77–81)
4. State the advantages and disadvantages of international hotel chain involvement in developing countries and identify typical areas of potential conflict between chains and host governments. (pp. 81–84)
5. Describe several ways in which political instability reduces travel and tourism, including historical examples, and describe the uses of travel advisories. (pp. 84–92)
6. Identify several types of political risk and approaches to risk assessment, as well as measures that can be taken to reduce risk. (pp. 92–97)
7. Explain the importance of crisis management and state the typical contents of a written crisis management plan. (pp. 97–98)