Studienkreis
für Tourismus und
Entwicklung e.V.

Presse-Information
Nr.

Questioning the Unquestioned: ”Politics as a seismograph – A new factor for travel decisions?”

With the format ”ZwischenRufe“ (“Interjections”) at ITB, Studienkreis für Tourismus und Entwicklung offers a top-class forum on social and economic policies and developments in tourism

Seefeld, 22/02/2018 – During ITB in Berlin, Studienkreis für Tourismus und Entwicklung e.V. (Institute for Tourism and Development), an organisation specialised in development related information and education in tourism, regularly takes up relevant issues influencing tourism as social and economic policy factors. With its discussion format “ITB Interjections – Questioning the Unquestioned“, Studienkreis offers a platform for outcome-oriented discussions by experts, persons concerned, and practitioners from all parts of the entire touristic value chain. This year, the panel is entitled **“Politic as a seismograph – A new factor for travel decisions?“**

Increasing or decreasing bookings provide information on how tourists assess the attractiveness of destinations. Issues such as personal health and safety are no longer the only factors that play a role when people decide in favour of or against a tourist destination. Of late, the political situation in a country has also been playing a role.

The prevailing political mood is subconsciously taken into consideration, as well as, for example, the persecution or marginalisation of minorities, the authoritarian behaviour of politicians, or xenophobic tendencies in the population. This proves that tourists are no longer only price sensitive. They want to be able to really arrive in their destination and want to feel comfortable there. This topic will be discussed by panellists on **Wednesday, 7th March at 2.00 pm.**

Welcome: Dr. Dietlind von Laßberg, Vice Chairwoman of the Board, Institute for Tourism and Development

Panel:

- Sören Hartmann, CEO, DER Touristic Group; Member of the Management Board of REWE Group, Cologne, Responsibility: Tourism
- Prof. em. Dr. Hans Hopfinger, Chair of Cultural Geography, Catholic

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- Christiane Schlötzer, Journalist, Vice Director Page Three, Süddeutsche Zeitung, Munich

Moderation: Andreas Stopp, Journalist, Deutschlandfunk

With this discussion format at the world's biggest tourism trade fair, Studienkreis für Tourismus und Entwicklung has since 1999 been encouraging a regular debate on side effects, opportunities and risks of international tourism. These discussions are meant to critically and constructively highlight the dimension of responsibility of those involved in tourism.

"ZwischenRufe" is supported by the German Federal Ministry for Economic Cooperation and Development and ITB Berlin.

Please also visit us at our information booth at ITB in hall 4.1, stand 248. Meetings may already be arranged.

Studienkreis für Tourismus und Entwicklung (Institute for Tourism and Development) focuses on development related information and education in tourism. In this context it brings out publications, organises international contests, offers training and seminars for people employed in the tourism sector, carries out tourism research and consultancy, and is involved in dialogue on issues related to tourism development.

Contact for the press:

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