YOU ARE INVITED TO ATTEND
A Research Seminar by
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“Tourism Policy of the European Union”

Sponsored by The School of Hospitality Business and MSU-CIBER

10:00 AM, Tuesday, 20 January 2004
301 Eppley Center

Tourism is one of the largest and most dynamic economics sectors. It is also well established as the largest generator of wealth and employment in the world. Tourism is playing a vital role as the economic engine for developed and developing economies worldwide.

Europe is the most important tourist destination region in the world, holding for 59 percent of international tourist arrivals and 52 percent of tourism revenues. Within the European Union there is a controversy as to whether the EU should have an active tourism policy or not. The richer countries with traveling citizens in the EU do not want to have an active tourism policy for EU. Nevertheless, receptive countries want to strengthen the position of EC institutions in the area of tourism. It is seriously taken as a matter of distribution of aid and a higher allocation of funds within the Union.

In this presentation the author analyzes the direct and indirect tourism policy of European Union and also examine the EU Tourism Policy areas and tourism activities.

Dr. İbrahim Birkan is General Manager of Túrser Tourism Service & Trade Inc., Ankara, Turkey. He also serves as Instructor, Başkent University, Faculty of Economics and Administrative Sciences, Tourism Management Department. He holds a MS in Hotel, Restaurant and Tourism Management from the University of Massachusetts. He received bachelor and MBA degrees from Ankara Academy of Economics and Commercial Sciences, and his Ph.D. is from Marmara University. He held managerial positions at Bayındır Holding, Demir Group, MNG Holding, Doğuş Holding, Sheraton Hotel, just to name a few.