GOVERNMENTAL AND INSTITUTIONAL TRAVEL AND TOURISM

No. 2: GITT Scientific Article
20 February 2020
ISSN 2695-9526

GITT Magazine

RELATIONSHIPS, PHENOMENA AND MOTIVATIONS OF GOVERNMENT AND INSTITUTIONAL TRAVEL. A NEW TRAVEL CONCEPT: *"GOVERNMENTAL AND INSTITUTIONAL TRAVEL AND TOURISM, GITT"*

No. 2, February 2020

PUBLISHED BY **TOURISM OPTIMIZER PLATFORM**

DEFINING THE FOCUS OF THE PUBLICATION

1. Public-Private Partnership, Education and Employment in Tourism for the accomplishment of Sustainable Development Goals

2. Digital transformation: new technologies and innovation opportunities

3. The concept of governmental and institutional travel

4. The contribution of governmental and institutional travel in the achievement of sustainable development goals: the promotion of sustainable cities and communities

GITT

GOVERNMENTAL AND INSTITUTIONAL TRAVEL AND TOURISM

Identification, definition and solutions for
a new concept framed within Tourism.

GITT-MAGAZINE NO. 2
February 2020 · **senior editor** · Publication made and edited by Tourism Optimizer Platform S.L. within the management and coordination of the GITT sector. All the contents reflected in this publication are the property of Tourism Optimizer Platform.

ISSN 2695-9526

Tourism Optimizer Platform S.L.
c/ Industria, 5 - 2º12. Mairena del Aljarafe, Sevilla, Spain.

CONTENT

> Governmental and Institutional Travel is a complex reality

GITT
GOVERNMENTAL AND INSTITUTIONAL TRAVEL AND TOURISM

1. INTRODUCTION

DIEGO FUENTES
CHAIRMAN TOURISM OPTIMIZER PLATFORM
Governmental and Institutional Travel and Tourism Expert

The most important international institutions are clearly committed to public-private partnerships, which allows for an increase in the quality and technical efficiency of services, a tireless commitment to innovation and the promotion of new areas of cooperation and dialogue. This collaboration, framed within the tourism industry, allows for the generation of new ideas, solutions and opportunities for development and sustainable economic growth, and helps to explain the dynamism and level of growth experienced each year by the tourism sector worldwide.

It is precisely within this framework of Collaboration, public-private, innovation and sustainable development, the Tourism Optimizer Platform (TOP) project has been created to facilitate the interaction of governments and institutions with the tourism agents involved in each and every one of their trips.

Governmental and Institutional Travel is a complex reality. The experience I have gained as an operator in the tourism sector, in attending to the travel needs of governments and institutions, has allowed me to identify the many peculiarities that characterize these travelers and the need to seek tailored solutions. In order to develop ad hoc solutions to help improve the dialogue between public and private agents, more than 4 years ago, we launched the research project Tourism Optimizer Platform.

With the purpose of providing customized solutions to governments and institutions, we undertook this research and development project, gathering detailed requirements from all agents involved in the sector. Later, with the use of big data and matching algorithms, we were able to identify homogeneous behavior patterns.

After identifying the singularities and characteristics of these travels, and after numerous consultations with leading experts and academics, a **new concept** was created called: “**Governmental and Institutional Travel and Tourism, GITT**”. An **international standard** (GITT Standard) was subsequently developed, as the first and only technical reference in the sector, which collects and regulates all flows and behaviors of this typology of singular trips, which, as we all know, have a set of requirements and needs (protocol, security, etc.), that make them unique and different from the rest of clients and travels. Without a doubt, this standard will facilitate the development of external actions and international relations between the subjects, international organizations and agents, and between institutions and companies.

Within this project, a wide technological ecosystem has been developed to help the sector itself, which facilitates the interaction and interlocution between governments, institutions, agents and international tourist operators of the GITT sector.

I would like to thank, therefore, these great organizations and institutions for their trust, encouragement and determination to promote innovation and public-private collaboration, which constitute a constant stimulus and favor the generation of projects that contribute to the implementation of actions and initiatives, which bet on the achievement of the Sustainable Development Goals, and favor the identification and definition of new niches and segments, in this case framed within Tourism, thus facilitating the professionalization and standardization of the sector itself.

Diego Fuentes, CEO of TOP, presenting the new concept during the 8th UNWTO Global Urban Tourism Summit

2. TOP PROJECT

A KEY PIECE FOR THE CREATION OF THE GITT SECTOR

Government and institutional travel present numerous singularities that give this travel activity its own substance. Such substance goes from the personal status of these travelers, to the development of an activity -government and institutional action- that is exclusive and unique to this type of travel.

Precisely, the adequate development of this singular activity generates the existence of needs different from those of any other traveler. Despite the existence of multiple and varied suppliers specialized in Governmental and Institutional travel, this type of travel had never been identified nor defined as a typology different from the rest. In fact, these trips are usually treated under criteria and standards analogous to the VIP or MICE groups, among others.

Their requirements may vary depending on the country, the type of travel and the rank of the Head of Mission but they all share similarities despite the cultural differences between the countries. This evident dispersion of information and non-standardization of these trips, usually causes expectations not to be met and conflicts with this typology of clients making the development and control of these trips difficult, both for the Client, as well as for the different service providers.

The **Tourism Optimizer Platform (TOP)** project was created in 2015 with the aim of standardizing, professionalizing and facilitating the organization of Governmental and Institutional travels.

TOP is an Affiliate Member of the UNWTO - World Tourism Organization -, the United Nations agency in charge of promoting responsible, sustainable and accessible tourism, with the main objective of ensuring that tourism contributes to the economic growth, development and environmental sustainability of the destinations.

The TOP project was announced at the UNWTO 21st General Assembly (Medellín - Sep. 2015), being the starting point that, added to the more than 5 previous years of rigorous study by a council of experts of the main representatives of the industry and the key public persons of the sector, triggered the **creation of the International Standard GITT**, first and only technical reference that accredits the professionalization and quality of the suppliers involved (January 2016), and the definition and creation of the **New Concept Governmental and Institutional Travel and Tourism -GITT-** (May 2016), its official presentation taking place at the 5th Global Summit on Urban Tourism (Luxor, Nov. 2016).

There have been many events in which the TOP project and the New GITT Concept have been presented, such as the Meeting of African Ambassadors (Madrid, Nov. 2016), FITUR-INVESTOUR (Madrid, January 2017), 61st Regional Commission of the UNWTO for the Americas (El Salvador, June 2017) or 22nd General Assembly of the UNWTO (Chengdu, Sep. 2017). During all of them, both the presentation of the TOP project and the definition of the New GITT Concept, had a great welcome and support from the participants who endorsed the suitability and need for a project like TOP.

As a result of this great reception, and the intense research carried out within the framework of the TOP project, we undertook creation of the GITT Chair with the University of Seville (January 2017), whose main objective is to promote interdisciplinary education and research activities related to this new sector, and where Diego Fuentes (CEO and Founder of Tourism Optimizer Platform), obtained the recognition of the UNWTO as GITT Expert in 2017.

It is worth highlighting the support for the TOP project by the United Nations, through UNITAR (United Nations Institute for Training and Resources), which was endorsed in the signing of a memorandum of understanding in April 2019, to promote the achievement of UNITAR's own objectives within the framework of Governmental and Institutional Travel and Tourism (GITT), and where it was agreed that all GITT training programs and supplier and destination certification programs would be controlled, monitored and certified by UN (UNITAR) in relation to its field of competences.

After more than four years of work, the TOP project provides governments and suppliers with a series of solutions that allow them to fill the existing gap in the organization of this type of travel, facilitating a channel of help between all the actors involved in the sector of governmental and institutional travel. We can say that TOP is the platform specialized in trips governmental and institutional trips as it seeks to satisfy the needs of the governmental and institutional clients. The mission and vision of the project was relayed in first person to the Secretary-General of the UNWTO Mr. Zurab Pololikashvili, by Diego Fuentes, in a meeting that took place in Madrid (August 2019), culminating in the signing of a MOU during the celebration of the WTM (World Travel Market) in London in 2019.

TOP wanted to provide the sector with a strong technological component and to this end has created an entire ecosystem of solutions with a unique, secure and scalable technology in order to further enhance public-private collaboration and sustainability in the sector. This set of technological solutions has been created under the umbrella of GOVERSYS technology (Governmental Travel Ecosystem) allowing both governments, institutions or suppliers to interact with each other in a coordinated manner and from the point of view of live updates.

The TOP project, therefore, has not only identified this new sector, but has **substantially contributed with solutions that governments and suppliers can already use in the organization and management of government and institutional travel**, allowing for simplified and agile tasks, and facilitating the professionalization and standardization of the GITT sector.

23 asamblea general UNWTO
Saint Petersburg, Russian Federation
September 2019

Governmental and Institutional travel activity is **Broad, Diverse, Recurrent and Planned.**

3.GOVERNMENTAL AND INSTITUTIONAL TRAVEL ACTIVITY CHARACTERISTICS

Governmental and Institutional travel activity is extensive (because the government's action is aimed at the resolution of any problem of public interest), diverse (because covers the whole range of public policies, whatever is its nature: security, economic, fiscal, commercial, etc.), recurrent (because government action is continuous and persistent), planned (government action is organized through a prior action plan) although is conditioned by socio-political factors that demand frequent immediate interventions to address unforeseen or anticipated situations in an insufficient way (economic crises, conflicts trade, armed conflict, security crisis by acts of terrorism, food and health crises, etc.).

Given the complex reality of this type of travel and with the firm objective of facilitating understanding between the parties, a broad training programme has been developed specifically for the GITT sector, through the GITT Institute, aimed at all the agents intervening in the sector, Governments, Institutions and suppliers in the sector. In a pioneering way, it is possible to access an informative branch, an academic one and finally a professional one, which will help to understand the nature of these trips and will facilitate the organization and planning of the GITT trips much more satisfactorily.

MOTORCADE
Caravan of official cars in secure formation.

The contribution of governmental and institutional travel to the achievement of Sustainable Development Goals: **promoting sustainable cities and communities.**

The positive impact of governmental and institutional travel in the receiving destinations helps to enhance their external reputation and contributes to their recovery and/or consolidation, while contributing to the achievement of the Sustainable Development Goals, improving social, economic and environmental conditions, which will lay the foundation for sustained and inclusive economic growth that will help reduce inequality and poverty and promote cities and sustainable communities.

Actually, as we have highlighted before, these types of trips are very attractive for the managers of the destinations themselves, from the perspective of international positioning, among other reasons because they obviously trigger a positive impact in an indirect way on the rest of the sectors of the destination itself.

In this sense, the program of certification, consultancy, improvement and help proposed by TOP through the fulfillment of the standards gathered in the international GITT Standard, is also oriented to the cities, with the objective of creating opportunities and positioning of the same ones as GITT destinations. This certification has the support of the United Nations through the agreement that TOP has with UNITAR. Obtaining this distinction, implies the fulfillment of aspects related not only to services, infrastructure, security of the destination, among other aspects, but also with the compliance of the sustainable development goals that apply in the GITT sector.

SUSTAINABLE DEVELOPMENT GOALS

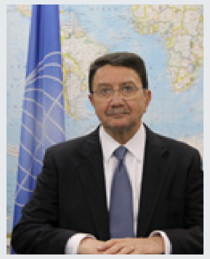
4. SOSTENIBILIDAD

GITT travel has always been intimately related to the pursuit of sustainability worldwide.

The numerous environmental summits, those against poverty or for the empowerment of women, which are held every year, also involve the displacement of personalities from the governmental and institutional sphere.

Clear examples of this are the COP that is held every year in different destinations around the world, or the World Parliamentary Summits against hunger and malnutrition, which seek to provide solutions to the greatest problems, at the global level, that society currently suffers.

The importance that these GITT trips have in the celebration of these events is crucial. A world summit cannot be understood without the assistance of the GITT personalities who hold in their hands the keys to change and improved sustainability worldwide.



Foreword

It gives me great pleasure to introduce this scientific article entitled "Relations, Phenomena and Motivations of Governmental and Institutional Travel and Tourism – GITT". The article is a true and honest reflection of its author Diego Fuentes Díaz, an innovative pioneer who is also an Affiliate Member of the UNWTO. His innovation represents a new generation of scientific knowledge in the field of tourism research. This article is not only representative of the accumulated experience of Mr Fuentes as an expert and creator of "Governmental and Institutional travel", but is also an exhaustive and rigorous study of his perception of the creation of the concept of "Governmental and Institutional Travel and Tourism - GITT" as a new tourism niche segment, one which had never been identified as such before. This concept certainly represents a turning point in the perception of Institutional and Government travel, an important and lucrative travel segment. Above all, it is the beginning of the path towards the professionalization and standardization of the entire travel and tourism sector as a whole

I would like to thank Mr Fuentes for his commitment, professionalism and willingness to always collaborate. Having been Secretary General of UNWTO, I feel very proud to having been part of and supportive of this initiative from its beginning. To see it today as a reality gives me personal great content and satisfaction.

We must all continue working and betting on the new generation of proposals that offer fresh and innovative ideas to strengthen a new vision of Travel and Tourism. This article and its author deserve all the support that we can offer.

Dr. Taleb Rifai
UNWTO Secretary General (2009 - 2017)

5. SCIENTIFIC ARTICLE

THE RELATIONSHIPS, PHENOMENA AND MOTIVATIONS FOR GOVERNMENTAL AND INSTITUTIONAL TRAVEL: A NEW TRAVEL CONCEPT, "GOVERNMENTAL AND INSTITUTIONAL TRAVEL AND TOURISM, GITT"

Abstract

The travel of governments and institutions generates a set of relationships and phenomena that have not been the object of systematic study by scientists.

To understand this aspect of reality, this type of travel must be considered from a triple perspective: subjective, objective and functional. The theoretical framework within which this type of travel can be framed is the one provided by the field of tourism research, since tourism is determined as, on the one hand, the study of the human act of traveling from a customary location to non-customary one for a limited period of time and for a particular reason; on the other hand, like tourism itself, the travel of governments and institutions can only be understood if holistic criteria are used to offer an overview of the series of phenomena and relationships derived from the activity of traveling from one location to another.

The purpose of this study is to propose a new concept - "Governmental and Institutional Travel and Tourism, GITT" - in order to contribute to a simplified understanding of this complex and specific travel activity and its position within the field of tourism research.

Keywords: Governmental and institutional travel, relationships, phenomena, motivation, tourism.

Abstract: Governmental, Tourism, Travel, Diplomatic, Institutional, Tourism Sector.

Keywords: Governmental and Institutional Travel and Tourism.

I. THE RELATIONSHIPS, PHENOMENA AND MOTIVATIONS FOR GOVERNMENTAL AND INSTITUTIONAL TRAVEL

Governmental and Institutional travel generates a set of relationships and phenomena that have not been the object of systematic study by scientists which would allow for global solutions to be offered to the specific needs of the subjects of these unique journeys, even though governments and institutions may generally perform similar duties and activities.

To understand the set of relationships and phenomena associated with this particular type of travel, it must be considered from a triple perspective: subjective, objective and functional.

From a subjective perspective, an understanding of this travel reality requires asking, among other things, who are the people carrying out these trips, what are the motivations that drive governmental and institutional representatives to travel and how do these travellers interact with the other agents involved in the management of this type of travel?

From an objective perspective, an understanding of this aspect of reality requires one to ask, among other things, what variables are taken into consideration when planning a trip of this nature and what are the essential characteristics of these specific types of trips or what legal standards regulate these trips and the services associated with them?

From a functional perspective, for an appropriate understanding of governmental and institutional travel activity one must ask, among other things, what are the elements to be considered when planning and executing these trips, what effects does governmental and institutional travel have on the host territory or are there common principles and guidelines to explain the behaviour of these travellers?

To explain the set of relationships, phenomena and motivations derived from governmental and institutional travel activity, we must ask ourselves which theoretical framework is most appropriate to explain the nature of this type of travel.

In our opinion, the most appropriate approach to understanding governmental and institutional travel activity is that provided by tourism research, both due to the phenomena it studies (movement of fixed duration, temporary stay, traveller, destination, and the relationships that originate between all of the agents involved, etc.) (Vogeler and Hernández, 2018) and the interdisciplinary approach that is needed to obtain an overview of the reality under study (Jafari, 2005).

Indeed, there are several reasons to include the travel of governments and institutions in the field of tourism research.

First of all, and as in the case of tourism, in order to offer concrete answers to the global problems posed by governmental and institutional travel it is necessary to analyse the motivations, effects, planning and execution of such travel from different perspectives: economic, legal, sociological, psychological, or more specifically from an international relations standpoint. Therefore, the global perception of this particular reality calls for an interdisciplinary approach, whenever problems cannot be solved with the contributions of a single discipline (Feijoó, 2018).

Secondly, if we look at the object of tourism research, we observe, as Vogeler and Hernández have discussed, that tourism research focuses on the analysis, understanding and description of the human activity of travelling for a limited period of time from a customary environment to one that is not, for a specific reason. In this regard, and like tourism, in order to understand governmental and institutional travel we need to understand the requirements of this type of travel, the circumstances leading up to it, the frequency, the duration, or the reasons.

Although the approach to understanding both aspects of reality is similar, there are particularities that affect things like the reason for the trip, the circumstances surrounding scheduling and/or rescheduling, the manner of travel, the rules regulating access to and at the stay at the destination, the type of accommodation, the distribution channel of services, the interactions with the rest of agents involved or even the impact that the travel has on the destination, among others. Along these lines, the economic variables that influence the generation of demand, both those affecting the place of origin (income level, income distribution, etc.) and those affecting the destination (prices, competition, etc.) operate differently for governmental and institutional travel than for tourism. For example, the exchange rate, which is a relevant factor affecting the international demand in the tourism sector, is not a determining factor for government travel.

II. A NEW TRAVEL CONCEPT, “GOVERNMENTAL AND INSTITUTIONAL TRAVEL AND TOURISM, GITT”

Given the complexity and diversity of the phenomena and relationships generated by the travel activities of governments and institutions and its particularities compared to other types of travel, there is a need to identify and define a new concept that helps to delimit, in a simplified manner, the understanding of this specific travel activity and its inclusion within the field of tourism research.

For a better understanding of this aspect of reality we propose the use of the concept called “Governmental and Institutional Travel and Tourism, GITT” because, on the one hand, it allows us to identify in a synthetic way both its subjective aspect (governments and institutions) and its objective aspect (travel activity) as the field of research from which it is possible, by analogy, to systematically formulate questions and compile the information needed to answer them. Using and processing the information related to its needs, it is possible to establish patterns of behaviour (Sancho, 2001). On the other hand, governmental and institutional travel is framed within the phenomenon of international relations, in which these singular subjects participate regardless of the branch of power or the geographical scope. The conceptual formulation of this particular reality should be in English in order to facilitate global communication and understanding.

As mentioned above, the set of relationships and phenomena associated with this particular type of travel should be contemplated from three different perspectives: subjective, objective and functional.

1. THE SUBJECTIVE PERSPECTIVE OF “GOVERNMENTAL AND INSTITUTIONAL TRAVEL AND TOURISM, GITT”

Governmental and institutional travel is complex. To attempt to explain the subjective dimension of this aspect of reality, we will focus our attention on three basic aspects: the identification of the subjects carrying out these trips, the reasons for the travel and the interactions that are generated as a result.

A. Who are the subjects making these trips?

Regardless of the type and nature of the rules that regulate the configuration of a given State or Institution, and the diversity and plurality of models under which power and forms of government are organized, it can be agreed that all of the bodies charged with the tasks of directing and governing a State or Institution have a common need to establish intergovernmental and/or inter-institutional relations.

Anderson believes that the concept of intergovernmental relations includes “an important contingent of activities or interactions that take place between government units of all types and territorial levels of action” (Agranoff, 1994, p. 88). Along these lines, Wright (1988) has specified that strictly speaking “there are no relations between governments, (since) there are only relations between the people who manage the different governmental units”. In this regard, he focuses his attention on the subjective element of intergovernmental relations, which defines it in a broad way to include any public employee who participates in the governmental decision-making processes, regardless of the territorial level and government branch (legislative, executive and judicial).

In order to understand the set of phenomena and relationships derived from governmental and institutional travel, we must ask ourselves: do all members of a governmental agency or institution have the same needs? To answer this question, there are various criteria to be considered: type of appointment, position, post, title, order of precedence, duties[1]. It is therefore possible to affirm that there are different subjects with different needs within the group of members that make up a delegation.

In this context, we need to know the personal status law, that is, the legal framework that determines the personal condition of the subject who is part of a government unit, the position he occupies and the role he plays within it. It is important to note in this regard that these people are protected by the statutes of international law which provide a set of privileges and immunities for the representation duties attributed to them, so that when they cease to perform those duties the associated privileges and immunities are lost for the most part.

On the other hand, the institutions themselves must be delimited from a dual perspective. First of all, conscious of the diversity and plurality of organizational models, the functional scope of action and geographical framework of operation, it is necessary to provide criteria to define the types of institutions that could fall into this conceptual framework, beyond the specific singularities in each country.

In a first approach from an organic perspective, the concept of institutions could include public law bodies that meet the following conditions:

a) They were created to satisfy general interest needs.

b) They depend directly or indirectly on a State or group of States, regional or local authority or another public law body. The following criteria could be used to shape the definition more precisely: financing, control, administration.

- Financing. According to this criterion, any public institution which is financed primarily by states, regional or local authorities or other public law bodies could be included.

- Control. Taking this criterion as a reference, the definition could include any institution whose management is supervised by state, regional or local authorities or other public law bodies.

- Administration. This criterion could be used to include any entity having an administrative or management body in which more than half of its members are appointed by states, regional or local authorities or other public law bodies.

There are several approaches that can be taken into account for international organizations. From a legal perspective Pastor Palomar (2016, p. 258) points out that their most salient features are: “(...) interstate character, voluntary and generally conventional basis, permanent bodies, autonomous will, vested authority, and cooperation among members satisfying common interests.

According to Taylor and Groom (1978) there are three main types of international organizations: Intergovernmental Organizations, Non-Governmental Organizations (NGOs) and Multinational Enterprises.

a) In their article International Organizations; a conceptual approach, these authors define International Intergovernmental Organizations as those possessing three characteristics: They are based on a formal instrument of agreement between the governments of Nation States.

b) They include three or more Nation States as integral parts of the agreement.

c) They have permanent secretariats to perform the required tasks.

As for International Non-Governmental Organizations, Taylor and Groom maintain that there is a need for a precise and unambiguous theoretical definition. To that end, they propose that such a definition take into consideration seven rules designed to identify these organizations: objectives, membership, structure, official positions, finance, autonomy and activities. In any case, they note that only organizations serving three or more countries should be included in the definition.

Finally, these authors acknowledge that there is no clear definition of what should be considered a Multinational Enterprise, although those with a certain number of branches or subsidiaries in different countries should be considered. A study by the United Nations Secretariat proposes various definitions, although there is still some disagreement as to whether it should only include private companies or whether those wholly or partially owned by a State should be included as well.

Applying the above criteria, the definition would include different international organizations or institutions with different duties and fields of action. In this regard, the United Nations (UN) and its complex structure of programmes, funds and specialized agencies is a case in point: the Organization for Economic Cooperation and Development (OECD), the Organization for Security and Cooperation in Europe (OSCE), the North Atlantic Treaty Organization (NATO), the institutions and bodies of the European Union, the Organization of American States, the Union of South American Nations

[1] Here it is worth mentioning the Convention on Diplomatic Relations signed in Vienna on 18 April 1961, which regulates diplomatic relations between States. Specifically, it establishes, inter alia, the legal basis for diplomatic relations, privileges and immunities. The Convention defines the subjective scope of application based on a catalogue of definitions of the various subjects, taking as a reference for the definition the appointment or the duties performed. In Spain, the regulation is contained in Law 2/2014 of 25 March on Foreign Service and Actions of the State, which regulates the subjects and areas of foreign action and their organisation, among other things. Specifically, article 41.1 of the aforementioned regulation states that the “Foreign Service of the State is made up of the administrative bodies, units, institutions and human and material resources of the General Administration of the State acting abroad, reporting hierarchically to the Ambassador and organically and functionally to the respective ministerial Departments”. Article 43.2 establishes that “Diplomatic Missions and Permanent Representations are the main instruments for the external actions of all public bodies, agencies and entities operating at the international level”. Finally, Article 45 regulates the structure of the Diplomatic Mission or Permanent Representation, which is composed of: a) The Head of the Diplomatic Mission or Permanent Representation. b) The Diplomatic Chancellery. c) The Departments, Attaché Offices, Sectorial Offices, Economic and Commercial Offices, Technical Cooperation Offices, Cultural Centres, Training Centres of Spanish Cooperation, as well as the Cervantes Institute. d) Where appropriate, the Common Services Section. The second section assigns the performance of diplomatic, consular and cooperation functions, as well representation functions and those of a political nature to the Diplomatic Chancellery.

(UNASUR), the bodies created within the framework of the intergovernmental integration process, MERCOSUR, International Organizations in the Middle East such as the Cooperation Council for the Arab States of the Gulf (GCC), the African Union, the Eurasian Economic Union or the Association of Southeast Asian Nations (ASEAN), etc.

Likewise, the definition could be understood to include national institutions with characteristics similar to the ones mentioned above, irrespective of the organizational model, character or purpose of such institutions (Russell, 2011). With these parameters, which can be extrapolated to any State, the definition could include any legislative, executive and/or judicial institution. Thus, institutions as disparate as those related to the governance of judicial bodies or the supervision and control of the finances of a country or group of countries integrated in a shared space of political, economic, commercial or security collaboration could be included.

Secondly, in order to complete the definition of the subjective element of the institutions that would be included in the concept that we propose, we must identify, as was previously done for governments, criteria that allow us to establish identities or differences (Foucault, 2009) within the organizational and functional diversity in order to ultimately systematize the needs of a specific subject belonging to a previously-defined category or type. Taking as a reference the concepts of personal statute, position and role referred to above, it is noted from the outset that the legal system governing the people who work for these organizations is determined by the institutions themselves, which have their own legal personality. Thus, the organization itself controls the appointment of personnel and the assignment of duties, often acting independently of the State to which it belongs (Gutiérrez Castillo, 2019).

Based on the above, it can be concluded that the subjective scope of the GITT sector encompasses travel by any subject whose duties fall within the scope of the external actions of a State (executive or governmental, legislative and judicial). It therefore covers the actions of constitutional bodies, public administrations and the organizations, entities and institutions under them.

Thus, the types of travel that would be included are trips of diplomatic missions or permanent representatives, including the head of the mission, the diplomatic chancellery - which performs, inter alia, diplomatic, consular and cooperation duties - ministries, attaché offices, sectorial offices, economic and commercial offices, technical offices or training centres.

Similarly, based on what has been discussed above it would also include travel by diplomatic missions or delegations to international organizations.

In addition, the catalogue of GITT travel includes not only the trips that fall within the scope of traditional diplomacy, ad hoc diplomacy or multilateral diplomacy, but also, as we will see below, the travel of former Presidents or Prime Ministers.

B. What are the motivations that drive those responsible for governments and institutions to travel?

To answer this question, starting from the premise that the establishment and/or maintenance of intergovernmental and/or interinstitutional relations is a common and predictable need of any State or Institution, it can be argued that this need constitutes a unique motivation that helps to explain the travel activity of governments and institutions. As Fernandez (2017, p. 222) points out, "Today, one cannot conceive of an external agenda that does not include constant trips abroad by the head of state to maintain personal contacts with other presidents, to attend bilateral or multilateral meetings, to participate in international forums or to experience other realities directly".

Along these lines, the type of relationship (political, commercial, financial, security, etc.) also helps to explain the specific reason for travelling, its frequency or the composition of the members of the delegation.

On this point, Juste Ruíz, Castillo Daudí and Bou Franch (2018, p. 177) point out that "international relations are diverse and consist of such things as State visits to discuss matters of common interest, the negotiation and conclusion of treaties, the establishment and maintenance of diplomatic and consular relations (traditional diplomacy), the dispatch of special missions (so-called ad hoc diplomacy), participation in international conferences and attendance at meetings of the bodies of international organizations (so-called multilateral diplomacy)".

In this regard, Schwarzemberger points out that these relations "(...) cover areas as diverse as diplomatic immunity, the extension of territorial waters, extradition, the rules of land, sea and air communications and the protection of economic interests abroad" (Juste Ruíz et al., 2018).

On this basis it is therefore possible to affirm that the travel activity of governments and institutions is broad-ranging (because the actions of governments are intended to resolve problems of public interest), diverse (because it encompasses a wide and diverse array of public policies: security, economic, fiscal, commercial, etc.), recurrent (because government action is continuous and persistent), planned (government actions and public policy planning are organized in advance), but it is also conditioned by socio-political factors that frequently demand immediate intervention to address unforeseen or unanticipated situations (economic crises, trade conflicts, armed conflicts, security crises due to acts of terrorism, food and health crises, etc.).

Indeed, the travel of a governmental or institutional delegation may be motivated by the negotiation of a treaty on issues as diverse as cultural or educational cooperation, the international conveyance of passengers and goods by road, the reciprocal promotion and protection of investments, the reciprocal suppression of visas for diplomatic and service passports, cooperation and mutual assistance on customs matters or the negotiation of treaties to avoid double taxation and to prevent income and wealth tax evasion and social security fraud.

Moreover, the institutional participation of governments in international conferences requires recurring trips to deal with various types of international issues of a political, technical or legal nature. Similarly, governmental and institutional travel is often part of a strategy to foster relations with other countries in a particular sector. Some examples that come to mind include government actions to promote inter-state trade relations, establish joint work programmes, sponsor forums for dialogue between economic agents from countries with shared economic interests, organize technical conferences in the field of research, development and innovation, etc.

However, it is important to note that the reasons why the members of a governmental or institutional delegation travel are not limited to the broad spectrum of phenomena and interactions generated by international relations. It is not uncommon for this type of travel to include some or all of the members of a delegation going on excursions to get to know the surrounding area or visiting recreational facilities. The maintenance of fluid, cooperative relationships stimulates the need to understand the lifestyles and customs of the host country and its natural, and historical heritage or its gastronomy.

At this point, one might ask: Can the motivation behind experiencing the cultural diversity of a country where the members of a governmental delegation are attending an international conference be described as tourism? Can the desire to visit a place of worship of a particular religious denomination be described as tourism? Araújo Pereira and de Sevilha, (2017, p. 69) argue that the "(...) interest in experiencing cultural diversity" is a particular type of tourism motivation and Vogeler and Hernández state that "there is no doubt about travel for religious reasons: not only does it have to do with culture (in the broadest sense of the term), but there is also a certain idea of spiritual (cultural) enrichment implicit in it and it is probably one of the oldest reasons for embarking on a journey" (p. 154).

From a statistical perspective, the World Tourism Organization (1998, p. 11) notes that "Tourism comprises the activities that people engage in during their travels and stays in places other than their customary places of residence for a consecutive period of time of less than one year for leisure, business and other purposes". In keeping with this definition, it is worth mentioning UNWTO International Recommendations for Tourism Statistics (IRTS) (2008, p. 28). According to the UNWTO criterion, the main reason for a trip must be considered in order to determine whether it can be classified as tourism. To this end, UNWTO distinguishes two groups of reasons: personal reasons and business/professional reasons. Each group of reasons is associated with a catalogue of the main activities carried out during the trip. It is within the category of business/professional reasons that we see activities related to the participation "(...) of diplomatic or military personnel or international organizations in the missions of foreign governments.

From a scientific perspective and in keeping with the definition of tourism activity proposed by Vogeler and Hernández (p. 156) it could be "(...) the voluntary and temporary movement from one's customary environment to a destination or destinations motivated by the desire for entertainment, rest, culture, religion or for business or personal reasons".

The integration of both analytical perspectives would allow one to conclude that the trips taken by members of a governmental delegation (legislative, executive or judicial) could generally be classified as tourism provided that they meet the rest of the requirements coined by the scientific doctrine.

Similarly, it is also necessary to consider the travels of those who previously occupied positions of responsibility as members of the executive branch. In his study of the rules that apply to former Presidents or Prime Ministers, Casal (2016) has systematized a series of assumptions regarding the institutional recognition that the legal-political system affords to such political figures once they have left office, based on public interest and the relevance of their activities. To that end, Casal identifies various models of institutional recognition by virtue of which the persons who have occupied these offices are offered a series of privileges that they enjoy once out of office. Specifically, four models are identified: patrimonial system (United States and Germany), political participation system (United Kingdom), consultative system (Portugal) and mixed system (France-consultative and patrimonial; Canada-consultative and political participation). According to Casal (p. 163) the patrimonial system is characterized "(...) by the fact that it ensures the economic and material dignity of those who have performed such duties by paying them a lifelong pension, providing them with an office and staff paid for out of the public budget as well as security, an official car and transportation once out of office. The second characteristic of this system is that the legacy of those who occupied the office becomes a matter of public interest and protection.

According to this approach, trips made by former Presidents or Prime Ministers as tourists are unique because of the institutional recognition which differentiates this type of travel from that of other tourists.

Based on the above, it can be affirmed that there is consensus, not only from the perspective of the international recommendations for UNWTO tourism statistics but also from a scientific perspective, on the possibility of classifying the travel of members of governments and institutions and that of former Presidents or Prime Ministers as tourism.

In any case, what seems to be clear in both cases is that the people taking part in this kind of tourism travel are the subjects of legal, economic, political, and sociological and security singularities which highlights the need to come up with a new tourist profile that takes into account this set of specific characteristics endowed with its own essence. Indeed, if we look at the classification of tourists according to lifestyle analysed by the WTO (1998, p. 77) in relation to the types of tourists described by Cohen (1974), we can conclude that these tourists cannot be classified into any of these groups since their profiles do not fall in the category of collective mass tourism or individual mass tourism, explorer or impulse tourist.

C. How do these travellers interact with the other agents involved in the organization of this type of travel?

In order to analyse the interactions of these subjects with other agents involved in the organization of this type of travel, it is necessary to look at concepts pertaining to the field of tourism research.

For Vogeler and Hernandez (2018, p. 229) tourism agents are "those entities, whether enterprises or institutions, that provide the means to facilitate the services required by the tourism sector or that somehow intervene in it to promote and operate it".

Using the definition proposed by these authors and the approach according to which "the development of tourism must be viewed, understood and managed from an absolutely integral, transversal and multidisciplinary perspective (Feijoó, 2018, p. 169)", we will now systematize, by approximation to the analysis carried out by the scientific doctrine in the tourism field, the different interactions between GITT travellers and tourism agents, applying the result of these studies, both to tourist travel and to other travel which up to now might not have been considered or classified as tourism, since the tourism agents operating in the market are the ones who have been offering the services required by these unique travellers.

There are several analytical perspectives from which to understand who the tourism agents involved in this sector are and the various interactions that take place on the occasion of a governmental or institutional trip. According to Feijoó, it is possible to distinguish four dimensions: economic-productive, political-institutional, socio-cultural and environmental. The relationships between these travellers and the different tourism agents are as follows:

a) From an economic-productive point of view:

As previously mentioned, the goods and services required by GITT travellers for trips are provided by tourism agents. Starting from this premise, it can be affirmed that the goods and services provided by business tourism agents to members of a governmental or institutional delegation must be classified as tourist goods and services. Their nature is not altered by the fact that they ae consumed by subjects who, generally speaking, are not travelling as tourists, since it is not uncommon for these travellers, who would not be considered tourists according to the definition of tourism analysed above, to the lodging and catering services of the tourism industry.

Indeed, the fact that the cost in some cases is not considered a tourism expenditure does not mean that the service rendered by a tourism agent is not a tourist service. The reason for this duality is that the nature of the service is determined by the legal, economic and tax regime that defines the set of requirements that business tourism agents must fulfil in order to operate in the market and take part in certain economic activities (accommodations, catering, transport, cultural services, etc.), while the classification of the expenditure is based on the need for statistical information in order to measure the impact of tourism from different perspectives (economic, socio-cultural and environmental).

Once it has been clarified that the goods and services required by GITT travellers are provided by business tourism agents, what are the peculiarities of the way in which the services required by these travellers are provided, distributed and brokered?

To answer this question we must consider that the travel activity of governments and institutions is broad, diverse, and recurrent and planned, although not without a certain degree of unpredictability if we take into account the impact of socio-political factors on public management. This is particularly true if we consider the inherent nature of these clients, who are prone to cancelling scheduled trips, changing destinations, modifying the number and types of people in the delegation or changing the duration of a trip. Clearly, modifying the travel conditions or cancelling a scheduled trip do not constitute a singularity in and of themselves. The singularity in these cases is determined by the impact or intensity of the changes in the availability of resources, which significantly impacts the management capabilities of tourism agents. The uniqueness described here exists at various levels: organizational (because it affects the scheduling of the trip, the travellers' needs and the products and services to be contracted), legal (because it affects the object of the contract, which is why in the configuration of the contract conditions it is necessary to allow for somewhat flexible contractual obligations) and economic (because modifying the conditions of a governmental or institutional trip affects operational issues such as the release period or prices or payment systems as a whole).

On the other hand, with regard to the production chain of tourism services, it should be noted that the general absence of a scheduling and contracting department integrated into the structure of governments and institutions and/or the fact that many capable suppliers have limited knowledge of the destinations to be visited means that tour operators and/or travel agencies are called upon to play a determining role in the creation of ad hoc products to meet the needs of travellers who required tailor-made solutions. In this regard, tour operators and travel agencies that operate in this travel sector are called upon to collaborate with governments and institutions in designing travel itineraries and engaging appropriate suppliers to render the services that are needed. Similarly, the work of the operations departments of tour operators and / travel agencies (Front Office and Back Office) is critical to the trip running smoothly.

b) From a political-institutional point of view:

From this point of view, attention must be paid to the actions of the authorities at the destination from a dual perspective: tourism policy and control of travellers' movements.

On the one hand, the actions of public tourism agents must abide by public policy, that is, a "set of actions promoted by public actors - sometimes in collaboration with non-public actors - for the purpose of achieving diverse objectives related to a variety of phenomena and relationships involved in the process of attracting and temporarily hosting citizens in a given territory. (Velasco, 2011, p. 960). As this author points out, the objectives of tourism policy range from maintaining or increasing competitiveness in consolidated destinations or increasing tourism activity, with the subsequent increase in foreign exchange or employment; to developing destinations with the aim of consolidating the destination; to devising an appropriate planning strategy (sustainable development of the destination, coordination of residents and other stakeholders, etc.), approval of a regulatory framework for the protection of tourists, enhanced regulation of the sector, or investment in research with the aim of producing "knowledge that helps business decision-making (new management tools, new market niches)" (Velasco, 2016, p. 581).). Along these lines, as Muñoz, Fuentes and Fayos-Solá (2012, p. 445) point out, "tourism policies have to be specific and based on the existing conditions of human institutions and the provision of physical capital".

In this context, the importance of governmental and institutional travel in enhancing the reputation of a destination hosting an international summit or multilateral meeting is notable. As we will see below in the study of destination brands, the organization of an international event is something to be considered in the design of a country's strategy to increase its tourism competitiveness or to recover its image in order to complete its consolidation as an international tourist destination.

On the other hand, we would like to briefly refer to various issues related to controlling travellers' movements. To do so, we will focus our attention on the interaction between the members of governmental or institutional delegations and the authorities at the destination. On this point, aspects related to administrative protocols and procedures are already taken into account, normally based on international uses and customs, which try to regulate the stay of a foreign government delegation in the destination country. The catalogue of phenomena and relations is broad and diverse, encompassing everything from questions related to visas for authorities who that visit a country, tax privileges (immunity and exemptions), diplomatic pouches to aspects related to protocol and the security of the members of the delegation at the destination, and even weapons permits for the security detail of an authority visiting a foreign country, etc.

c) From a socio-cultural point of view:

From this point of view, the emphasis is on the impact which this unique form of travel has on the daily life (customs, habits, values) of the members of the host community of an international governmental or institutional event. To address this issue we must examine the concept of tourism carrying capacity analysed in the scientific literature in the field of tourism research.

Specifically, it is interesting to reflect on the social carrying capacity, which is an essential indicator that measures the pressure of tourism on the resident population (Almeida, 2006). The idea behind this concept is to relate the well-being of tourists and the host community. In short, it is a question of harmonizing two legal assets to be protected: the development of tourism and the cultural and social identity of the resident population. It is possible in this way to maximize the economic growth and employment opportunities provided by sustainable tourism without threatening the way of life of the local population. This concept therefore tries to identify the level of social tolerance to tourism, that is, the limit below which the identified legal assets are balanced. If, on the other hand, the limit is exceeded, the lines of which are certain blurry due to the various factors involved (physical space, modification of tourist flows, etc.), a level of saturation is reached which can then have a negative impact on the host population. In any event, the social carrying capacity is one of the dimensions of tourist carrying capacity that can be defined according to López Bonilla (2008, p. 137) as "a system of indicators that provides continuous and relevant information to those responsible for tourism on the level of use that a tourist site, natural or artificial, can withstand, with the aim of preserving the equilibrium of its environment while keeping visitors satisfied, thereby strengthening its attractiveness in the short, medium and long term".

As noted above, the travel activity of governments and institutions cannot be framed within the phenomenon of mass tourism. This means that the travel of governments and institutions can contribute to improving the reputation of a tourist destination without causing congestion. It is therefore possible to affirm that the travel of governments and institutions contributes to maximizing the economic growth and employment opportunities provided by sustainable tourism, without threatening the way of life of the local population.

d) From an environmental point of view:

Taking as a reference the concept of tourist carrying capacity, López Bonilla refers to the concept of ecological carrying capacity in order to establish the threshold of environmental saturation as a consequence of the use of natural resources by tourists. The aim of this concept is to establish an indicator that can provide information on what level of impact on the natural environment is acceptable. Here, the involvement and commitment of all tourist agents is required, regardless of the role they place in the tourism industry, if the necessary balance is to be found to guarantee sustainable tourism. For this to be possible, a battery of indicators must be designed that ascertain the degree to which tourism exerts pressure on the environment. In this regard, Florido, Garzón and Ramírez (2018) maintain the methodology used to design indicators of this kind must take two elements into account: the unique characteristics of each territory and the type of tourism at each destination.

As these authors have noted (p. 296), "the hallmarks of environmental and/or tourism quality bring high value recognition for the creation of the tourism image and the promotion of business. Hence, along with publicizing and promoting the destination, they would appear to be key issues for attracting the attention of potential visitors". In this context, taking into account the main motivation for governmental and institutional travel and the fact that the profiles of these travellers are neither those of organized mass tourism nor those of individual mass tourism, it is possible to affirm that this type of travel would fall under the tolerable threshold of ecological carrying capacity, with the ability to contribute to the publicity of destinations that enjoy high marks for environmental quality, thus reinforcing the territory's tourism image.

2. THE OBJECTIVE PERSPECTIVE OF "GOVERNMENTAL AND INSTITUTIONAL TRAVEL AND TOURISM, GITT"

Governmental and Institutional travel is unique in a number of ways that set it apart from other travel. To explain this aspect of reality, we start with the theoretical framework offered by the field of study that focuses on tourism elements in order to understand its essential elements. In fact, in order to understand the core objective of governmental and institutional travel, we will focus on the study of three basic issues: the variables that are taken into consideration for these types of trips, the main characteristics of these trips and the legal framework regulating these trips and the services associated with them.

A. What variables are taken into consideration for these types of trips?

In order to know which factors are considered when assessing trips of this nature, we begin with the concept of tourist flow in order to explain the features that enable us to understand the travel flows of governments and institutions.

The concept of tourist flow can help us to understand, inter alia, the following details: the volume of travellers moving from one place to another; where the travellers originate; the length of the trip, the distance, the mode of transportation used or the reasons for the trip.

The analysis of these elements leads us to ask ourselves: what factors influence tourist demand? Several factors influence its configuration. According to Feijoó (p. 221), one must consider the "(...) economic factors, such as income, income variation and exchange rate. But it also depends on other factors such as the context of the world economy, the political, socio-cultural, environmental impacts and also marketing". Other economic factors that have an impact on tourism demand, such as fiscal policy, must also be considered, insofar as they condition the disposable income of tourists or the options for financing travel, to the extent that they condition the frequency of travel. This catalogue of factors is not exhaustive, as there are other relevant to be factored in such as the socio-political conditions of a specific destination that may, as Vogeler and Hernández (2018) point out, occasionally lead to a particular tourist destination being replaced with another.

An understanding of these variables is essential to predict the behaviour of demand and thus be able to offer specific solutions, making goods and services suitable for a specific market available to tourists.

Based on the studies derived from tourism research and the factors mentioned above, it is possible to explain which variables are considered in the travel activity of governments and institutions.

In a first approximation, it can be affirmed that that socio-political factors have greater relevance in the decision-making process of governments and institutions than economic factors. Indeed, the need to attend an international conference, the holding of a bilateral meeting to address a matter of national interest to two countries, attendance at a forum to establish a common position on an issue of international relevance or the signing of a collaboration agreement on a specific date and in a particular location are all factors that take on greater relevance in the decision-making of a government or institution.

Although economic factors must be considered since governments and institutions do not have unlimited budgets, it can be said that these are not generally determining factors in the configuration of demand for government and institutional travel. Variables related to fiscal policy, travel financing, income variation or exchange rate do not generally condition the travel activity of governments and institutions.

Another relevant factor in studies of tourist flows is seasonality, that is, the concentration in time, the destination and the reason for tourism activity. Here, the travel activities of governments and institutions are once again unique because although governments and institutions plan their travel, they are often faced with unforeseen or unexpected circumstances, which is why it can be affirmed that the travel of these of these unique subjects is timeless, i.e., it is not concentrated in any particular period because governmental and institutional activity is continuous. Nor is there a specific destination, because the need to travel to a particular destination is determined by the socio-political factors in force at a given moment in time.

Together with economic and political factors, the WTO makes reference to a set of factors related to the requesting units. More specifically, it refers to the motivational factors of travellers, highlighting the complexity that characterizes the decision-making process of tourists since there are numerous factors that enter into the decision to travel. Similarly, it notes the influence of other socio-cultural factors such as education, profession, employment or personal mobility. It also highlights the influence of conditioning factors related to the traveller's way of life, their personality, the way they perceive and experience things, their religious beliefs, their ideologies or the time they dedicate to leisure, among others.

B. What are the main characteristics of government and institutional travel?

If we extrapolate Maslow's theory of human needs to governmental and institutional travel, it is possible to affirm, as previously explained, that the external influence of these unique subjects is one of the basic needs found at the base of the pyramid.

This need for external influence is a logical consequence of the globalization phenomenon which has led to an increase in the interdependence among peoples in very diverse spheres (economic, financial, climatological, etc.). Along these lines, Reyes (2001, p. 45) maintains that this "integration is most evident in the fields of commercial relations, financial flows, tourism and communications". This increased interdependence and integration generates "greater interaction between institutions, governments, entities and people around the world" (Reyes, p. 46).

The increased interdependence and integration between regions means that the reasons for governmental and institutional travel are diverse: economic, political, commercial, financial, technological, educational, cultural or tourism-related. Hence, the travel of governments and institutions may be motivated by the need to establish spaces for collaboration, open new communication channels, support strategic internationalization initiatives for a region or establish common positions on sustainable tourism.

Based on the above, the characteristics of governmental and institutional travel are as follows:

1. Although UNWTO includes the participation of diplomatic, military or international organization personnel in missions of foreign governments within the business and professional segment of tourism demand, the truth is, as noted above, that the scope of action of governments and institutions is not limited to the diplomatic sphere. On the contrary, this scope of action has expanded as a consequence of the globalization phenomenon, and has experienced a process of increased diversification, generating new models of relationships and dialogue.

This being the case, it can be affirmed that this aspect of reality has its own substantivity. Its subjective scope is delimited by a group of agents in the public sector (governments and institutions), who take part in an objective activity (relations with foreign governments) outside their customary environment, which presents numerous functional singularities on a number of levels including the organization, planning and execution of the travel.

2. The growing subjective interdependence brought about by globalization allows us to conclude that this travel is not associated with any particular geographical area.

3. Given that governments operate continuously, it can also be affirmed that it is timeless, i.e., cannot be associated with a specific season.

4. Socio-political factors have the greatest relative impact on the configuration of the demand for this type of travel, although there are other variables that come into play.

5. Considering, inter alia, the unique protocol and security needs of these subjects, it can be affirmed that it is often necessary for the destinations to offer high end tourism infrastructure.

6. These travellers demand sophisticated services and require tailor-made solutions to satisfy the needs associated with the composition (type of traveller), category of travel (official and/or private) and the number of members in the governmental or institutional delegation.

7. The traveller profile of these subjects is not easily categorized in any of the standard tourist types from a sociological or psychographic point of view.

8. The travel activity of governments and institutions can be helpful in publicizing destinations, thereby strengthening, promoting and reinforcing their tourism image.

C. What are the main rules that govern governmental and institutional travel?

As noted above, members of a governmental or institutional delegation enjoy a unique legal status covering a variety of matters: transport, security, diplomatic immunity, procurement of goods and services, travel permits, other diplomatic privileges, etc., which are regulated by a corpus comprising a disparate set of international rules, treaties, principles and practices.

By way of example, there is an extensive catalogue of rules ranging from the Warsaw Convention (1929) for the Unification of Certain Rules Relating to International Carriage by Air, the Convention on International Civil Aviation (1944), the Vienna Conventions on Diplomatic Relations (1961) and Consular Relations (1963), the Double Taxation Conventions signed by the various states for regulating the taxation of income earned in a given territory, irrespective of the recipient's tax residence.

Indeed, the establishment and maintenance of international relations and the act of dispatching and receiving diplomatic agents to and from other states are aspects that are regulated by international law. This faculty or right of active and passive legation derives from the recognition and consideration of the subjects of international law and therefore applies to governments and international organizations.

3. THE FUNCTIONAL PERSPECTIVE OF "GOVERNMENTAL AND INSTITUTIONAL TRAVEL AND TOURISM, GITT"

From a functional perspective, there are three key issues that must be addressed in order to have a clear understanding of the travel activity of governments and institutions: the organization, planning and execution of travel; the effects of governmental and institutional travel on a tourist destination; and the possible existence of common principles and guidelines to explain the behaviour of these travellers.

A. What elements need to be considered in the planning and execution of governmental and institutional travel?

The refined level of service (transport, accommodation, catering, security, etc.) requires the participation of specialized tour operators and/or agencies and other service providers equipped to deal specifically (not just globally) with the singularities of this type of travel.

In most situations these agents must be flexible enough to adapt with ease, often in real time, to the changes that may take place during any phase of a particular trip (preparation, inspection visit, development and conclusion of the trip).

B. What effects does governmental and institutional trip have on a tourist destination?

One of the most relevant contributions to tourism research is that related to the concept of destination brand. As Paniagua and Huertas (2018, p. 515) point out, one of the major contributions of this concept is "(...) the identification of certain attributes of the territory and the distinction between tourist destinations". Indeed, destination branding allows one to attribute certain characteristics (security, stability, reliability, etc.) to a given destination. This attribution has the potential to improve the reputation of a particular destination and, consequently, the possibility of influencing the preferences of potential tourists.

In fact, one of the effects of governmental and institutional travel on a tourist destination is the ability to boost the destination's reputation. In this regard, hosting a world summit or organizing an international discussion forum can help to reinforce the destination brand of an area that has been affected by a natural disaster (hurricane, earthquake, etc.) or by a social phenomenon (armed conflict, terrorism, etc.) (Feijoó, 2018).

Media coverage of governmental and institutional travel and significantly contribute to changing the perception that potential tourists may have of a particular tourist destination that has suffered a natural disaster or an armed conflict, boosting its international reputation and capturing a larger market share.

C. Are there common principles and guidelines to explain the behaviour of these travellers?

As noted above, within each government delegation there are different subjects with different needs. This statement can be extrapolated to any delegation, since the factor that fundamentally determines the existence of differential treatment in the field of international relations is the legal status of each subject, which is determined by the position and role he or she plays within the delegation.

This categorization process is essential because it determines both the services to be rendered (travel, accommodation, security, etc.) and the way in which they are to be provided (modulation of requirements), because not all subjects who are part of a government unit require that the services be provided in the same way.

Moreover, using these criteria makes it possible to define similar categories, regardless of the government or institution, with the potential to identify a set of common needs, which in turn makes it possible to carry out an objectivation process and to set a minimum standard of behaviour or care for each type of subject, with the potential to improve upon the services demanded by governments and institutions.

III. CONCLUSIONES

1st Point

The travel of governments and institutions generates a set of relationships and phenomena that have not been the object of systematic study by scientists. To understand this travel activity, we believe it is necessary to employ a new concept called "Governmental and Institutional Travel and Tourism, GITT", because it allows us to explain this aspect of reality subjectively (governments and institutions) and objectively (unique travel activity) and to frame it within the field of tourism research.

Los sujetos del GITT son los miembros de una delegación gubernamental o institucional que realizan un viaje en el ejercicio de sus funciones, cualquiera que sea la forma o sistema de organización del poder (legislativo, ejecutivo, judicial).

2nd Point

The subjects of GITT are the members of a governmental or institutional delegation who travel as part of their official duties, regardless of the system or branch of power involved (legislative, executive, judicial).

The catalogue of travel included in GITT is broad and diverse. It is **broad** because it includes not only the trips that fall within the scope of **traditional diplomacy, ad hoc diplomacy or multilateral diplomacy**, but also, as we will see below, the travel of former Presidents or Prime Ministers. It is **diverse** because it includes **all the external actions of a State** (its bodies and institutions) which include, inter alia, the following areas: defence, taxation, justice, security, economic, financial, commercial, research, development, cooperation for development, employment, emigration or immigration.

However, not all subjects of a governmental or institutional delegation have the same needs or requirements. It is possible to systematize their needs based on a set of criteria such as: type of appointment, position, post, title, order of precedence, duties, type of travel or service, etc.

The main reason for this type of travel is the establishment and/or maintenance of international relations, which can be described as broad, diverse, recurrent and planned, although not exempt from a certain degree of unpredictability considering the impact of socio-political factors on public administration the very nature of these clients/travellers.

Generally speaking, it can be affirmed that both governmental and institutional travel and the travel of former Presidents and Prime Ministers can be categorized as tourism from the statistical perspective proposed by UNWTO, which includes activities related to the participation "(...) in foreign government missions as diplomatic, military or international organization personnel" within the group of reasons for business and professional travel. Likewise, from a scientific perspective it is possible to argue that because of the growing need to establish spaces for collaboration, to open new channels of communication, or to take positions on issues that transcend the scope of a government or institution it is necessary to establish contacts and cooperative relationships and to improve the cultural, sociological, political and economic understanding of other governments and institutions, so that the motivation for these trips can be classified as tourism.

Applying the result of the studies carried out in the field of tourism research, the main interactions between GITT subjects and tourism agents can be systematized based on four dimensions: economic-productive, political-institutional, socio-cultural and environmental.

The economic-productive aspect refers to business tourism agents, who are the ones that provide services to governments and institutions for both types of travel: that which can be classified as tourism and that which in some cases cannot.

The political-institutional aspect of governmental and institutional travel can be considered from a dual point of view. A significant part of the interactions in this area take place between the members of a governmental or institutional delegation and the authorities at the destination, and they comprise a broad set of interactions on matters of security, protocol, prerogatives or fiscal privileges, among others. On the other hand, the organization of international events to boost the reputation of a destination can be seen as a prominent element in the design of tourism policy.

With regard to the socio-cultural and environmental aspects, it is noted that governmental and institutional travel, because of the types and characteristics involved, does not as a rule contribute to the saturation of a destination's social or tourist carrying.

3rd point

From an objective perspective, the most relevant variables to consider vis-a-vis governmental or institutional travel are those related to socio-political factors. On the other hand, neither the economic factors nor the rest of the factors that the UNWTO associates with the demanding units are, generally speaking, decisive in configuring the demand for governmental or institutional travel.

4th point

From a functional perspective it can be affirmed that these unique subjects require a distinguished level of services that is flexible, specialized and global. As for the effects of governmental and institutional travel, hosting a world summit or organizing an international discussion forum can help to reinforce the destination brand of an area that has been affected by a natural disaster or social conflict, thereby contributing to the destination's recovery or consolidation.

DIEGO FUENTES

CHAIRMAN TOURISM OPTIMIZER PLATFORM

Governmental and Institutional Travel and Tourism Expert

IV. BIBLIOGRAFY

Almeida García, F. (2007). Tipología de visitante turístico y satisfacción de la experiencia turística en Santiago de Compostela. Baética: Estudios de Arte, Geografía e Historia, nº 29, pp. 57-72.

Agranoff, R. (1993) (Trad: Feito, N). Las relaciones intergubernamentales y el Estado de las Autonomías. Política y Sociedad, nº 13, pp. 87-105.

Araújo Pereira, G. y De Sevilha Gosling, M. (2017). Los viajeros y sus motivaciones. Un estudio exploratorio sobre quienes aman viajar. Estudios y Perspectivas en Turismo, Vol. 26, nº 1, pp. 62-85.

Casal Oubiña, D. (2016). La posición política y el estatuto jurídico de los ex Jefes de Estado y de Gobierno un estudio comparado: Estados Unidos, Alemania, Reino Unido, Portugal, Francia y Canadá. Cuadernos Manuel Giménez Abad, nº 11, pp. 151-165.

Feijoó, J.L. (2018). Fundamentos del turismo: nuevo enfoque en el siglo XXI. Buenos Aires, Argentina: Ugerman Editor.

Fernández Fernández-Cuesta, J.M. (2017). Los viajes del rey embajador. Las visitas al exterior de don Juan Carlos, aval de la democratización española. Aportes, nº 94, pp. 219-242.

Florido, G., Garzón, R. y Ramírez, M.L. (2018). En torno al concepto de sostenibilidad y su compleja aplicación al turismo. El caso del turismo urbano cultural. International Journal of Scientific Management and Tourism, nº 4-1, pp. 269-302.

Gutiérrez, V.L. (2019). Tomo XLVI. Esquemas de Derecho Internacional Público. Valencia, España: Tirant lo Blanch.

Vogeler Ruíz, C. y Hernández Armand, E. (2018). Introducción al turismo. Análisis y estructura. Madrid, España: Ed. Centro de Estudios Ramón Areces, S.A.

Jafari, J. (2005). El turismo como disciplina científica. Política y Sociedad, Vol. 42, nº. 1. pp. 39-56.

Juste Ruíz, J., Castillo Daudí, M., y Bou Franch, V. (2018). Lecciones de Derecho Internacional Público. Valencia, España: Tirant lo Blanch.

López Bonilla, J.M y López Bonilla L.M. (2008). La capacidad de carga turística: Revisión crítica de un instrumento de medida de sostenibilidad. El Periplo Sustentable: revista de turismo, desarrollo y competitividad, nº. 15, pp. 123-150.

Muñoz Mazón, A.I, Fuentes Moraleda, L. y Fayos-Solá E. (2012). Turismo como instrumento de desarrollo: Una visión alternativa desde factores humanos, sociales e institucionales. Pasos, Revista de Turismo y Patrimonio Cultural, Vol. 10, nº 5, pp. 437-449.

Organización Mundial del Turismo (OMT). (2008). Recomendaciones internacionales para estadísticas de turismo (RIET).

Paniagua, F.J. y Huertas, H. (2018). El contenido en los medios sociales de los destinos turísticos y la búsqueda de información de los usuarios. Cuadernos de Turismo, 41.

Pastor Palomar, A. (2016). El alcance del concepto de "organización internacional" en la Ley Orgánica sobre privilegios e inmunidades: los estatutos jurídicos especiales en La ley orgánica 16/2015 sobre Privilegios e Inmunidades: gestación y contenido. Madrid, Escuela Diplomática, p. 257-300.

Reyes, G.E (2001). Teoría de la globalización: bases fundamentales. Tendencias, vol. II, nº. 1, pp. 43-53.

Russell, B. (2011). El poder. Un nuevo análisis social. Barcelona, España: RBA.

Sancho Pérez, A., Borrás, B.C., Mesanat, G.G. y Mira, J.M.P. (2001). Apuntes de metodología de la investigación en turismo. Organización Mundial del Turismo.

Sancho Pérez, A., y Buhalis, D. (1998). Introducción al turismo. Madrid: Organización Mundial del Turismo.

Taylor, P., Groom A J M. (1977/1978). International Organizations; a conceptual approach (Londres, Frances Pinter; New York, Nichols Publishing Company).

Velasco González, M. (2011). La política turística. Una arena de acción autónoma. Cuadernos de Turismo, nº 27, pp. 953-969.

Velasco González, M. (2016). Entre el poder y la racionalidad: gobierno del turismo, política turística, planificación turística y gestión pública del turismo. Pasos, Revista de Turismo y Patrimonio Cultural, vol. 14, nº 3, pp. 577-594.

ISSN. 2695-9526

January 2020, N. 2

The organization of a GITT trip is a complex activity that must attend to the specific needs and requirements of this type of travel due to the peculiarity of this sector. Once the general and particular characteristics of this unique type of client have been identified and defined, it is essential to identify the rest of the agents intervening in the GITT sector, both public, private agents, since for a correct organization it is necessary, without a doubt, the specialization and standardization of the agents involved in it.