Lecture 1

GLOBAL TOURISM TRENDS:

- GLOBAL TOURISM IS AN INDUSTRY THAT HAS GROWN IN EXPONENTIAL GROWTH IN CONTEMPORARY SOCIETY.

- NB: ITS ROOTS DATE BACK TO HISTORICAL TIMES – GRAND TOUR 17 TH CENTURY.....

- TOURISM CAN BE SEEN ESTABLISHED IN MANY DIFFERENT COUNTRIES BOTH RICH AND POOR.

- NB: COUNTRIES VARY AS TO HOW THEY ESTABLISH THEMSELVES FROM A TOURISM PERSPECTIVE .....(LARGELY RELATED TO AVAILABLE WEALTH / FUNDS).

- BASED ON A COUNTRY'S WEALTH - THIS OFTEN DETERMINES WHETHER A COUNTRY IS CLASSED AS AN 'EMERGING TOURISM MARKET' OR AN 'ESTABLISHED TOURISM MARKET'

Established source markets

- Still far from saturated, however growth potential is comparatively moderate
- Growth both from:
  - increase of participation, but tourism already available for broad part of society
  - frequency: more often but shorter stays
- Changes in consumer profile and behaviour:
  - mature consumer: experienced, well travelled, better educated
- Demographic changes:
  - aging population
  - change in composition of families

Emerging source markets

- still huge potential for growth
- sizable populations that currently still only take part in international tourism very limitedly
- many emerging economies have the potential to show rapid economic growth
- disposable incomes increase as a result
- a relative big share of this increase will be spent on tourism (domestic as well as international)
- shift from traditional source markets (Western Europe, USA, Canada, Japan,) to alternative ones (Central and Eastern Europe, China, Rep. of Korea, Singapore, Middle East, Mexico, etc.)

- DUE TO PAST RAPID GROWTH OF TOURISM THIS IS PREDICTED TO CONTINUE FOR THE FUTURE - - --- PARTICULARLY WITH EMERGING MARKETS DEVELOPMENT .

- NB: THE TOURISM INDUSTRY IS SUBJECT TO MANY ISSUES AND CHALLENGES WHICH CAN STRONGLY INFLUENCE DEVELOPMENT – EG; WEATHER PATTERNS / SEASONALITY / SECURITY / RECESSION / POLITICAL CONDITIONS / HEALTH .....

- SOME OF THE MORE NOTEWORTHY AND SERIOUS ISSUES HAVE BEEN EXPERIENCED GLOBALLY SINCE 2001.

TRENDS IN TOURISM (CURRENT) – FOLLOWING CRISES:

WTO : International Tourism Highlights 2019 (REF)

FACTS AND FIGURES: (GLOBAL STATS 2018 WTO)

- APPROX 10% OF ECONOMIC ACTIVITY WORLD WIDE IS TOURISM CENTRED (GDP).
- TOURISM HAS HAD UNINTERRUPTED GROWTH. FROM 25M IN 1950 TO 278M IN 1980, 674M IN 2000 , 1087M IN 2013, AND 1186M IN 2015……..
- TOURISM VALUE (EXPORT) = $1.7 TRILLION (+4%) / OR $4 BILLION APPROX A DAY.
- GLOBALLY, TOURISM ACCOUNTS FOR 7% OF ALL WORLD EXPORTS .
- TOURISM EQUATES TO 1 in 10 JOBS GLOBALLY – DIRECT AND INDIRECT.
- THERE ARE APPROX 5 – 6 BILLION DOMESTIC TOURISTS.

- (Global Tourists 2016) - REASONS FOR TRAVEL:
  56% TRAVELLED FOR LTS
  27% VFR
  13% BUSINESS
  4% NOT SPECIFIED

- (Global Transport Modes 2018) TOURIST TRANSPORT MODES FOR TRAVEL:
  58% BY AIR (influenced by speed and accessibility)
  36% BY ROAD
  2% RAIL
  4% WATER

- BETWEEN 2010 AND 2030 ARRIVALS IN EMERGING DESTINATIONS (+4% A YR) ARE EXPECTED TO INCREASE AT TWICE THE RATE OF THOSE IN ESTABLISHED DESTINATIONS (+2.2% A YR).

- TOURISM MARKET SHARE OF 'EMERGING ECONOMIES' HAS INCREASED. THIS IS EXPECTED TO REACH 57% BY 2030 – EQUIVALENT TO 1 BILLION *EXTRA* INTERNATIONAL ARRIVALS.

2018 - GLOBAL TOP 10 DESTINATIONS:

- FRANCE
- SPAIN
- USA
- CHINA
- ITALY
- TURKEY
- MEXICO
- GERMANY
- THAILAND
- UK

GLOBAL TOURISM - 2019 = International Tourist Arrivals increased by 5% (2018) – 1.4 Billion recorded.

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NB: 2012 - Topping the 1 billion mark globally for the first time in history *(1,035 visitors – One Billion Tourists – One Billion Opportunities CAMPAIGN - UNWTO)*

- INTERNATIONAL TOURIST ARRIVALS – 9TH CONSECUTIVE YR OF GROWTH (2018).

2018- GLOBAL TOP 10 TOURISM RECEIPTS

1) USA
2) SPAIN
3) FRANCE
4) THAILAND
5) UK
6) ITALY
7) AUSTRALIA
8) GERMANY
9) JAPAN
10) CHINA

2018 - GLOBAL TOP 10 TOURISM SPENDERS:

1. CHINA
2. USA
3. Germany
4. UK
5. FRANCE
6. AUSTRALIA
7. RUSSIAN FED
8. CANADA
9. KOREA (ROK)
10. ITALY

"Chinese travellers spent a record US$102 billion on international tourism in 2012, up 37% on 2011. Boosted by rising disposable incomes, relaxation of restrictions on foreign travel and an appreciating currency. Chinese tourism spending has increased almost eightfold in 12 yrs"

"In 2005, China ranked 7th in international tourism spend"

(WTO Highlights 2013).

<u>2019 – GLOBAL TOP 10 CITY LOCATIONS:</u>

2019 MasterCard Global Destinations Cities Index

1. Bangkok
2. Paris
3. London
4. Dubai
5. Singapore
6. Kuala Lumpur
7. New York
8. Istanbul
9. Tokyo
10 . Amsterdam

- RECENT FACTORS INFLUENCING TOURISM INDUSTRY:

1) Terrorism (Isis….)
2) Russian Conflicts (Russia)
3) Zika Virus / Ebola….. (Africa)
4) Climate Change / Weather Conditions
5) Air Controversies
6) Israel Conflicts
7) North Korea concerns and potential conflicts
8) Politics – USA?
9) Brexit
10) CORONA VIRUS !!!!