

# GLOBAL TOURISM: 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.

## RECENT FACTORS INFLUENCING THE 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) Coronavirus (China)????!!!!
  - 11) .....
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