GLOBAL TOURISM -
WHY HAS TOURISM BECOME A GLOBAL PHENOMENON?
Explain the trends in global tourism industry.

### International Tourism

<table>
<thead>
<tr>
<th>Region</th>
<th>1995</th>
<th></th>
<th>2020 (Predicted)</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>No. of</td>
<td>Share of</td>
<td>No. of</td>
<td>Share of</td>
</tr>
<tr>
<td></td>
<td>Tourists</td>
<td>the world</td>
<td>Tourists</td>
<td>the world</td>
</tr>
<tr>
<td></td>
<td>Arrival</td>
<td>market</td>
<td>Arrival</td>
<td>market</td>
</tr>
<tr>
<td></td>
<td>(millions)</td>
<td>(%)</td>
<td>(millions)</td>
<td>(%)</td>
</tr>
<tr>
<td>Africa</td>
<td>20</td>
<td>3.6</td>
<td>77</td>
<td>5</td>
</tr>
<tr>
<td>America</td>
<td>110</td>
<td>19.3</td>
<td>262</td>
<td>18.1</td>
</tr>
<tr>
<td>East Asia / Pacific</td>
<td>81</td>
<td>14.4</td>
<td>397</td>
<td>25.4</td>
</tr>
<tr>
<td>Europe</td>
<td>336</td>
<td>59.8</td>
<td>717</td>
<td>45.9</td>
</tr>
<tr>
<td>Middle East</td>
<td>14</td>
<td>2.2</td>
<td>69</td>
<td>4.4</td>
</tr>
<tr>
<td>South Asia</td>
<td>4</td>
<td>0.7</td>
<td>19</td>
<td>1.2</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>565</td>
<td>100</td>
<td>1561</td>
<td>100</td>
</tr>
</tbody>
</table>
**International**

<table>
<thead>
<tr>
<th>Trends</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Europe will remain the most popular destination but its market share will drop from about 60% in 1995 to less than 50% in 2020. (Refer to Table 1)</td>
</tr>
<tr>
<td>• East Asia/Pacific region will increase in popularity as tourist destinations. (Refer to Table 1)</td>
</tr>
</tbody>
</table>

*Refer to examples in the textbook (pg 28-29)*
GLOBAL TOURISM GATEWAY 2 (CHAPTER 1)

Explain the trends in global tourism industry.

China

[Graph showing trends in Inbound Tourism, Outbound Tourism, and Domestic Tourism from 2005 to 2010]
## Explain the trends in global tourism industry.

<table>
<thead>
<tr>
<th>Trends</th>
<th>Domestic</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Domestic tourism is important to many countries as it has significant contribution to the revenue generated.</td>
<td></td>
</tr>
<tr>
<td>• It was and continues to be the most popular form of tourism.</td>
<td></td>
</tr>
<tr>
<td>• Countries like China and The Philippines are largely dependent on domestic tourism as compared to international tourism.</td>
<td></td>
</tr>
<tr>
<td>• In 1996, there were 640 million domestic tourists in China. It rose to 740 million in 2000. (Refer to Fig. 1)</td>
<td></td>
</tr>
<tr>
<td>• However, in countries like Australia, they are seeing a decline in domestic tourism.</td>
<td></td>
</tr>
</tbody>
</table>
Evolution of mass tourism to niche tourism.

GLOBAL TOURISM IS CHANGING!!!
Explain the reasons for the growth of global tourism

Reasons for the growth of global tourism

Developments in Technology
- Better and affordable transport
- More air routes and agreements
- Ease of access to information

Demand Factors
- Disposable income
- Leisure time
- Changing lifestyle

Destination Factors
- Attractions
- Investment in infrastructure and services
- Access to information
Explain the reasons for the growth of global tourism

Reason

Better and affordable transport

Cheap flights here!!
Explain the reasons for the growth of global tourism

Affordability
Explain the reasons for the growth of global tourism

Reason

More air routes and agreements

Open skies agreement

Deregulation
Explain the reasons for the growth of global tourism

Reason:

- More air routes and agreements
  - Open skies agreement
  - Deregulation

GLOBAL TOURISM GATEWAY 2 (CHAPTER 1)
Reason

Open skies agreement

- An agreement made between governments to remove restrictions on commercial flights between their respective countries.
- Creates a free-market environment for commercial airlines to compete in.
- Increases the number of commercial airline companies such as budget airlines.
- Prices of air fares have reduced.
Explain the reasons for the growth of global tourism

**Reason**

**Deregulation**

- Fares can rise and fall according to the market demand and according to competition between various airline companies.
- This allows price competition which could lead to more affordable air travel.
Explain the reasons for the growth of global tourism

Reason

Ease of access to information

tripadvisor

zuiji

g o g o d a

go smarter. go agoda.
Explain the reasons for the growth of global tourism

Disposal Income
Explain the reasons for the growth of global tourism

Leisure time

5 Day workweek = more travel!
Explain the reasons for the growth of global tourism

Changing lifestyle

Go for holidays!
Explain the reasons for the growth of global tourism

Changing lifestyle

A well-educated young person is independent, an adaptive learner and decision maker, has good relationships with adults and peers, is literate and a good communicator, uses numbers and ICT effectively, is adventurous and willing to try new things, cooperates as part of a team, has a sense of well-being and can lead a safe, fulfilling life.
Explain the reasons for the growth of global tourism

Attractons

Accommodation

Shopping

Fun
GLOBAL TOURISM GATEWAY 2 (CHAPTER 1)

Explain the reasons for the growth of global tourism

Investment in infrastructure and services
Explain the reasons for the growth of global tourism

**Investment in infrastructure and services**

- A place which is easily accessible is more attractive to tourists.
- Well-developed transport network in terms of land, sea and air routes
- Eg Singapore
  - Transportation such as Airport expansion eg. Singapore Changi Airport is building Terminal 4 to increase the airport’s total capacity to 85 million passengers per year.
  - Accommodation – sufficient hotels to serve a range of tourist with different budgets.
Explain the reasons for the growth of global tourism

Quality Services

Extracted from The Straits Times: Digital

“Kids made a mess of place but Coffee Club staff’s service was exemplary”

“So I say to Coffee Club, kudos for a job well done. Its staff definitely deserve the Singapore Service Star.”

- Roberta Chua Li Yuen (Mrs)

Extracted from letter of compliment

“The service level has indeed improved a lot as compared to last year when I dined in with my family. It is the sincerity and thoughtfulness of all your staff there that have made this place a great one to dine. Indeed, a Singapore Service Star!”

- May Yap (Ms)
<table>
<thead>
<tr>
<th>Quality Services</th>
</tr>
</thead>
</table>

- Service refers to the assistance and support provided to a customer.
- Pleasant experiences might prompt tourists to make repeat visits or even recommend the country to their friends.

Eg Singapore - Singapore Service STAR is about recognising and promoting businesses that deliver good service. It is about setting standards in the tourism industry, showcasing the best of Singapore in service excellence.
A destination with easy access to information such as transport routes and schedules, weather conditions and accommodations will attract more tourists.
GLOBAL TOURISM GATEWAY 2 (CHAPTER 1)

Why is tourism subject to regional fluctuations?

Disasters
Why is tourism subject to regional fluctuations?

Disasters

Disasters can discourage international tourist arrival, as well as the citizens of the affected country from travelling abroad.

Example: March 2011 Japan Tohoku earthquake and tsunami
- Caused nuclear meltdown
- International tourists dipped from 8.6 million in year 2010 to 6.2 million by end of year 2011.
- Majority of the decline are from China and South Korea.
- Japanese were also discouraged from travelling abroad.
Why is tourism subject to regional fluctuations?

Regional and Global Recession
Why is tourism subject to regional fluctuations?

Regional and Global Recession

The European Sovereign Debt Crisis caused businesses and financial institutions to collapse, and massive unemployment results.

Global Financial Crisis:
- Some of the world’s largest financial firms went bankrupt in year 2007 and 2008 after losing large amount of their investments in the crash of the housing market in USA.

- Affected many countries in different parts of the world, causing their economies to slow down or shrink.
Why is tourism subject to regional fluctuations?

Unfavourable political situations

Political conflicts pose dangers to tourists as well as residents. They disrupt services and cause damage to infrastructure. Due to the dangers and risks involved, tourists may postpone or cancel their travel plans to the countries involved.
Why is tourism subject to regional fluctuations?

Outbreak of Diseases

Diseases affect tourist arrival as tourists do not want to take the risks of getting infected with contagious diseases. Government agencies will issue travel advisories/warnings to advise travelers to avoid places with disease outbreaks.
Explain the impacts of tourism – Economic (+)

The economic impact of tourism in New Mexico
Explain the impacts of tourism – Economic (+)

Brainstorm

Jobs

Economy
Tourism industry is labour intensive as it requires a large number of workers to provide service for the tourists.
Locals can earn income from the tourists when they spend on food, accommodation, sightseeing and shopping.
The tourism industry attracts foreign investments. Foreign investors in the tourism industry may set up new hotels. This will further attract foreign investors of the other industries to the country.
Explain the impacts of tourism – Economic (+)

Infrastructure Development

To attract tourists, infrastructures have to be built to make it more convenient for the tourists. This benefits the locals.
Certain tourist activities depend on climatic conditions and during the off peak season, tourist arrival drops and people may be unemployed.
Some types of facilities are specially built for certain events and they will be underused and costly to maintain when the event is over.
Large amount of land, water and power may be required for tourist infrastructure – could lead to shortage of services such as water supplies or power in non-tourist areas.
Global Tourism Gateway 3 (Chapter 1)

Explain the impacts of tourism – Economic (-)

Loss of income and development opportunities

Not all money spent by tourists goes into the country’s economy. Some of the tour agencies and hotels in the country are foreign owned. Thus, the money from the tourists goes to foreign owners instead of local workers – leakage of revenue.
Explain the impacts of tourism – Economic (-)

Loss of income and development opportunities

Not all tourism jobs go to locals as some foreigners are more experienced /qualified. Thus there is loss of job opportunities and a loss of income to the local economy.
Explain the impacts of tourism – Socio-Cultural (+)

Preservation of culture, heritage and local customs

Tourism can boost the preservation of cultural and historical traditions, as well as buildings and sites.
Explain the impacts of tourism – Socio-Cultural (-)

Dilution of culture and local customs

Local people may be forced to discard their traditional activities for tourism-related ones in order to make a living.
Increased crime

High crime rates and tourist traps may occur at tourist sites. This may tarnish the reputation of the country and deter tourists from visiting the country again – affect the economy of the country.
Explain the impacts of tourism – Socio-Cultural (-)

Clash of values

Conflicts may arise when tourists bring with them their own behavioral norms and culture – conservative locals may not like the scantily-clad tourists at the beaches.
Conservation of natural environments

Natural environments such as beaches, forests and mountains are conserved by the local people and the governments as they are valuable tourist destinations.
Global Tourism Gateway 3 (Chapter 1)

Explain the impacts of tourism – Environmental (-)

Congestion

Vandalism

Littering/Pollution

A foreign tourist walks past debris and rubbish at Kuta beach. Photo: AFP
Explain the impacts of tourism – Environmental (-)

Destruction of Habitats

Coral reefs in the world are greatly affected by tourism – damaged by swimmers collecting shells or corals as souvenirs.
Carbon footprint refers to the amount of greenhouse gas emissions that would be produced by activities that involve the use of fossil fuels – Planes, buses etc.