

International Tourism

factsheet

"In the Middle Ages people were tourist because of their religion whereas now they are tourist because tourism is their religion"

Robert Runcle
former Archbishop of Canterbury

About World Tourism Day

World Tourism Day (WTD) is held annually on 27 September.

Its purpose is to foster awareness among the international community of the importance of tourism and its social, cultural, political and economic value. The event seeks to address global challenges outlined in the United Nations Millennium Development Goals (MDGs) and to highlight the contribution the tourism sector can make in reaching these goals.

*In a special message on the occasion of WTD 2013, UN Secretary-General **Ban Ki-moon** said, "This year's World Tourism Day highlights the responsibility of the tourism industry to safeguard and intelligently manage water. In this International Year of Water Cooperation, I urge tourism establishments to cut consumption and improve waste management and I call on individuals to play their part by making environmentally conscious choices when they travel."*

"World Tourism Day offers a unique opportunity to shine a spotlight on water both as an asset and as a resource and on the actions needed to face up to the water challenge," said UNWTO Secretary-General Taleb Rifai. "I urge all those involved in the tourism sector to join our global World Tourism Day campaign and continue to devise innovative solutions to ensuring tourism contributes to sustainable access to water resources worldwide," he added.

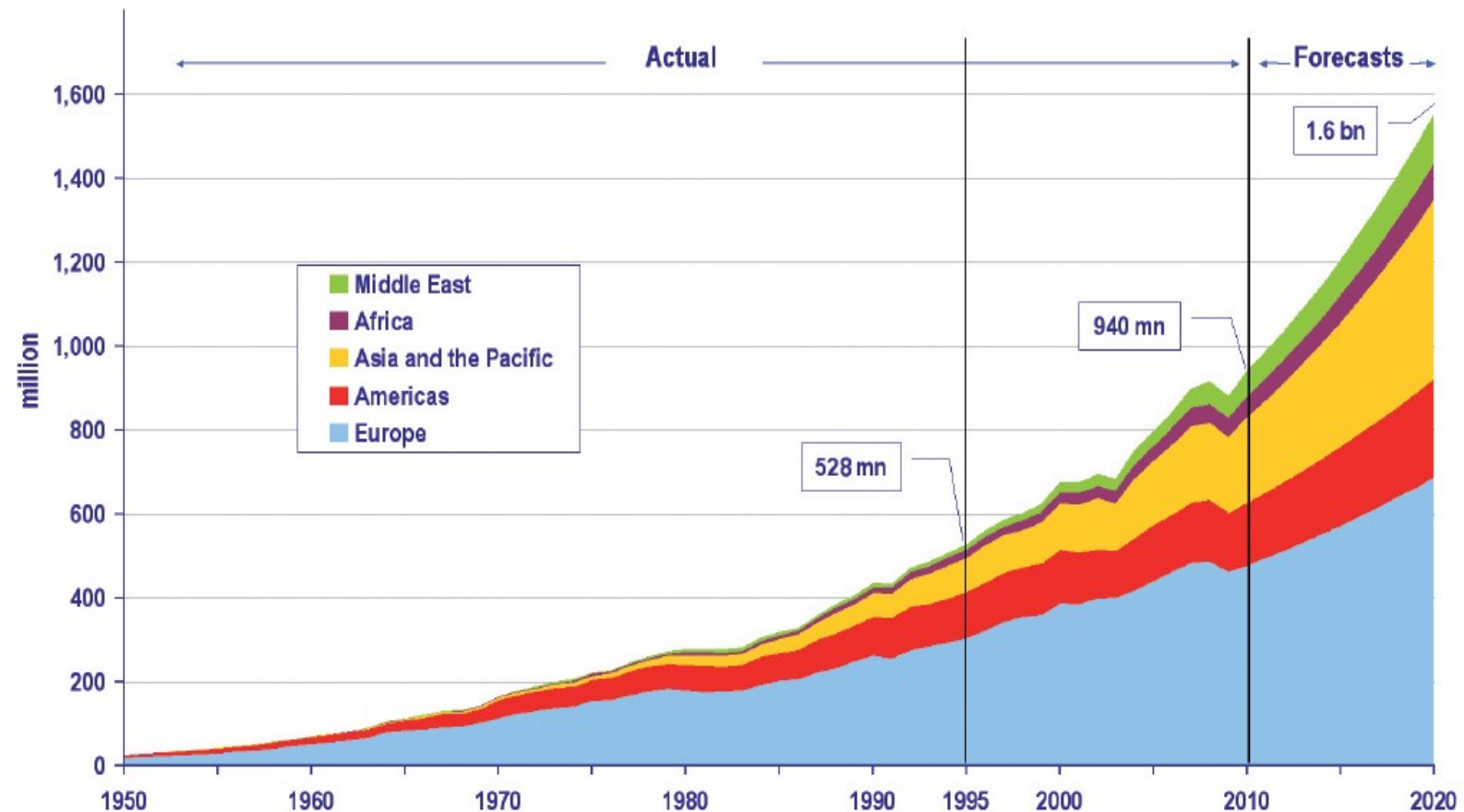
Tourism is an example of a service industry and such falls into the tertiary sector, one of the four major sectors into which economies of all countries may, for convenience, be divided. Individual services may be grouped as follows:

1. Public services. e.g. electricity and water companies
2. Producer services help businesses carry out their activities, e.g. banking, law and transport
3. Consumer services are those that have direct contact with the consumer, e.g. retailing and leisure, recreation and tourism.

Global tourism

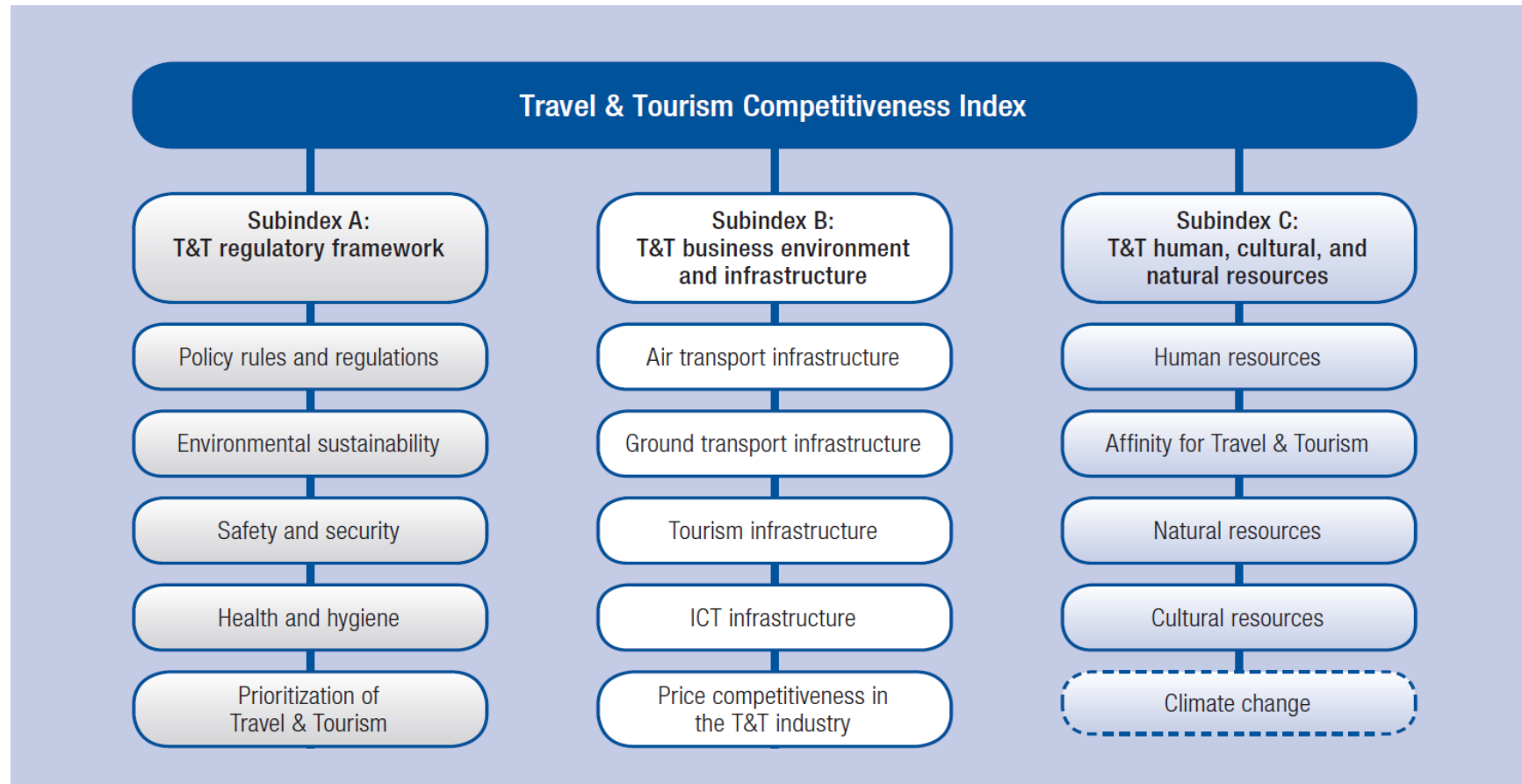
In 2008, the travel and tourism industry accounted for 8.4 % of the world's total employment and contributed 9.9 % of GDP. Of total tourist receipts 71% was earned by countries in North America and Europe, although this only gave them very small travel account surplus. In contrast, the travel account balance for developing countries has shown a persistently high, and widening, surplus, mainly because they are visited by wealthy tourists from developed countries whereas few of their residents can afford holidays in developed countries.

International Tourist Arrivals by region (million)



Graph 1 . International Tourist Arrivals, 1950-2020

Figure 1. Travel & Tourism Competitiveness Index



The Figure 1 shows the components of Travel and Tourism Competitiveness Index (T&T) and way in which it is measured.

Under the theme “Reducing Barriers to Economic Growth and Job Creation”, *The Travel & Tourism Competitiveness Report 2013* assesses 140 economies worldwide based on the extent to which they are putting in place the factors and policies to make it attractive to develop the travel and tourism sector. Read the full [news release](#) for more information.

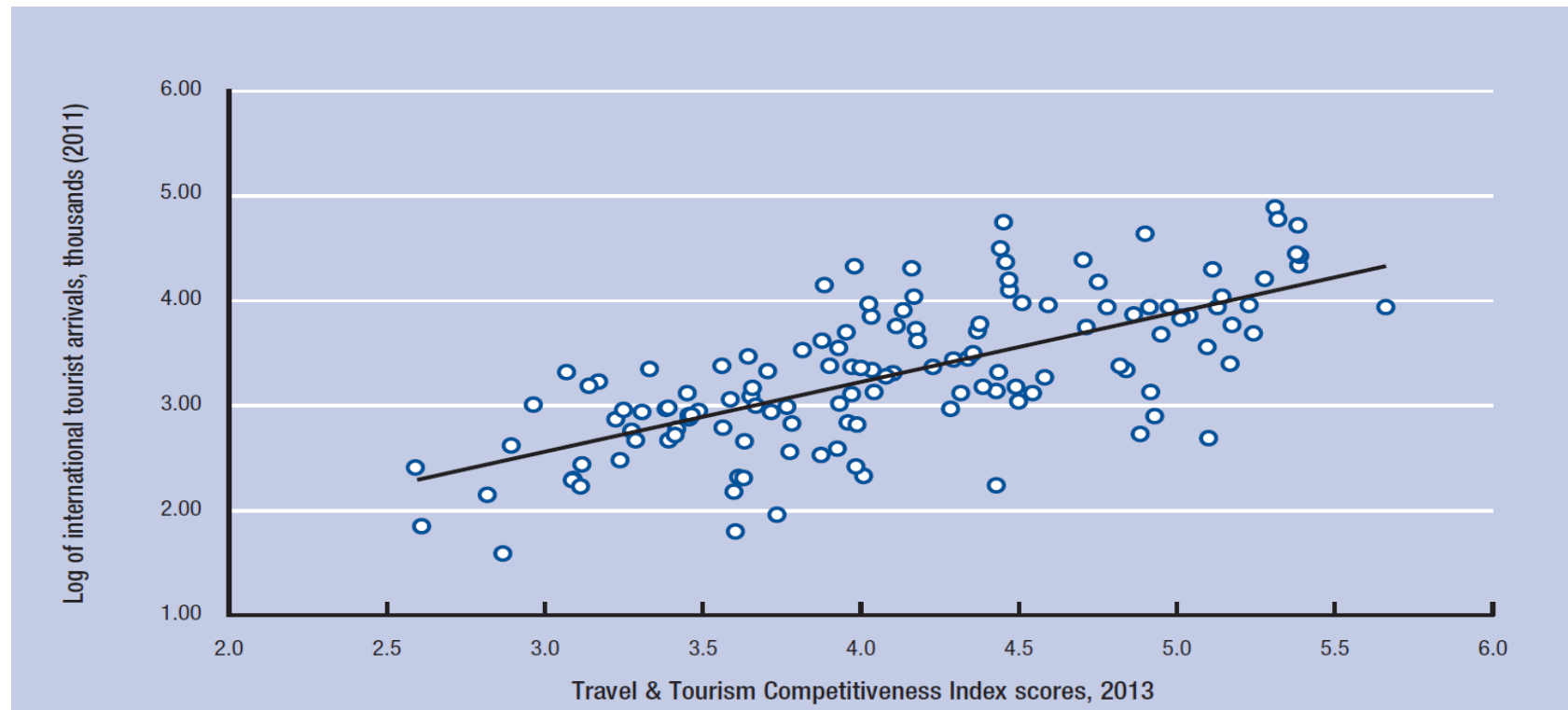
Table 1. The best countries according to Travel & Tourism Competitiveness Index 2013 and 2011.

Country/Economy	2013		2011
	Rank/140	Score	Rank/139
Switzerland	1	5.66	1
Germany	2	5.39	2
Austria	3	5.39	4
Spain	4	5.38	8
United Kingdom	5	5.38	7
United States	6	5.32	6
France	7	5.31	3
Canada	8	5.28	9
Sweden	9	5.24	5
Singapore	10	5.23	10

According to the Table 1. firstfive countries with the highest Travel and Tourism Competitiveness Index are European countries. The 2013 Travel & Tourism Competitiveness Index (TTCI) reveals that Switzerland, Germany and Austria lead the

world in terms of travel and tourism competitiveness, with Spain, the United Kingdom, the United States, France, Canada, Sweden and Singapore completing the top 10. Access the [full rankings](#) and [data platform](#).

Figure 2: T&T competitiveness and tourist arrivals



A total of 149 countries around the world monitored by UNWTO, including virtually all major destinations, have reported monthly or quarterly data on international tourist arrivals for 2012. Of these, 124 saw an increase in arrivals

(83%), of which 40 double-digit growth (27%), while only 25 reported a decline (17%). Out of these 130 countries reported results through September, of which 106 at least to October and 92 to November, while 56 already reported preliminary results for the full year. Based on this sample of destinations, worldwide growth in tourist arrivals is estimated at 3.8% for 2012.

Tab. 2. World's Top Tourism Destinations

International Tourist Arrivals						
		Series	million		Change (%)	
			2009	2010*	09/08	10*/09
1	France	TF	76.8	76.8	-3.0	0.0
2	United States	TF	55.0	59.7	-5.1	8.7
3	China	TF	50.9	55.7	-4.1	9.4
4	Spain	TF	52.2	52.7	-8.8	1.0
5	Italy	TF	43.2	43.6	1.2	0.9
6	United Kingdom	TF	28.2	28.1	-6.4	-0.2
7	Turkey	TF	25.5	27.0	2.0	5.9
8	Germany	TCE	24.2	26.9	-2.7	10.9
9	Malaysia	TF	23.6	24.6	7.2	3.9
10	Mexico	TF	21.5	22.4	-5.2	4.4

Source: World Tourism Organization (UNWTO) ©

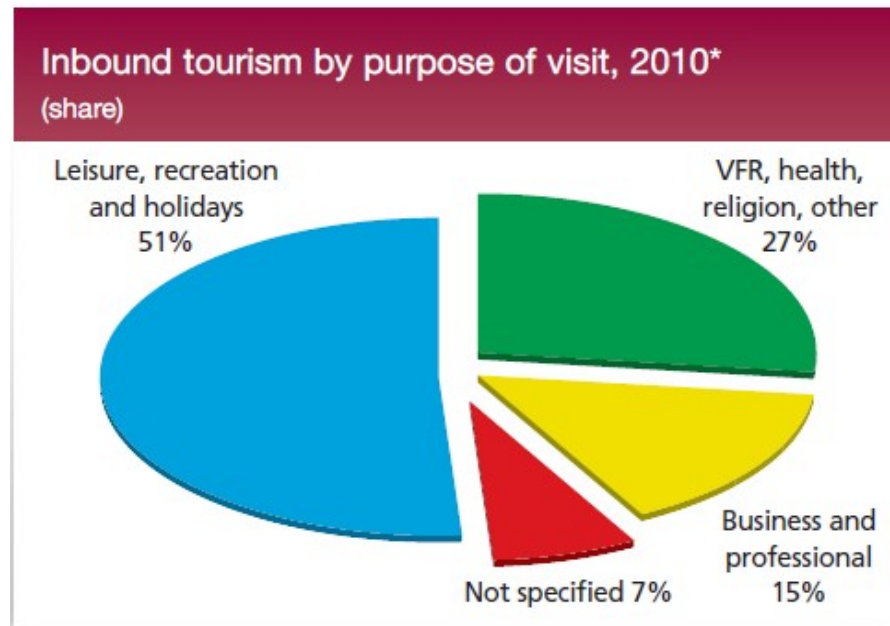
(\$ = percentage derived from series in US\$ instead of local currency

International Tourism Receipts							
		US\$				Local currencies	
		billion		Change (%)		Change (%)	
Rank		2009	2010*	09/08	10*/09	09/08	10*/09
1	United States	94.2	103.5	-14.7	9.9	-14.7	9.9
2	Spain	53.2	52.5	-13.7	-1.2	-9.0	3.9
3	France	49.4	46.3	-12.7	-6.2	-7.9	-1.3
4	China	39.7	45.8	-2.9	15.5	-2.9(\$)	15.5(\$)
5	Italy	40.2	38.8	-12.0	-3.6	-7.2	1.4
6	Germany	34.6	34.7	-13.2	0.1	-8.5	5.3
7	United Kingdom	30.1	30.4	-16.3	0.8	-1.3	1.7
8	Australia	25.4	30.1	2.5	18.6	10.3	0.8
9	Hong Kong (China)	16.4	23.0	7.5	39.5	7.0	39.8
10	Turkey	21.3	20.8	-3.2	-2.1	-3.2(\$)	-2.1(\$)

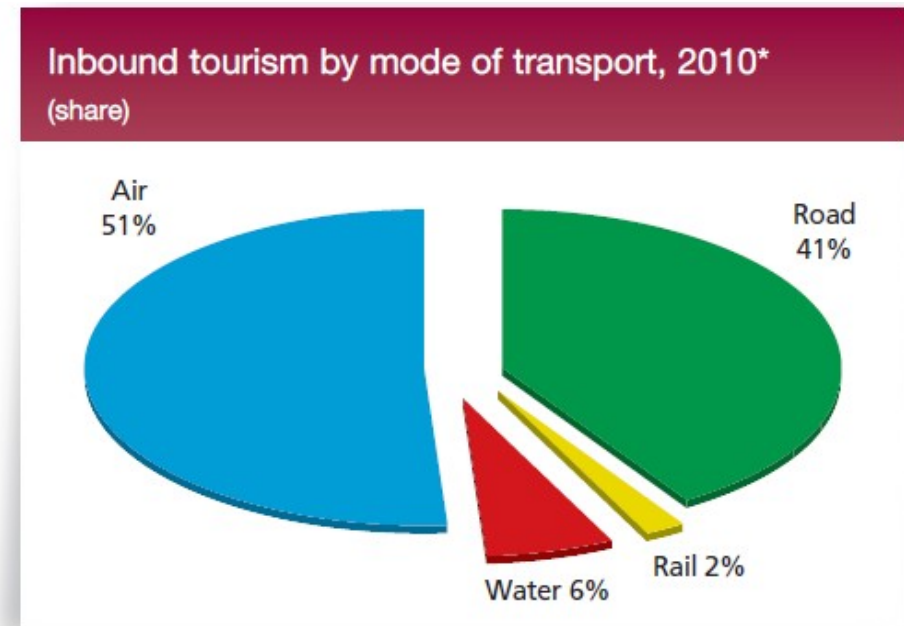
(Data as collected by UNWTO, June 2011)

International tourist arrivals exceeded the amount of 1 billion for the first time ever in 2012, reaching a total of 1.035 billion tourists, 39 million more than in 2011.

Fig. 2. Chosen information about tourism.



Source: World Tourism Organization (UNWTO) ©



Source: World Tourism Organization (UNWTO) ©

The travel and tourism industry is dynamic, having to change continually to meet consumer demands and perceptions. Its key features at present include the following:

- It has a complex structure consisting of a wide variety of interrelated commercial and non-commercial organizations.
- It is predominantly private-sector led.
- It is dominated by relatively few large, often transnational, firms, e.g. tour operators, hotel chains, theme parks and air operators. Despite this , the majority of enterprises are small and medium-sized, often catering for the local market.
- There is an extensive use of new technologies including data handling, advertising, advance bookings and the Internet.
- It is vulnerable the external pressures such as currency fluctuations, fuel charges, government legislation and international terrorism.

preprepared by
Kinga Kuczyńska 3B

sources:

www.weforum.org

Word Tourism Organization <http://www2.unwto.org/en>

http://dtxtq4w60xqp.cloudfront.net/sites/all/files/pdf/unwto_barom13_01_jan_excerpt_0.pdf

<http://www.weforum.org/issues/travel-and-tourism-competitiveness>