Research Paper Tourism

Global Travel Trends in the Tourist Generating Regions of the World in the Last Two Years–A Comparative Analysis Between 2010 and 2011

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ABSTRACT

In the present scenario, when each and every country has understood the economic importance of tourism .Almost all the member countries i.e. one hundred and fifty five member states of UNWTO across the tourist generating regions of the world are devising their marketing strategies which specifically highlights their USP(Unique Selling Preposition) to compete in the global scenario . Tourism is the most talked about international activity in the new millennium and is considered as a major sunrise industry with immense potential. The revolution has taken the whole world by storm and its socio-economic importance is widely talked across all the corners of the world. Tourism is an economic instrument for the developed, developing as well as least developed nations as they can use the tourism potential to the fullest by exploiting its resources and will help to transform their economies. Tourism since long was in the back of the minds of most of the countries around the world but it was never the priority area.

Various impediments and perils have obstructed the growth of the tourism activities and off late the economic recession and natural calamities have jolted the tourism development activities but the industry is all set to bang in 2012 with the magical one billion arrivals worldwide and also be a front runner in terms of foreign exchange generation, employment generation, poverty alleviation and international understanding in the tourist generating regions of the world. It has been noted that post 1945 majority of the nations have witnessed rapid changes and socioeconomic transformations.International tourism has gained momentum in 2011 with 4.6% increase in terms of arrivals amounting to 983 million as compared to 940 million in 2012 and 3.9% increase in terms of international tourism receipts accumulating 1030 billion USD in 2011 up from 927 billion USD in 2010.

This paper is an attempt to critically analyze and highlight the global travel trends in the tourist generating regions of the world in 2010 and 2011 and its contribution towards their economy.

KEYWORDS | Tourism, Global Trends, Tourist generating Regions

Introduction:

There are tourist generating regions of the world as per UN-WTO classification. The regions can be described as follows:

1.Americas:It comprises of the following sovereign states and overseas territories:

(i) Canada which is the second largest nation in the world according to area occupied, United States of America which is the 3rd or 4th largest nation in the world in terms of area occupied and Mexico which is the 13th largest sovereign nation in the world in terms of area

(ii) Central America the volcanic and turbulent geologic region which comprises of Belize,Costa Rica,El Salvador,Guatemala,Nicaragua,Honduras and Panama.

(iii) Caribbean Islands which is a larger part of the West Indies and comprises of Anguilla(UK Territory),Antigua &Barbuda, Aruba(Dutch Territory),Bahamas,Barbados,Bermuda(UK Territory),Bonaire(Dutch Territory),British Virgin Islands(UK Territory),Cayman Islands (UK Territory),Cuba, Curacao(Dutch Territory),Dominica, Dominican Republic,Grenada,Guadeloupe(French Territory), Haiti, Jamaica, Martinique (French Territory),Montserrat(UK Territory),Puerto Rico(U.S Territory),Saba(Dutch Territory),Saint Lucia,St. Eustatius (Dutch Territory),St. Kitts and Nevis,St.Maarten(Dutch Territory),St. Vincent and Grenadines, Trinidad and Tobago, Turks and Caicos Islands(UK Territory)

(iv) South America comprises of Brazil, Argentina, Colombia, Venezuela, Guyana, Suriname, French Guiana (French Territory), Ecuador, Peru, Chile, Bolivia, Paraguay and Uruguay.

2.Europe:It comprises of the following nations:

(i) Northern Europe: Denmark, Norway, Sweden, Finland, Iceland, United Kingdom, Republic of Ireland

(ii) Western Europe : Austria, Belgium,France,Germany,Liechenstein,Luxembourg,Monaco,Netherlands,Switzerland

(iii) Central and Eastern Europe : Armenia, Azerbaijan, Belarus, Bulgaria,Czech Republic, Estonia, Georgia, Hungary,Kazakhstan, Kyrgyzstan, Latvia, Lithuania, Poland, Moldova, Romania, Russian Federation, Slovakia, Tajikistan, Turkmenistan, Ukraine,Uzbekistan

(iv) Southern and Mediterranean Europe : Albania, Andorra, Bosnia and Herzgovina, Croatia, Cyprus, Macedonia Greece, Israel, Italy, Malta, Montenegro, Portugal, San Marino, Serbia, Slovenia, Spain, Turkey

3.Middle East:

Bahrain,Egypt,Iraq,Jordan,Kuwait,Lebanon,Libya,Oman,Palestine,Qatar,Saudi Arabia, Syria and United Arab Emirates

4.South Asia,East Asia, South East Asia and Pacific:

India, Pakistan, Nepal, Bhutan,Sri Lanka, Afghanistan, Bangladesh, Maldives, Iran

People's Republic of China, Hong Kong,Japan,South Korea, North Korea,Macao,Mongolia,Taiwan

South East Asia:

Brunei,Cambodia,Indonesia,Laos,Malaysia,Myanmar,Philippines,Singapore,Thailand,Vietnam

Pacific Region:

American Samoa(U.S Territory),Australia, Cook Islands(New Zealand Territory),Fiji, French Polynesia(French Territory),Guam(U.S Territory),Kiribati, Marshall Islands,Micronesia,Northern Mariana Islands(U.S Territory),New Caledonia(French Territory),New Zealand,Palau,Niue(New Zealand Territory),Papua New Guinea,Samoa,Solomon Islands,Tonga,Tuvalu,Vanuatu

5.Africa:

(i) North Africa:Morocco,Algeria,Tunisia,Sudan

(ii) Sub-Saharan Africa:

Angola,Benin,Botswana,Burkina Faso,Burundi,Cameroon,Cape Verde, Central African Republic,Chad,Comoros,Congo,Ivory Coast, Democratic Republic of Congo,Djibouti,Equatorial Guinea

Eritrea,Ethiopia,Gabon,Gambia,Ghana,Guinea,Kenya,Lesotho,Liberia,Madagascar,Malawi,Mali,Mauritania,Mauritius,Mozambique,Namibia,Niger,Nigeria,ReUnion(French Territory),Rwanda,Sao Tome and Principe,Senegal,Seychelles,Sierra Leone,Somalia,South Africa,Swaziland,Tanzania,Togo,Uganda,Zambia,Zimbabwe

As per the projections made by UNWTO by 2020 the foreign tourist arrivals worldwide would reach 1.6 billion and the foreign exchange earnings would be approximately 2000 billion USD.This magical sector creates more employment than any other sector of the economy and provides employment to unskilled, semiskilled and even skillful across the nation. The World Travel and Tourism Council estimates a 4.5% per annum increase in the total amount of travel and tourism activity between 2002-2012.This estimate is mainly attributed by the rising income group in the middle class most prominently in South Asia and East Asia. This segment is willing to spend a substantial portion of their disposable income towards tourism

The opening up of the international airspace, introduction of low frill carriers have made international travel cheaper and easier. The icing on the cake has further been supplemented by the advent of internet as a travel tool. The foreign exchange generated by tourism makes it one of the largest industries of the world and fastest growing sectors of the global trade. It has been witnessed off late that many tourist destinations have exceeded their level of tourism development that can occur in a destination without causing environmental degradation.

Tourism is important and vital for many countries especially countries of the Iberian Peninsula i.e. Spain ,Portugal ,Andorra and the territory of Gibraltar ,Caribbean Islands .Alps region of Switzerland,France,Germany,Austria,Slovenia,Italy and Liechenstein.Mediterranean region comprising of nations of Spain,Greece,Malta,Turkey,Algeria,Morocco,Tunisia and Egypt.

Balkan peninsula comprising of the former Soviet Republics of Estonia,Latvia and Lithuania. The east European nations such as Bulgaria, Romania and Georgia have benefitted because of its proximity to the Black Sea.

The Central American destination of Costa Rica through its Ecological Blue Flag program has curbed the negative impacts of mass tourism by helping the local community to work against pollution and protecting the environment through community participation programs. The Hispaniola group in the Greater Antilles region of the Caribbean Islands is also actively involved in community participation to save the environment against the perils of environmental degradation.

The South American Nation of Ecuador has taken up the challenge to promote Green Tourism and the classic example is the greener destination of the Galapagos Islands. Various developmental programs initiated by various governments through Community Participation programs and public private partnerships have helped to develop various circuits in the developing nations such as India and China and have marketed special forms of tourism such as Green Tourism ,Ecotourism ,Medical Tourism and developed special campaigns such as the Incredible India which has helped to market India as a major tourist destination in South Asia.

Accessible tourism is an continuous effort of the stakeholders of the tourism industry to ensure the tourist destinations ,tourist products and services are accessible and reachable to all people across all corners of the globe regardless of the various limitations. For example according to the European Network for accessible tourism includes barrier free destinations, high quality transport by all means, superior quality services deliverable by trained professions, attractions should be accessible by all service quality and the booking system should as per international quality and standards.

With the international tourist arrival to reach 1.6 billion by 2020 it is believed that a global code of ethics should be established worldwide to curb the negative impacts of tourism on the environment and cultural heritage and they can be conserved and preserved for the future generations ahead.

Objectives:

(i) To Investigate and review the tourist generating regions of the world
(ii) To analyze the various prospects and opportunities of tourism as a major engine of economic growth in the various TGR's.
(iii) To Study the Tourism sector and their contribution towards economic development in these regions
(iv) To oversee the global travel trends in the tourist generating regions of the world

Research Methodology:

The methodology includes collecting secondary data from various sources like government websites, reference material, visiting websites of UNWTO,WTTC, Newspaper reviews, magazines etc. so that a complete image can be drawn regarding the global travel trends in the tourist generating regions of the world and identifying the prospects and opportunities of tourism as a major engine of economic growth in these regions. The study will also include the data collection and analyzing their current stature and their standing . It is proposed to study the viability of these tourist generating regions of the world and measure their effectiveness in the last two years i.e. 2010 and 2011

Tourism as a major engine of economic growth in the tourist generating regions of the world:

1.Americas:

In spite of the global economic instability, recession this tourist generating region was overall 3rd in terms of arrivals after Europe and Asia and the Pacific.In 2011, 157 million arrivals were reported in the Americas as compared to 151 million arrivals recorded in 2010.The growth in terms of percentage was 4%.The FEE also increased in 2011 and reached 199 billion USD whereas it was 181 billion USD in 2010 i.e. a jump of 5.7%.

South America was supplemented by a strong intraregional tourism demand. The star performers were Uruguay, its neighbor Paraguay, Peru as well as Chile. It terms of FTA the growth reported in 2011 in terms of percentage was 9%.The growing income in middle class in Brazil catapulted Brazil as the fastest growing source market in South America.

Central America also reported an increase of 5% in FTA with a double digit increase in Panama. The other nations in the Central American region such as Belize,Costa Rica, Honduras and Nicaragua also recorded substantial growth in terms of arrivals.

The Arrivals also grew in the Caribbean Islands by 4% in 2011 as compared to 2010.The star performers were Cuba, the largest nation in the Caribbean. Not less behind were Barbados, Dominican Republic and the Dutch Territory of Aruba.

Jamaica also benefitted by 2% thanks due to the 6 tourist centers of Montego Bay,Negril,Mandeville,Kingston,Port Antonio and Ocho Rios.

The big players in North America recorded below-average growth of 3%. The United States recorded a growth of 4% while in Mexico the growth was a meager half a percent whereas in Canada the arrivals in 2011 was one percent less as compared to 2010.

2.Europe:
Despite negative predictions and the ongoing instability in the Euro Zone this tourist generating region crossed another major milestone in 2011 .It passed the half billion mark and recorded 504 million arrivals in 2011 as compared 475 million arrivals in 2010.The gainers were Central and Eastern Europe as well as Southern and Mediterranean Europe. The recorded growth was 8%.

In terms of FEE Europe earned 463 billion USD in 2011 which is an 5% increase as compared to 2010.The magical growth was reported in Southern and Mediterranean region which alone accounted for almost one-fifth of world tourism. The driving forces were Greece(EU),Turkey, Portugal(EU),Croatia, Spain(EU),Italy(EU).

Italian republic of San Marino also recorded a stupendous growth of 30%.Other gainers were Macedonia,Serbia,Montenegro(All former Yugoslav Republics) and Cyprus(EU).

In Central and East Europe the prominent players were Russian Federation, Poland and Georgia.CIS Nations of Azerbaijan, Kazakhstan and Moldova also recorded double digit growth in 2011.Estonia which is the newest member of the Euro Zone was the gainer in the Baltic Region followed by Romania, Armenia and Slovakia.

In the Nordic Region the two republics i.e. Iceland and Finland recorded double digit growth in 2011 followed closely by Kingdom of Norway .United Kingdom also recorded a growth of 3% in 2011 as compared to 2010.

Western Europe recorded only an increase of 5 million in 2011. Germany was the leader with a growth of 6% followed closely by Austria, Kingdom of Netherlands, Kingdom of Belgium, France.

3.Middle East:
Tourism Industry has witnessed serious turbulence in the Middle East with political uprisings in Egypt,Syria,Lebanon,Jordan and Palestine.2010 was comparatively a better year from tourism point of view recording 60 million arrivals whereas the numbers fell by 5 million to 55 million in 2011.FEE in 2011 was recorded at 46 billion USD .The positive point is some destinations recovered and performed very well. Saudi Arabia reported a 60% growth in FTA reaching a record of 17 million in 2011.Most Arab states have recognized the economic importance of the tourism sector. The best example can be quoted of that of the Emirate of Dubai in UAE which reported a growth of 9% in 2011.

4.Africa:
There was a slight increase in the FTA in Africa. The figure reached 50 million in 2011 an increase of 2 million from 2010.The negative trend was reported from North Africa i.e. from Tunisia which lost almost 9% as compared to 2010.The upward trend was reported from Sub-Saharan Africa which saw an impressive growth of 7%.FEE reported in 2011 was 33 billion USD an increase of 2% from 2010.

The destinations reporting double digit growth were Cape Verde,Algeria,Madagascar Seychelles and the French Territory of Reunion. The star performers of 2010 i.e South Africa and Morocco gained by 3% .The biggest loser of 2011 in Africa was Tunisia which saw the Jasmine Revolution and dropped by 31% in terms of FTA.

5.South Asia, East Asia, South East Asia and the Pacific:
South Asia grew by 8% in 2011 as compared to 2010.The destinations which recorded double digit growth were Bhutan,Sri Lanka,Nepal followed by Maldives. India the largest nation in the sub-region grew by 9% at 6.3 million.

East Asia, South East Asia and the Pacific:
Asia and the Pacific region grew by 6% and increased from 204 million in 2010 to 217 million in 2011.The Asia and the Pacific region earned 289 billion USD in 2011 up from 255 billion USD in 2010 which is an increase of a meager 4%.Double digit growth in 2011 was reported from Myanmar,Cambodia,Thailand,Vietnam.The growth was not worth mentioning in East Asian Nations. The biggest loser was Japan which dropped in arrivals by 28%.People's Republic of China grew by 3% whereas a double digit growth was reported from South Korea and Hong Kong. In the Pacific Region the growth recorded was only 1%.Australia did not grow at all in 2011 in terms of FTA .The biggest beneficiary New Zealand which grew by almost 3%.

The most visited nation in 2011 was France followed by U.S.A.China became the 3rd most visited nation in the world in 2011 recording 57.6 million international tourist arrivals. Only France and the United States of America are ahead of Asian nation. The fourth most visited nation was Spain followed by Italy which stands at 5th position both in terms of FTA and FEE. The sixth most visited nation in 2011 was Turkey followed by United Kingdom, Germany, Malaysia and Mexico. In terms of rankings in FTA in 2011 there was a small change with Turkey moving to 6th place replacing United Kingdom. There was no change in terms of FEE in 2011.2011 was a significant year in terms of FEE as the FEE reached a record 1030 billion USD which increased from 927 billion in 2010 i.e. a growth of 3.9% in FEE and arrivals increased from 940 million in 2010 to 983 million in 2011 i.e. an increase of 4.6% in terms of FTA.

In terms of FEE the United States of America is leading all the way in 2011 with FEE of 116 billion USD followed by Spain with 60 billion USD.France is 3rd in terms of FEE .China is 4th in terms of FEE followed by Italy at 5th position. Germany is 6th in terms of FEE in 2011 followed by United Kingdom at 7th position in FEE in 2011.Australia ,Macao and Hong Kong were 8th,9th and 10th in terms of FEE in 2011.

Suggestions:
Each of the 155 member nations are unique in itself and has a lot of offerings in its armory .The whole world is aware of the fact that global tourism will be the key player in the world economics .The growth is credited because of the growing middle class in most of the nations .It is further expected that the countries will work constructively in various sectors most specifically the tourism sector which is a major economic generator ,employment generator and a major tool for eradicating poverty from the mother earth .

Conclusion:
Tourism Industry post 1945 has seen many swings, twists and turns but has continued to grow despite a lot of hurdles and obstacles and has proved to be one of the largest and fastest growing economic sector in the world. There has been a transition from the occident to the orient and there has been a shift in the mindset of the people and people are moving away from the traditional destinations of North America and Europe. The growth has been phenomenal in international tourist arrivals i.e. from 25 million arrivals in 1950 to 983 million in 2011.

According to Tourism Towards 2030, UNWTO's recently updated, long-term outlook and assessment of future tourism trends, the number of international tourist arrivals worldwide is expected to increase by 3.3% a year on average from 2010 to 2030(UNWTO Tourism Highlights,2012). This represents some 43 million more international tourist arrivals every year and will reach a total of 1.8 billion arrivals by 2030.It is also predicted by UNWTO that by 2020 the FTA will reach 1.6 billion and the FEE will reach somewhere in the range of 2000 billion USD.

It has been witnessed that in the last one decade the developing nations have grown faster than the developed nations and it is expected that this trend will continue in the future. It is also expected that the future belongs to the developing nations most prominently the economic and political blocs of

BRICS(Brazil, Russian Federation, India,China,South Africa) and CIVETS(Colombia,Indonesia,Vietnam,Egypt,Turkey and South Africa).According to the two global indicators of International Tourism i.e. Foreign Tourist Arrivals and Foreign Exchange Earnings it has been witnessed that most of the developing nations from South East Asia as well as from East Asia and the Pacific are doing comparatively better than the traditional markets from Europe and North America in the last five years which is the result of the booming economy mostly in the People's Republic of China, Hong Kong,Singapore,Taiwan,-South Korea and India.

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