

14**GROWTH AND PATTERN OF
TOURISM IN THE WORLD**

Notes

Tourism is very important in the economy of most of the countries in the world. It is a service industry as it has already been discussed before. It contributes in significant ways to local employment opportunity at the destination country. It maintains household craft industries and supports many families by providing livelihood. For the country, it helps in generating foreign currency. Tourism has been growing in a very big way in many areas of the world in recent times. The higher growth is observed in those areas which were not very significant a few decades before. They are the emerging economies of the world, and traditional tourist destinations are not performing in that way. The term ‘growth’ refers to increase or decrease in number or percent in comparison to the previous comparing period. The term ‘pattern’ refers to the sequential distribution of tourist activities over the earth. In this chapter, an attempt has been made to explain the growth and pattern of tourism in the world. It will also be described why it is happening so by giving reasons/ factors.

**OBJECTIVES**

After studying this lesson, you will be able to:

- identify various geographical units of the world;
- identify the factors affecting growth of tourism in the world;
- divide the world into different physiographic units;
- recognise the importance of different units for tourism;
- throw light on the future trend of tourism in the world;
- identify various attractions of tourism in the world;

MODULE – 4

Natural Diversity as
Tourist Attraction



Notes

Growth and Pattern of Tourism in the World

- see the growth of tourism in the world;
- recognise the pattern of tourism in the world; and
- highlight the government initiatives for tourism promotion.

14.1 INTRODUCTION

Tourism is very closely associated with good financial status of the people, having spare time, interested in visiting different places along with the wish and ability to spend money for tourism purpose. Tourism is related to the visit by tourists and stay away from their usual residence for not more than a year for leisure, recreation, business, meetings, conferences and exhibitions etc. Tourists are also not supposed to take any working assignment for which they are paid. The travel and tourism is a volunteer activity but that may be supported by many incentives from the government, organisations like leave travel concession, reimbursement of amount spent on attending meetings or conferences etc. Here, the growth of tourism means the growing number of tourists from one period of time to another. Growth is not always increase, but even may be decrease. For example, the number of tourists may even be less in comparison to the base year. In this case, the growth is considered to be negative. Increase or decrease of the number of tourists depends upon different causes. Those causes are known as the contributory factors. The pattern of tourism tries to assess the tourism activities in the spatial context. So growth and pattern of tourism indicates the assessment of tourism activities in spatio-temporal context. This present pattern of tourism on the global perspectives is the outcome of different initiatives by the governments of various countries.

14.2 FACTORS AFFECTING TOURISM IN THE WORLD

The tourism is directly linked with a number of factors. Some of the factors associated with tourists are:

- a. high income of the tourist
- b. paid holidays or holiday entitlement
- c. travel cost
- d. technology
- e. package providers/ tour operators
- f. update knowledge/ media
- g. growing middle class in developing countries
- h. rise of new destinations and increase in tourism investment.

Travel to the tourist destinations, accommodation, food and beverage, entertainment requires money. It is possible to take up the tourism activities only when the financial position of the tourists is sound. In other words, the per capita income of the country is the best way to find out/ guess the tourism activities. The people, belonging to countries where the per capita income is high, can afford more tourism activities. They go more for tourism from local level to global level. Government/ company/ corporate workers also get paid holidays or they are entitled to holidays. This is a sort of an incentive and promotes tourism. These people are more likely to go for tourism activities. Where ever this facility is available, the tourism is boosted and it is on rise.

Travel cost is one of the important factors to affect tourism. Moderate to low cost boosts the tourism activities whereas higher cost proves to be a hindrance in tourism activities. In general, this is an important determining factor, but for the very high rich people it may not be a big reason. It is also a reality that tourism is not contributed by the very rich segment of society. Hence, travel cost affects the tourism.

Technological advancement has brought the world very close. Much information is available through internet about various tourist places in the world. Many visuals are also available. They are very much important for the tourists for determining the destinations. Hence, information being a click away on internet has also played an important role in boosting the tourism.

Package providers/ tour operators are of great help to the tourists. They are making the tour itinerary well as per the demand of the tourists. They are basically facilitators and help the tourists for a hassle free touring. Wherever the tour package providers are available and for the areas they are working, the tourism activities are more prominent on the tourist map of the world.

Print and audio-visual media have also brought the world closer. They provide information about every part of the globe. The knowledge about the world also has a bearing on the growing trend of tourism in the world. The well documented and well known areas have seen greater number of tourists arrivals whereas the less known are not as popular with tourists.

The economic growth and development in the developing countries and the emergence of a section of society having good financial status is an additional boost for travel and tourism. It has been enhancing the possibility of tourist activities.

The new destinations in the world are coming up. More and more investments are made to develop the infrastructure in the region. Therefore, the tourism investment is promoting the industry.



Notes

MODULE – 4

Natural Diversity as
Tourist Attraction

14.3 ATTRACTIONS FOR THE TOURIST AT DESTINATIONS IN THE WORLD

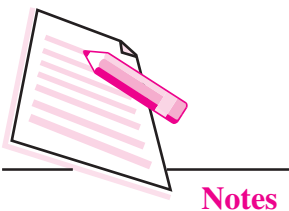
Different parts of the world have different types of attractions for the tourists. The developed and developing worlds are providing greater opportunities to the tourists in comparison to the under-developed world. In the beginning, tourism was mainly confined to the developed world but now the trend has changed and more and more tourism activities are taking place in the developing world. The major attractions can be grouped into cultural, natural, events, recreations and entertainment. They have several components which can be seen from the following table.

Table 14.1. Overview of Tourists Attractions

Cultural	Natural	Events	Recreational	Entertainment
Historical Sites	Landscapes	Mega-events	Sightseeing	Theme Parks
Archeological Sites	Seascapes	Community Events	Golf	Amusement Parks
Architecture	Parks	Festivals	Swimming	Casinos
Cuisine	Mountains	Religious Events	Tennis	Cinemas
Monuments	Islands, Beaches	Sports Events	Cricket	Shopping Facilities
Industrial Sites Art Centers	Flora	Trade Fairs	Hiking	Performing
Museums	Fauna	Exhibitions	Fast Track Car Racing	Sports Complexes
Ethnic	Coasts	Conferences	Snow Sports	Water Parks
Concerts	Caves	Meetings	World Cup	Rock Garden
Sports Events	Theater		Meals	Football
Others	Others	Others	Others	Others

14.3.1 Cultural Attractions

Various cultural regions are very much in demand among tourists. These include historical sites, archeological sites, different architectural constructions of old buildings, monuments of historical importance. Museums are the collections of a wide range of items of historical and archeological evidences. They attract the tourists as many of them are interested in knowing about them. Organisation of concerts and interesting cultural and historical programmes in theaters are great attractions for tourism. Some places are famous for their historical cooking and food, hence, cuisine facilities attract the tourists.



Notes

14.3.2 Natural Attractions

Natural beautiful places are weakness for the tourists. They love to visit those places. Wherever naturally attractive landscapes, sea coasts, or mountains are found, they are excellent places for tourists. Hill stations, islands and beaches are also sought after places by tourists. Different kinds of parks and a wide array of flora and fauna are also of interest to the tourists.

14.3.3 Attractions due to Events

Several specific events are organised all over the world. Interested persons try to visit those events to get acquainted with or to get business from various corners of the world. They are called as mega events on certain themes like trade fairs. Apart from the sports persons, big sport events attracts millions of interested people from all over the globe. The Olympics, world soccer matches or the world cup cricket matches are some examples in this regard. Community events, fairs, festivals and religious aggregation attracts millions of people from national as well as international tourists. The Haj at Mecca and Medina, holy bath at the bank of the Ganga River during Maha Kumbh or at the time of solar and lunar eclipse are some of the examples. All over the world, conferences, meetings and corporate events are also bringing large number of people together.

14.3.4 Recreational Attractions

Many recreational attractions are there which magnetise the tourists. Important among them are sightseeing, sports such as golf, swimming, tennis, cricket, snow sports, football etc. Mountaineering, rock climbing, ice climbing, water rafting etc. are also of interest for some adventure tourists. Therefore, they promote travel and tourism activities.

14.3.5 Other Recreational Events

Travel and tourism is also promoted by providing various types of entertainment facilities. Some tourists' centers of well repute have amusement parks, casinos, shopping facilities. Sports complexes and sports events are also of great interest for tourists. These are some of the themes which are in great demand by tourists of domestic and international origin.



ACTIVITY 14.1

Prepare a list of places in your state, where international games are held and tourists of various countries visit in large number.



Notes

MODULE – 4

Natural Diversity as
Tourist Attraction



Notes



INTEXT QUESTIONS 14.1

1. List any five factors associated with tourists.
2. Write about any three natural attractions and three cultural attractions.
3. What do you understand by sport tourism?

14.4 SPATIAL DISTRIBUTION OF TRAVEL AND TOURISM

The spatial distribution of tourism is the function of various environmental conditions. Some of the important factors are natural landscape, beautiful natural sites, accessibility and moderate climatic conditions. Apart from all these, man-made beautification and landscaping of the areas, dam construction and development of multipurpose projects, sculptured gardens, monuments, and famous sites are visited more by tourists. The important religious festivals are attended by a large number of tourists. Hence, it is quite evident, that tourism is popular where the above mentioned attractions are favourable for the tourists.

Some of the important tourist places of international repute are shown on the following map. Their distribution is concentrated more in economically developed countries of Europe, around the Mediterranean Sea and the USA. With the passage of time, the importance of other developing countries has increased as new tourists destinations. The growing income of the people is the prime reason for wide spread tourism activities in the world.



Figure 14.1: World Travel Map

14.5 WORLD'S TOP 10 TOURIST DESTINATIONS

United Nation World Tourism Organization (UNWTO, headquarter in Madrid, Spain) in its annual report of 2015 points out France to be the top most country globally with nearly 67,310,000 tourists arrivals from all parts of the world. France is followed by the US at the second number and on the tenth position is Hungary with 17,248 tourist's arrivals globally in 2015 (Table 14.2).

Table 14.2: UNWTO top ten global tourist destinations in 2015

S.No	Country	No. of tourists
1	France	67,310,000
2	United States	47,752,000
3	Spain	43,252,000
4	Italy	34,087,000
5	United Kingdom	25,515,000
6	China	23,770,000
7	Poland	19,520,000
8	Mexico	19,351,000
9	Canada	17,636,000
10	Hungary	17,248,000

The top destinations in 2014 by international visitor arrivals and their locations are shown on the Fig. 14.2. The details of numbers of expected overnight visitors are given in Table 14.2.

**Figure 14.2: World's top ten destinations 2014**

Notes

MODULE – 4

Natural Diversity as
Tourist Attraction



Notes

Growth and Pattern of Tourism in the World

In 2014, there were 1.135 million international tourist arrivals worldwide, with a growth of 4.3% as compared to 1.087 million in 2013. The following Table 14.3 shows the number of tourist arrivals in million between 2012-2014 and the change in percentage accordingly.

Table 14.3: Growth of tourism in top ten countries

Rank	Country	UNWTO Region ^[3]	International tourist arrivals (2014)	International tourist arrivals (2013)	Change (2013 to 2014) (%)	Change (2012 to 2013)(%)
1	France	Europe	83.7 million	83.6 million	▲ 0.1	▲ 2.0
2	United States	North America	74.8 million	70.0 million	▲ 6.8	▲ 5.0
3	Spain	Europe	65.0 million	60.7 million	▲ 7.1	▲ 5.6
4	China	Asia	55.6 million	55.5 million	▼ 0.1	▼ 3.5
5	Italy	Europe	48.6 million	47.7 million	▲ 1.8	▲ 2.9
6	Turkey	Europe	39.8 million	37.8 million	▲ 5.3	▲ 5.9
7	Germany	Europe	33.0 million	31.5 million	▲ 4.6	▲ 3.7
8	United Kingdom	Europe	32.6 million	31.1 million	▲ 5.0	▲ 6.1
9	Mexico	North America	29.8 million	28.4 million	▲ 5.3	▲ 10.2
10	Russia	Europe	29.1 million	24.2 million	▲ 20.5	▲ 3.2

14.6 GROWTH OF TOURISM IN THE WORLD

Tourism industry has flourished since the mid of the 20th century. Prior to that, the activities of tourism were confined to only a limited pockets of the world. These pockets were concentrated in the developed countries. After 1950 the growth no. of pockets of the world of tourism was observed outside the developed world as well. New destinations grew and tourists started visiting those areas also. Apart from that, the growing economy of the less developed countries attracted tourists from those countries as well. This led to the growing areas for tourism as well as the increasing number of tourists all over the world.

The growth and development of travel and tourism is not uniformly distributed over the world. Some regions are very well developed and they have been developed since a long time. Some other regions are coming up in a big way. The increase in tourists visiting East Asia and the Pacific is very considerable. On an average, it is 13% per year followed by Middle East accounting 10%. Europe and America were the main tourists destinations before 2000, but recently their share has declined by 10% and 13%, respectively. Both regions accounted for 95% share of tourists in 1950. It declined to 82% by 1990 and 76% by 2000. It has happened because of the development of other areas as tourists destinations.

However to make the process of growth in brief, the following Table 14.4 shows continuous increasing number of tourists in the last five years.

Table 14.4: Tourism Growth in number of tourists from 2011-2015

S. No	Year	Total number of tourists
1	2011	983 million
2	2012	1,035 million
3	2013	1,087 million
4	2014	1,135 million
5	2015	1,184 million



Notes

14.7 GROWTH OF TOURISM IN THE WORLD FOR FUTURE

Since 2010, international tourist arrivals has grown by 4.4% in 2015 to reach a total of 1,184 million in 2015, marking the sixth consecutive year of above-average growth with international arrivals increasing by 4% or more every year. Some 50 million more tourists (overnight visitors) travelled to international destinations around the world in 2015 than in 2014. Prospects for future years remain positive, with international tourist arrivals expected to grow by 4% worldwide.

International tourism reached new heights in 2015. The robust performance of the sector is contributing to economic growth and job creation in many parts of the world. It is thus necessary for countries to promote policies that foster the continuous growth of tourism, including travel facilitation, human resources development and sustainability.



ACTIVITY 14.2

Collect the world tourist data for Asian countries. Try to find out the share of India in world tourism and find the reasons why India has a low share at the global level.



INTEXT QUESTIONS 14.2

1. Describe the factors affecting world tourism.
2. Discuss the events and recreational tourist attractions.
3. Discuss the growth of world tourism since 2011.

14.8 TOURIST ARRIVALS IN THE WORLD

It is quite evident that the tourists are highly concentrated in certain region of the world. They are more in the developed economies but their distribution is increasing in the emerging economies as well. The spatial distribution of those countries is still very large in the developed world if we compare the size of

MODULE – 4

Natural Diversity as
Tourist Attraction



Notes

Growth and Pattern of Tourism in the World

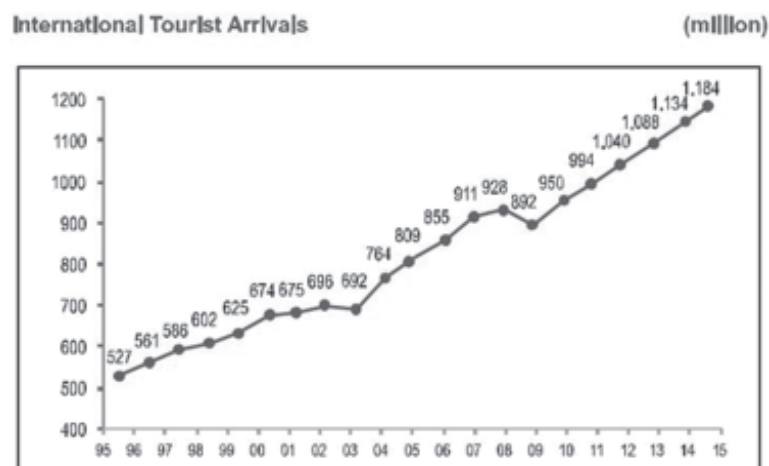
the countries and their population. Most of the developed economies have very small area as well as relatively low population. Since the people are well-off, they are sparing time and money for tourism activities. That is why, travel and tourism is more popular in those countries.

The exact number of tourists visiting different countries is shown on Figure 14.3. This map reveals that moderate and cool climatic regions of the world are very much collinear with the tourism activities.



Figure 14.3 Tourist Arrivals in various parts of world

Trend of international tourist arrivals is almost continuously on the rise. In a span of about seventeen years, the number of international tourist arrivals has risen to 1035 million in 2012 from 530 million in 1995. It is just a little less than double. International tourist arrivals grew by around 4% in 2012 in comparison to 2011. In 2012, the total international tourist arrivals rose to more than a billion for the first time in the history. Asia and the Pacific recorded the highest growth across the regions with 7% more.



Source: World Tourism Organization (UNWTO) ©

Figure14.4: Growth of international tourist arrivals

The above graph (Fig. 14.4) shows the long and steady growth of tourists' arrivals at the international level from 1995 to 2015. In 1995 it was around 527 million and shows the continuity in arrivals till 2002. There seems to be a decline towards 2003 but again the trend is towards an increase in 2004 which is 764 million. By 2010, we see that there is continuous increase of tourist arrivals and in 2015 end it grows to 1.184 million.

Share in International Tourist Arrivals, 2015

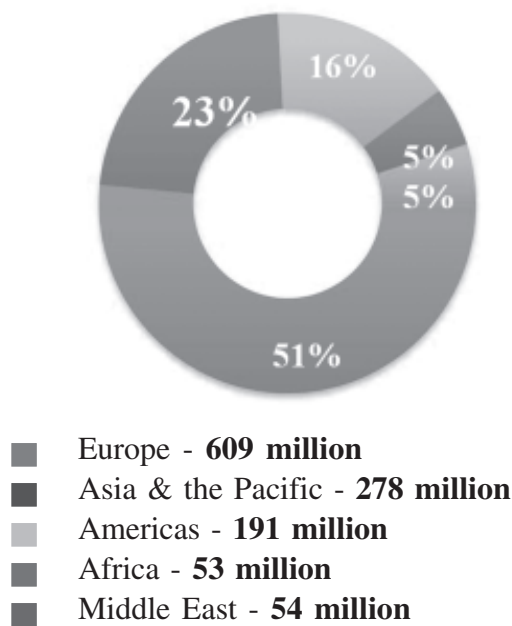


Figure 14.5

However the above chart shows the changing situation of growth in the five different regions in 2015. The maximum number (609 million) i.e. 51% of tourists visited Europe. After Europe, Asia and Pacific comprised (278 million) i.e. 23 Percent. The minimum number (53 million) i.e. 5% visited Africa.

14.9 TOURIST ARRIVALS AND RECEIPTS

Tourist arrivals means the number of persons who arrive at tourist center and get accommodation. Those people check in for at least a night stay. All accompanying persons are counted without any age limit. A child is counted as the number of tourists reaching the center, even if he/she is not charged for the stay. Hence, no age limit is applicable. Therefore, all people are counted and their number is known as the tourist arrivals.

International tourist receipts are expenditures on tourism activities by international inbound visitors. It includes all payments made to national tour and transport facilitators for international tourists. All payment made in the destination country



Notes

MODULE – 4

Natural Diversity as
Tourist Attraction

Growth and Pattern of Tourism in the World

is counted for any sort of goods and services they get instead. In another words, every sort of money used by international tourists is included in the receipt category, i.e. accommodation, transport within the destination country, food and beverage, entertainment, purchase of souvenirs, entry fees etc.

In Europe arrivals grew by 3%, while in Africa they were up by 2%. International tourism receipts reached US\$ 1245 billion worldwide in 2014, up from US\$ 1197 billion in 2013, corresponding to an increase of 3.7% in real terms (taking into account exchange rate fluctuations and inflation).

Receipts from international visitors spending on accommodation, food and drink, entertainment, shopping and other services and goods reached an estimated US\$ 1,245 billion (euro 937 billion) in 2014, an increase of 3.7% in real terms (taking into account exchange rate fluctuations and inflation). International tourist arrivals increased by 4.4% in 2014, reaching a total 1,135 million, up from 1,087 million in 2013.

Apart from international tourism receipts, tourism also generates export earnings through international passenger transport services (rendered to non-residents). The latter amounted to an estimated US\$ 221 billion in 2014, bringing total exports from international tourism up to US\$ 1.5 trillion, or US\$ 4 billion a day on average. International tourism receipts grew in all regions.



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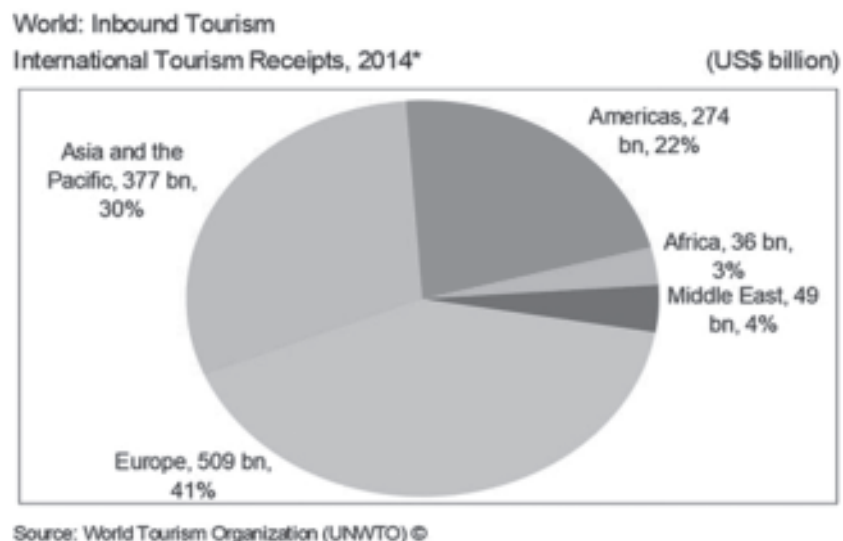


Figure:14.6

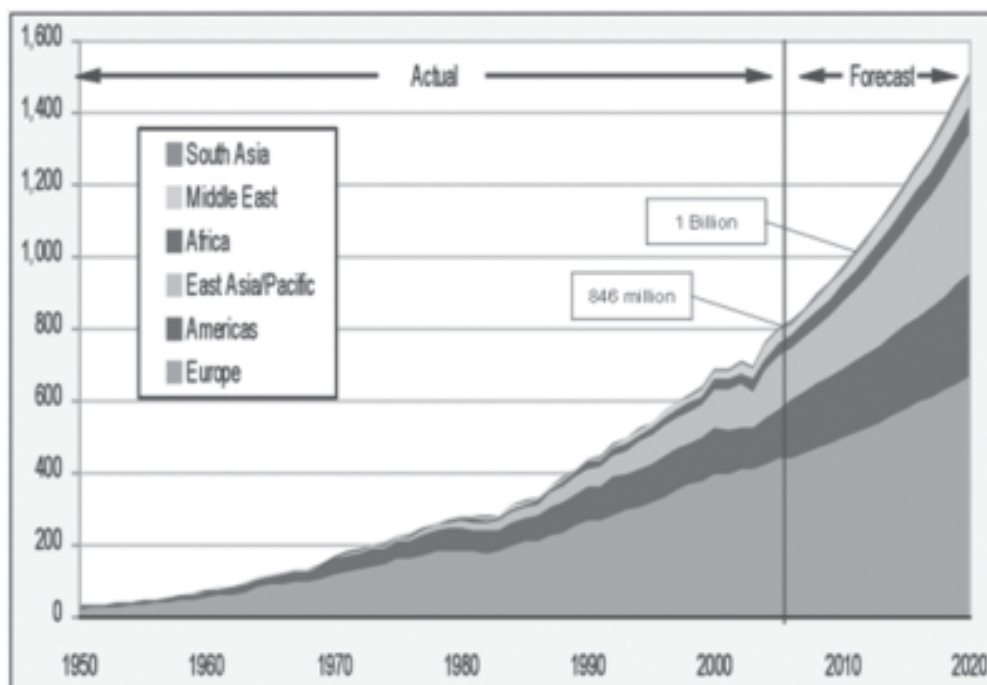
The above Fig. 14.6 clearly shows the share of international tourism receipts in 2014 in which Europe have largest share. Europe, which accounts for 41% of worldwide international tourism receipts, saw an increase in tourism earnings in absolute terms of US\$ 17 billion to US\$ 509 billion (euro 383 billion). Asia

Growth and Pattern of Tourism in the World

and the Pacific (30% share) saw an increase of US\$ 16 billion, reaching US\$ 377 billion (euro 284 bn). In the Americas (22% share), receipts increased by US\$ 10 billion to a total of US\$ 274 billion (euro 206 bn). In the Middle East (4% share), tourism receipts increased by an estimated US\$ 4 billion to US\$ 49 billion (euro 37 bn) and in Africa (3% share) by US\$ 1 billion to US\$ 36 billion (euro 27 bn).

14.10 WORLD TOURISM PROSPECTS

The growing trend of world tourism prospects is shown through the following illustration. It is showing the trends of different regions of the world since 1950 and a future projection is made for the year 2020. In the beginning of the period mentioned, the travel and tourism activities were not very much widespread. It was more so in the traditionally developed countries of the world. The growth in travel and tourism industry outside the developed world became perceptible since 1970. It was due to the rising socio economic status of the developing countries. This led to generate disposable income among middle and upper-middle class of the society. This was the boosting tonic for tourism activities which was taken up by those people. Since then the global trend of tourism has changed. Tourism got the vertical and horizontal expansion but it also declined the share of the developed world. On an average, the growth rate is around 4.5% per annum at the global scale.



Source: www.world.tourism.org

Figure 14.7. Projected Regional Tourism Growth in World (1950–2020)

MODULE – 4

Natural Diversity as
Tourist Attraction



Notes

MODULE – 4

Natural Diversity as
Tourist Attraction



Notes

Growth and Pattern of Tourism in the World

Some of the important points are:

- Europe is supposed to be the most favoured destinations with a projected number of about 717 million tourists by the year 2020. It is believed that it would grow at an average rate of 3.1%.
- East Asia and the Pacific is expected to grow by 6.5% per year. Its share would be about 25% of the world and it would hold the second largest position replacing the Americas.
- Africa and the Middle East are anticipated to be on the higher side of their tourist activities. They are supposed to perform the growth of over 7% per year.
- South Asia is very low in tourism, but it is supposed to be higher by 2020 on account of growing tourism. Its share would reach to about 19 million in 2020 which is about five times greater than 1995.

Table 14.5 Projected Tourist Arrivals in World.

World Regions	Base year	Forecasts		Market share (%) growth rate (%)		Average annual
	1995	2010	2020	1995	2020	1995-2020
	(Million tourists)					
World	565	1006	1561	100	100	4.1
Africa	20	47	77	3.6	5.0	5.5
Americas	110	190	282	19.3	18.1	3.8
East Asia and the Pacific	81	195	397	14.4	25.4	6.5
Europe	336	527	717	59.8	45.9	3.1
Middle East	14	36	69	2.2	4.4	6.7
South Asia	4	11	19	0.7	1.2	6.2



Do you know

World Tourism Day is celebrated each year on 27 September. Its main aim is to foster awareness among international community about the importance of tourism.

Every year, UNWTO invites all interested parties to take part on 27 September each year in the special celebrations taking place in their respective country or holiday destination.



INTEXT QUESTIONS 14.3

1. Write about the top ten countries contributing in world tourism.
2. Which region of world share maximum international tourism receipts?
3. How the share of developing countries enhanced in international tourism?



WHAT YOU HAVE LEARNT

- The distribution of growth and pattern of tourism in the world is not uniformed. Since long time, tourism had been the affairs of developed nations and their well-off people. But since a few decade back, the economic growth has taken place in the developing nation also.
- With the improvement of economic status of the people of larger segment of society in different corners of the globe, the growth and pattern of tourism has altered and it is still changing.
- Tourism has reached to larger destinations of the world, as well as people from different parts of the world are also associated with it. It is happening because of more income and purchasing power of the people, less travel cost, growing knowledge of the world and promotion from the government side as well.
- Different types of attractions have been one of the very dominant factors for increasing tourism activities in the World since 1950.
- There is long and steady growth of tourists' arrivals at international level. From 1995 it was around 527 million and shows the continuity in arrivals till 2002.,there seems to decline towards 2003 but again the trend is towards an increase in 2004 which i s 764 million. By 2010, we see that there is continuous increase of tourist arrivals and in 2015 it grows to 1.184 million.
- The spatial horizon of the tourism has increased from traditional to non-traditional areas. The contribution of non-traditional areas is increasing very fast with the passage of time, the changing behavior of tourism is becoming more apparent and after sometime, most of the world will be on the tourism map.



TERMINAL EXERCISE

1. Discuss the growth pattern of world tourism since 1950.
2. Analyze the present trend in international tourism.
3. Explain the share of top 10 countries in tourist arrivals and receipts.



Notes

MODULE – 4

Natural Diversity as
Tourist Attraction



Notes



ANSWER TO INTEXT QUESTIONS

14.1

- More disposable income of the tourist
 - Paid holidays or holiday entitlement
 - Travel cost
 - Technology
 - Package providers/ tour operators
- Natural : Landscapes, Parks and Coasts.
Cultural : Historical Sites, Archeological Sites and Museum.
- Sport tourism is the movement of tourists for participating or seeing the sports in another place. Sports tourism includes such as golf, swimming, tennis, cricket, snow sports, world cup, football etc.

14.2

- Some factors affecting world tourism are natural landscape, beautiful natural sites, accessibility and moderate climatic conditions.
- Several specific events are organized all over the world like festivals, religious and trade fair etc.
Many recreational attractions are there which magnetize the tourists such as sightseeing, sports- golf, snow sports, world cup, football etc.
- The growth of world tourism is high since 2011. In the year 2011 there were 983 million tourist arrivals, 2013 it rose to 1,087 million tourists and it increased further to 1,184 million in 2015. The prospects of this growth remain positive, with international tourist arrivals expected to grow by 4% worldwide in 2016.

14.3

- France, United States, Spain, Italy, United Kingdom, China, Poland, Mexico, Canada and Hungary.
- The share of Europe is maximum (41per cent) in international tourism receipts
- The growth of tourist's arrivals in East Asia and The Pacific is very strong. The share of Europe and America has declined significantly. It has happened due to growing/expanding other destinations. By 2020, South Asia's share is expected to reach 19 million, much greater than previous periods.