

## Tourism changing over time

Tourism has changed during the twentieth century. Since 1980, World Tourism Day has been celebrated on 27 September each year. The purpose of World Tourism Day is 'to raise awareness of tourism within international communities and demonstrate how it affects social, cultural, political and economic values worldwide' (United Nations World Tourism Organisation). The concept of World Tourism Day stemmed from the UNWTO, who play a role in the promotion of sustainable and accessible tourism that benefits developing countries. As of 2007, UNWTO had 150 member countries and 350 affiliate members who represent a range of interest groups in the tourism industry, from those in the private sector to educational institutions, tourism associations and local tourism authorities. The UNWTO is committed to the United Nations Millennium Goals through reducing poverty (MDG #1) and fostering sustainable development (MDG#8) and encourages the implementation of the Global Code of Ethics for tourism.

Each year World Tourism Day adopts a theme and focus, and since 1999, a host country has been chosen to promote sustainable and accessible tourism. The themes reflect the changing nature of the tourism industry as well as highlight the many areas it affects. Examples of World Tourism Day themes include:

- 1980—Tourism's contribution to the preservation of cultural heritage and to peace and mutual understanding
- 1981—Tourism and the quality of life
- 1987—Tourism for development
- 1988—Tourism: Education for all
- 2002—Ecotourism, the key to sustainable development (Costa Rica)
- 2007—Tourism opens doors for women (Sri Lanka)
- 2008—Tourism: Responding to the challenge of climate change and global warming (Peru)

Many of the themes focus not only on issues of tourism but also on global issues that are a reflection of the state of the world. In 2009, the town of Accra in Ghana, Africa hosted World Tourism Day with the theme 'Celebrating diversity'.



2.1.4 The year 2009 saw the thirtieth anniversary of World Tourism Day. Above is the logo that was used to celebrate the theme, 'Celebrating Diversity'. The theme acknowledged development and unity.

## Where do tourists go?

Country of destination	Numbers of visitors (millions)
France	81.9
Spain	59.2
USA	56.0
China	54.7
Italy	43.7
UK	30.7
Germany	24.4
Ukraine	23.1
Turkey	22.2
Malaysia	22.1

Source: UNWTO, World Tourism Barometer, June 2008

Country of destination	Numbers of visitors (millions)
France	70.0
Spain	47.7
USA	47.1
Italy	34.8
UK	25.4
China	24.0
Mexico	19.3
Poland	18.8
Canada	18.6
Austria	17.2

Source: UNWTO, World Tourism Barometer, June 2008

In 2007, a total of 903 million tourists travelled both within and between countries. The top ten tourist destinations were mainly located within Europe. Australia ranked fortieth as a choice of destination, with 5.1 million visitors in 2006. In 1998, Australia ranked thirty-third.

The methods of travel and travel booking have also changed over time. Increasing access to information about destinations via the internet has allowed people

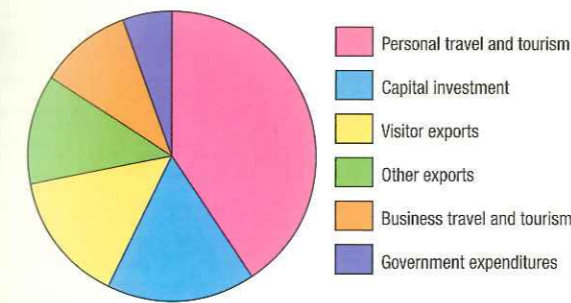
to investigate possible locations and to book flights, accommodation and tours online. Although travel agents and tour operators still have a role to play in organising travel, the internet is becoming more widely used, making travel more readily and easily available.

### Economics

#### Tourism expenditure

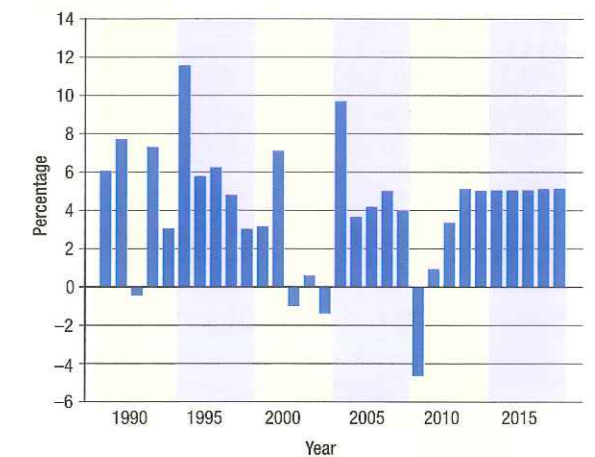
In 2009, world travel and tourism is expected to generate US\$5474 billion of economic activity.

World demand for tourism, 2009



Source: World Travel and Tourism Council

World travel and tourism visitor exports, 1990-2015



Source: World Travel and Tourism Council

Worldwide	2009			2019		
	US\$ bn	% of total	Growth <sup>1</sup>	US\$ bn	% of total	Growth <sup>2</sup>
Personal travel and tourism	2 990	8.6	-2.9	5 575	8.9	3.8
Business travel	745	1.3	-7.2	1 376	1.3	3.6
Government expenditure	404	3.9	3.3	709	4.0	3.2
Capital investments	1 220	9.4	-5.3	2 590	9.3	4.7
Visitor exports	1 079	6.0	-4.5	2 131	5.0	4.7
Other exports	901	5.0	-5.4	2 001	4.7	6.0
Travel and tourism demand	7 340	9.6	-4.0	14 382	9.5	4.3
Direct industry GDP	1 870	3.2	-3.5	3 396	3.1	3.6
Travel and tourism economy GDP	5 474	9.4	-3.5	10 478	9.5	4.0
Direct industry employment <sup>3</sup>	77 276	2.7	-1.9	97 984	3.0	2.4
Travel and tourism economy employment <sup>3</sup>	219 810	7.6	-2.8	275 688	8.4	2.3

<sup>1</sup> 2009 real growth adjusted for inflation (%)

<sup>2</sup> 2009-19 annualised real growth adjusted for inflation (%)

<sup>3</sup> '000 jobs

Source: World Travel and Tourism Council

## Tourism forecasts

In 2009, UNWTO correctly forecasted tougher conditions for world tourism due to the global financial crisis, especially its impact on job security and discretionary spending. The forecast suggested a 4-6 per cent decline in international tourism activity. In the period from January to April 2009, worldwide international travel arrivals declined 8 per cent compared with the same time in 2008. However, Australian arrivals remained stable.

2.1.5 Worldwide travel is economically important for various sectors globally. It continues to grow worldwide and is expected to increase further in the future.