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What is tourism?

Tourism is defined as 'travel away from home', whether for business or pleasure. According to the World Tourism Organisation (WTO) tourists are people who 'travel to and stay in places outside their usual environment for more than twenty-four hours and not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited'. Tourism ranges from domestic travel (within one's own country or state) to international travel (between and within other countries).

2.1.1 Over 80 million items of baggage pass through Heathrow Airport each year. Every day, over 26 000 cups of tea and 6500 sandwiches are sold to travellers within the airport. A shuttle bus service enables travel between terminals and trains run into central London.



Why do people travel?

People travel for many different reasons—leisure, work and visiting family or friends. Increasingly, people also travel now to experience new cultures, adventure, to attend special events such as sporting activities (World Cup Soccer) or religious events, and for education.

Travel can consist of short- or long-term experiences. Most domestic travel involves a day trip or overnight stay by various forms of transport. International travel generally involves flying to a location, crossing borders between and within countries. Such travel has an impact on the world economy.

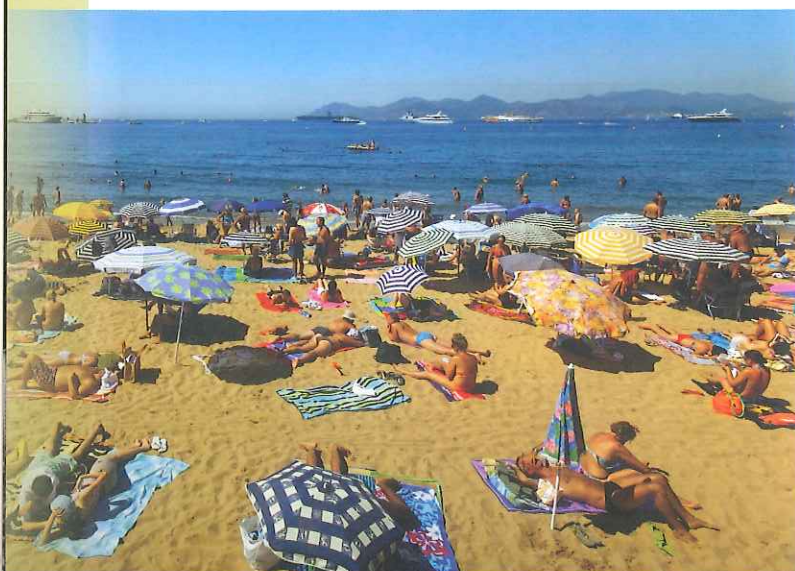
Factors affecting tourism

In the past sixty years world tourism numbers have increased dramatically, from around 50 million in 1950, or 2 per cent of the world's population, to 880 million in 2009, or 13 per cent of the world's population. The reasons for this are varied but include changing transport technology and demographics.

Changing transport technology

Prior to the development of mass transport systems it was only the very rich that were able to travel. The invention of the steam engine (1775) and the subsequent growth of the railways enabled people to travel distances not conceivable before and at a price that was accessible, but the cost of travel was still out of reach for the majority of people. The next major development was the mass production of the car, which enabled more people

2.1.2 Relaxing on the beach at seaside resorts is popular with tourists in many parts of the world. Some seaside locations in Europe actually charge people umbrella and chair hire to avoid overcrowding. Beaches in Australia are generally busiest over the holidays in summer.



to travel locally and independently. The car opened up areas for travel and tourism that had been inaccessible in the past.

The most important factor influencing global travel has been the development of the long-range, wide-bodied jet engine plane that has facilitated the mass movement of people. Not only has the jet engine reduced travel time to destinations, but it has also made travel cheaper. The jet engine has opened up the world to more people.



2.1.3 The Airbus 380 is the largest jet plane in the world. It is wide-bodied and double-decked, which enables it to carry large numbers of passengers—either 525 passengers in three classes, or 853 passengers all flying economy.

Changing demographics

Since the 1950s, many social changes have occurred in western countries, including Australia. These changes have also facilitated the tourism boom. These demographic changes include higher levels of education, people marrying later, couples delaying having children, two parents working, couples not having children, more people living single lives, people living longer and travelling after retiring and generally higher standards of living that provide people with higher disposable incomes.

Who travels?

Europeans, North Americans, Japanese and Australians dominate the international tourist arrivals. Increasingly, tourists are now originating from India and China. As these two countries economies' grow and the standard of living increases, more people are able to travel.

Where tourists come from		
Rank	Country	Market share (%)
1	Germany	11.2
2	United States	10.4
3	United Kingdom	8.9
4	Japan	6.0
5	France	4.5
6	Italy	3.2
7	China	3.0
8	Netherlands	2.6
9	Canada	2.5
10	Russian Federation	2.5
11	Belgium	2.2
12	Hong Kong (China)	2.1
13	Spain	1.9
14	Austria	1.9
15	Australia	1.6
16	Sweden	1.6
17	Korea, Republic of	1.6
18	Singapore	1.5
19	Switzerland	1.4
20	Norway	1.3
21	Taiwan	1.3
22	Denmark	1.2
23	Mexico	1.1
24	Ireland	0.8
25	India	0.8

World's top tourism spenders		
Rank	Country	Expenditure per capita (US\$)
1	Singapore	2197
2	Hong Kong (China)	1936
3	Norway	1842
4	Austria	1459
5	Belgium	1355
6	Denmark	1352
7	Ireland	1310
8	Switzerland	1181
9	Sweden	1131
10	Netherlands	1007
11	United Kingdom	938
12	Germany	861
13	Australia	517
14	Canada	493
15	France	474
16	Taiwan	359
17	Italy	354
18	Spain	302
19	Japan	300
20	United States	224
21	Korea, Republic of	204
22	Russian Federation	109
23	Mexico	66
24	China	15
25	India	5

Source: World Tourism Organization (UNWTO) © (Data as collected by UNWTO for TMT 2005 Edition)