

59. Tourist patterns

1945: 25 million of tourists

1990s: 530 million of tourists

- ⇒ *the expansion of tourism has been almost continuous*
- ⇒ domestic tourism has *stabilised* (declined)
- ⇒ international tourism is *accelerating*

WTO = World Tourism Organisation – provides official tourism data

World tourist regions (classified by WTO)

- Africa
- Americas
- East Asia and Pacific
- Europe (the most visited)
- Middle East
- South Asia (the least visited)

Trends of international tourist arrivals by region

Region	Increase 1988 – 1997 (million tourist arrivals)	Average annual growth rate (%) 1988 - 1997
<i>Africa</i>	10.8	7.1
<i>Americas</i>	36.2	4.1
<i>East Asia and Pacific</i>	42.2	7.4
<i>Europe</i>	120.3	4.6
<i>Middle East</i>	6.4	6.6
<i>South Asia</i>	1.8	5.6

The world's top 10 tourist earners by countries

Country	Receipts (million USD) in 1997	% of total in 1997
<i>USA</i>	75 056	16.9
<i>Italy</i>	30 000	6.8
<i>France</i>	28 316	6.4
<i>Spain</i>	26 595	6.0
<i>UK</i>	20 569	4.6
<i>Germany</i>	16 418	3.7
<i>Austria</i>	12 393	2.8
<i>China</i>	12 074	2.7
<i>Australia</i>	9 324	2.1
<i>China – Hong Kong</i>	9 242	2.1

These countries create >50% of total incomes from tourism

The world's top 10 tourist spenders by countries

Country	Expenditures (million USD) in 1996	% of total in 1996
<i>Germany</i>	50 815	13.4
<i>USA</i>	48 739	12.9
<i>Japan</i>	37 040	9.8
<i>UK</i>	25 445	6.7
<i>France</i>	17 746	4.7
<i>Italy</i>	15 516	4.1
<i>Austria</i>	11 811	3.1
<i>Netherlands</i>	11 370	3.0
<i>Canada</i>	11 090	2.9
<i>Russian Federation</i>	10 723	2.8

Tourists from these countries create >60% of total expenditures spent on tourism

Keywords

expansion of tourism, WTO, world tourism regions, tourist arrivals/departures, receipts/incomes, expenditures