

58. Tourism

= world's fastest growing industry, in last 15 yrs. it has increased by 70%

= service industry, associated with pleasure but can also include:

- business (trips)
- education (excursions)
- health (spa)
- religion (pilgrim places)

Leisure vs. recreation

These 2 terms are often confused with tourism.

- *Leisure* = free time
- *Recreation* = activity (experience) set within leisure time

Reasons of rapidly growing tourism

More leisure time

- *younger retirement age*
- *shorter working week*

Affluence (welfare)

- *increased average income* (during 1900s) => spending on holidays

Greater mobility

- *car ownership* ⇔ rise in affluence and fall in car prices => travelling on holidays more frequently and more independently
- *advances in aircraft industry* => decline in the relative cost of air travel => affordable to more people

Holidays

- *package holidays*
- *adventure holidays*
- *short break holidays*
- *all inclusive holidays*

Many countries depend heavily upon travel expenditures by foreigners as a:

- source of taxation for a government (local/national)
- source of income for the enterprises that sell (export) services to these travellers

Classification of tourism

- *Domestic tourism* – tourists don't cross international boundaries
- *International tourism* – tourists cross international boundaries
- *Inbound (incoming) international tourism*
- *Outbound (outgoing) international tourism*

Domestic tourism > International tourism

- e.g. the USA (continental size) has far more important domestic tourism compared to smaller countries

1999: >530 million tourists and >320 billion USD spent in worldwide tourism

Tourism = source of employment

- e.g. in transportation, accommodation, advertising, entertainment, attractions and retailing

Keywords

domestic/international/inbound/outbound tourism, leisure, recreation, affluence,