

Emerging Trends in International Tourism

Dr. Anupa Singh

Associate Professor, Department of Economics, D.N. College, Meerut, INDIA

Corresponding Author: anupasingh2@gmail.com

ABSTRACT

Travel and tourism has many positive benefits, including that it is for many countries, the main source of job creation and revenue (Pender and Sharpley, 2005). Tourism provides around 9 to 10% of the world's jobs and millions more indirectly via the multiplier effect in other sectors from construction to agriculture or telecommunications. Also tourism accounts for 30% of the world's exports of services (US\$ 1 trillion a year) and is the top export category in developing countries (World Tourism Organization, 2018). In 2012, the tourism industry reached an historical point with one billion international arrivals in one year for the first time according to World Tourism Barometer (2013). International Tourist arrivals increased from 25 million in 1950 to 1,326 million in 2017 whereas international tourism receipts increased from 2 billion US\$ in 1950 to US\$ 1,340 billion in 2017. In 2017, Travel and Tourism's total economic contribution represented 10.4% of total GDP, 4.5% of total Investments and 6.5% of world exports. Taking in considerations these facts, the paper presents the evolution of the international tourism in the world analyzing the trends and the economic implication. It also highlights the major emerging trends affecting the global tourism industry – Millennials, rise of Chinese tourists, increased terrorist attacks, rise of cruise holidays, advances in information technology, investment in tourist sites, enhanced transportation, active and adventure trips, female solo travel, food tourism, responsible tourism and mobile photography. The opportunities, challenges and implications posed by them are also discussed.

Keywords-- Tourism, International Tourism, Travel, Tourist, Trends, Forecasts

I. INTRODUCTION

According to the *Dictionary of Hospitality, Travel and Tourism* the definitions of travel and tourism are the following (Pender, 1999):

Travel: "To take a journey from one place to another by any means, for any purpose, with and without return to the original point of departure".

Tourism: "Variously defined. Umbrella term for the variety of products and services offered and desired by people while away from home... Also:

- The relationship and phenomena associated with the journeys and temporary visits of people travelling

primarily for leisure and recreation

- A sub-set of recreation; that form of recreation involving geographic mobility

- The industries and activities that provide and market the services needed for pleasure travel".

The travel industry includes buses, coaches, trains, taxis and air travel. On the other hand, "tourism is a difficult phenomenon to describe...all tourism involves travel, yet not all travel is tourism. All tourism involves recreation, yet not all tourism is recreation. All tourism occurs during leisure time, but not all leisure time is given to touristic pursuits" (Mill and Morrison, 1985).

"Tourism is a social, cultural and economic phenomenon which entails the movement of people to countries or places outside their usual environment for personal or business/professional purposes. These people are called visitors (which may be either tourists or excursionists; residents or non-residents) and tourism has to do with their activities, some of which imply tourism expenditure. International tourism comprises *inbound tourism plus outbound tourism*, that is to say, the activities of resident visitors outside the country of reference, either as part of domestic or outbound tourism trips and the activities of non-resident visitors within the country of reference on inbound tourism trips" (World Tourism Organization).

The importance of tourism was debated by many authors like Tribe (1995), Vellas and Becherel (1999), Middleton and Clarke (2001), Holloway (2002), Minciu (2004), and so on, all agreeing with the fact that tourism is "an engine" of economic and social development.

In 2012, the tourism industry reached a historical point with one billion international arrivals in one year for the first time according to World Tourism Barometer (2013).

As one of the world's largest economic sectors, Travel and Tourism creates jobs, drives exports and generates prosperity across the world. As regards the global economic impact of this sector it accounted for 10.4% of global GDP and 313million jobs, or 9.9% of total employment, in 2017.

II. GLOBAL TOURISM EVOLUTION

Nowadays, tourism direct contribution to the

global GDP is 3.2% and provides 313 million jobs worldwide, representing 30% of the world's export of services. In many developing countries, tourism is the top export category (World Tourism Organization).

On the other hand, according to the World Travel & Tourism Council's economic research, in 2017, Travel & Tourism's total economic contribution - taking account of its direct, indirect and induced impacts - was US\$ 8,272.3 billion in GDP, US\$ 882.4 billion in investment and US\$ 1,494.2 billion in exports. This contribution represents 10.4% of total GDP, 4.5% of total investment and 6.5% of world exports (World Travel and Tourism Council).

During 60 years of tourism activity, the international tourist arrivals increased from 25 million in 1950 to 940 million in 2010. Two years later, in 2012,

international tourist arrivals grew by 4% to reach 1.035 billion (World Tourism Barometer) marking a historic moment in tourism activity.

The international tourism receipts grew from 2 billion US\$ in 1950 to 927 billion US\$ in 2010. In 2011, the international tourism receipts reached a record US\$ 1,030 billion, representing a 3.9% grow in real terms comparing with 2010 year.

Over the past six decades, tourism has experienced continued expansion and diversification, becoming one of the largest and fastest-growing economic sectors in the world. Many new destinations appeared on the tourists' preferences lists, challenging the traditional ones of Europe and North America (Tourism Highlights, 2012)

Table1: International tourism trends: arrivals and receipts worldwide, 1950-2017

Year	Arrivals(million)	Receipts(US\$billion)
1950	25	2
1960	69	7
1970	166	18
1980	277	104
1990	435	262
2000	674	476
2010	940	927
2012	1,035	1,110
2013	1,087	1,197
2014	1,133	1,252
2015	1,195	1,221
2016	1,240	1,245
2017	1,326	1,340

In 2011 international tourism receipts were 1,030 US\$ billion and +3% growth rate after the projection for 2013 of the World Tourism Barometer

Source: 1.Tourism Highlights 2001 and 2012 Edition and Pender, 1999

2.UNWTO Tourism Highlights 2018 Edition

The demand for travel and tourism increased during the latter half of the twentieth century as a result of increased leisure time availability, an increase of tourist income and an increase in paid holidays, the development of air transportation and inclusive tours. The latter have encouraged more travel by offering holidays package which are associated in tourist's mind with lower costs and risks, particularly when travelling overseas and abroad (Pantelescu, 2012).

International tourist arrival grew 7.0% in 2017, the highest increase since the 2009 global economic crisis and well above UNWTO's long term forecast of 3.8% per year for the period 2010 to 2020. A total of 1,326 million international tourist arrivals were recorded in destinations

around the world, some 86 million more than in 2016. International tourist arrivals grew 6% in the first six months of 2018 as compared to the same period last year, reflecting a continuation of the strong results of 2017 (+7%).

Europe and Asia & The Pacific led growth in January – June 2018, with arrivals increasing 7% in both regions. The Middle East & Africa also recorded sound results with 5% and 4% growth respectively, while the Americas saw a 3% increase in the six month period(World Tourism Organization,2018).

For 2030 the World Tourism Barometer forecasts the international tourist arrival in reaching out 1.8 billion international tourists.

Available data on international tourism receipts and expenditure for 2017 confirms the positive trend in arrivals (World Tourism Barometer). The numbers confirms the magnitude of the travel and tourism phenomena and their importance to the economic development.

As tourism is becoming more global, is reflected by the growing trend in international tourism receipts from 262 billion US\$ in 1990 up to 927 billion US\$ 20 years later.

International Tourism receipts increased 5% in real terms (adjusted for exchange rate fluctuations and inflation) to reach US\$1,340 billion in 2017. The Middle East led growth in tourism receipts was 13% in 2017, followed by Africa and Europe which both recorded 8% growth. Receipts grew 3% in Asia & The Pacific and 1% in the Americas.

Modern tourism is closely linked to development and encompasses a growing number of new destinations in countries like South Korea, China, South Africa and Indonesia. These dynamics have turned tourism into a key driver for economic progress (World Tourism Organization).

Taking into consideration the tourism economic impact, the WTTC is predicting the Travel & Tourism sector is shown to account for 10.4% of global GDP and 313 million jobs, or 9.9% of total employment in 2017 (The World Travel and Tourism Council Annual Economic Report 2018).

The world of tourism has undergone some significant changes in recent years. It used to be dominated by tourists from the western countries, and visiting largely conventional destinations in Europe, America and some other places in Asia (such as Thailand) and the Caribbean islands. However, since the rapid emergence of China after its opening to the outside world in 1978, and the increased number of terrorist attacks that followed after the landmark September 11 2001 incident, the tourism industry is beginning to experience some noticeable shifts in recent years. These shifts which are emerging trends are likely to continue in the future, especially if terrorist attacks remain unchecked. This paper highlights the major emerging trends in the tourism industry.

III. EMERGING TRENDS IN TOURISM

1. Millennials

Millennials are officially the largest generation in history, beating out Baby Boomers. As the youngest generation with disposable income, they have secured their status as leaders in travel and tourism. They also lead in decision making. They are helping to decide what the major trends and tastes of the new year will be and are not shy about getting exactly what they want, how they want it. When planning travel, Millennials are used to having their options conveniently available to them. They want to be able to research and book their trips and tours online. As the largest generation to date, they will also be the largest market in travel in the next several years.

2. Rise of Chinese Tourists

The most significant development in tourism over the last 15 years has been the arrival of Chinese tourists in the world market. According to the statistics of the China National Tourism Administration, 122 million outbound trips were made by the Chinese to the rest of the world in 2016. This number is expected to exceed 130 million in 2017. This effectively places China as the number one tourists exporting country in the world. In terms of spending power, their impact on the world tourist industry is even greater. Various estimates, including those from the United Nations World Tourism Organization (UNWTO) and China National Tourism Administration (CNTA), have placed their spending power from a low of US\$ 130 billion to a high of US\$ 300 billion in 2017. Without doubt, Chinese tourists are changing the global tourism market, as acknowledged by various writers like Oliver (2017), Mingjie (2016), Cong W, Feng (2017). In addition, China has about 400 million millennials (as of 2017) who are more adventurous, more eager to spend, and more willing to travel. These youths will certainly impact the world tourism market in the years to come. China is now the largest source of outbound tourists to many economies around the world, such as Hong Kong, Japan, Macau, Russia, Singapore, South Korea and Thailand. It is also fast taking the number one tourist arrivals spot in many other economies like Australia, Newland and Taiwan.

3. Increased Terrorist Attacks

Since the September 11, 2001 attacks on the twin towers in the United States, the number of terrorist attacks around the world has increased significantly in recent years. They now number by the thousands per year, and so too is the death toll. Without doubt, such attacks have definitely taken a toll on global tourism, and if left unchecked, will continue to impact global tourism in various ways.

Indeed, the toll on tourism as a result of terrorist attacks has begun to show. For example, Chinese tourists are now more hesitant to visit countries like France and Germany. Instead, they are increasingly opting for places like Scandinavia and Eastern Europe where they are perceived to be less affected by terrorist attacks (Daniel, 2016). This has several implications. First, as Chinese form the largest number of tourists around the world, any significant shift of where they intend to visit will certainly impact global tourism. Second, and this is something that governments of the respective countries cannot ignore – increasing number of attacks are happening in Europe and European cities that are the traditional destinations of tourists. There is certainly a need to deal with terrorism in these cities/ nations in more decisive ways if they hope to sustain their earnings from tourism. Third, with increased terrorist threats, tourists may opt for holidays that are

nearer home that includes destinations in neighbouring countries or even within the country itself, especially when they are less prone to terrorist attacks. The substitution of domestic for international holidays is a definite possibility, especially in large countries like China, the US, and Australia.

4. Rise of Cruise Holidays

The other noticeable trend in the tourism industry is the rise of cruise holidays. According to Claudia (2017), the number of cruise passengers reached 24.7 million in 2016, and the number is expected to reach 26 million in 2017.

The rise of cruise passengers can be attributed to several factors. First, in recent years, new, bigger and better equipped ships have been launched. Second, cruise operators have become more astute in their deployment of ships around the world so as to ensure better utilization. Third, Asian tourists, and especially the Chinese tourists have made very significant inroads into cruise holidays. As mentioned, this has made major cruise liners to consider ports like Shanghai and Tianjin in China, and Hong Kong and Singapore as home ports for some of their ships. Fourth, many Asian economies have also jumped on the bandwagons to develop their ports and tourists destinations as they open up more to tourists from cruise liners. Obviously, compared to other modes of tourist arrivals, cruise holidays still lag far behind. However, its potential is enormous. This is especially so as disposable incomes in Asia continue to increase, and as they begin to appreciate the lifestyle of being on a luxury ship. In addition, cruise holidays are perceived to be safer from terrorist attacks, and they are certainly relatively hassle-free for the passengers. They also provide a very relaxing and entertaining lifestyle on board the ships.

5. Advances in Information Technology

Advances in information technology over the last 20 years have also brought great transformation and benefits to the tourism industry. Websites such as Agoda.com, Airbnb.com, Booking.com, ebookers.com, Expedia.com, Hotel.com, Lastminute.com, and Trivago.com are just some examples of platforms that are easily accessible to customers around the world. With a mushrooming of countless websites for the booking of holidays, ranging from air ticketing, cruise holiday bookings, car hires, hotel accommodation, guided tour packages, and many other offerings, new challenges have emerge.

First, direct marketing by the various tour service providers are now possible, and the role of agents may diminish over time. Second, in order to counter the increased competition, websites operators and tour service providers will have to find ways and means to differentiate themselves in order to make them appealing to the consumers. Third, and this is contrary to differentiation,

website operators and tour service providers may have to collaborate or even integrate with other tour-related operators so as to widen their range of services. Finally, the role of social media cannot be ignored. As consumers travel more, and to more places, they have become critics in their own rights. No longer do they have to rely on the recommendations of tour operators or tour advisors like Trip Advisor. Rather, online recommendations by past visitors can become increasingly powerful in influencing how potential tourists would make their decisions.

6. Investment in Tourist Sites

Recognizing the value of tourism, many countries have begun to invest in development of new tourist sites as well as enhancing the facilities of existing destinations like developing more attractions, build new hotels, and so on. Other than China, other Asian countries like Vietnam, Cambodia, Indonesia, the Philippines, Laos, and Latin American and Caribbean countries have also invested in developing their tourist sites. Some of them even developed islands around them as tourist resorts. These developments also provide several new spins to the tourism industry. To continue to be competitive, policy-makers of traditional tourist sites will have to on the constant look-out for the threats posed by these new destinations. They, too, must continuously develop new attractions and improve their existing offerings.

7. Enhanced Transportation

Transport development and better transport links have been a very noticeable development in Asia as well as in other developing countries. Second, integrative and complementary transport modes have improved tremendously. Many other countries in Asia are also enhancing their transportation development. Finally, it is important to point out that the emergence of budget airlines, highways, and high speed rail tend to favour domestic and regional travel more than international travel. Effectively, they will serve to promote more domestic and regional tourism. As much of these developments are happening in Asia, it would not be surprising to find that intra-Asian tourism is likely to grow much faster than outboard tourism to the rest of the world.

8. Active & Adventure Trips

Another emerging trend is active and adventure travel. These experiences include things like "an African safari, swimming with whale sharks in Mexico or Australia, or hiking the Swiss Alps". In coming years adventure activities such as safaris, hiking and cycling are expected to be the stand out choices.

9. Female Solo Travel

Today, 80% of travel decisions are made by women. Whether married, single or divorced, women are leading the way and the travel industry is taking notice. Today's female travellers are bold, independent and looking to explore new and raw experiences. They have

their own say of where to take a vacation, how to get there, and many are choosing to go solo. Tour companies simply can't ignore this market. It makes up a massive portion of potential clientele, especially when it comes to Millennials and Baby Boomers. Tour and activity providers will most benefit from ensuring safety for solo female travellers.

10. Food Tourism

Food tourism has become an emerging trend among travellers everywhere and tourism experts have taken notice. Food Tour experiences are closely tied to the culture of the location. Many travellers consider it to be one of the best ways to get to know the story of the place they're travelling to and it works as a valuable resource for tourism companies.

11. Responsible Tourism

Global changes affect us all. More travellers are aware of the impact their experiences have on the planet and as a result, more are opting for sustainable measures in their travel.

"2017 has been appointed The International Year of Sustainable Tourism by the UN "as a unique opportunity to advance the contribution of the tourism sector to the three pillars of sustainability – economic, social and environmental, while raising awareness of the true dimensions of a sector which is often undervalued"

-UNWTO Secretary-General, Taleb Rifai

Global campaigns have been set in place to promote more sustainable forms of travel and industry professionals should expect a shift in the mindset of travellers everywhere. They will be more interested in the environmental, economic and social impact they're making at the destination they visit and are likely to support companies that embody these values. . There will likely be many mindful changes ahead for the modern traveller, like staying closer to home to reduce their carbon footprint.

12. Mobile Photography

It shouldn't be surprising that tourists nowadays are looking for ways to document their travels. Given the brilliance of modern mobile phone cameras, it's only natural that more and more travellers are using their devices to capture these notable moments.

Tour operators and activity providers can benefit from tapping into this trend, as it will add to their marketing efforts. It's the perfect social media marketing tool as it helps to build up user-generated content. This point is even highlighted on their website and it helps to drive in tourists that might not have felt confident enough to take these photos otherwise. It builds an additional layer for an already stunning nature tour.

IV. CONCLUSION

The travel and tourism industry is responsible for creating jobs, lifting people out of poverty, and broadening

horizons. Tourism represents one of the pillars that should be supported by governments around the world as part of the solution to stimulating economic growth. In conclusion after examining the international tourism trends during 60 years of tourism activity, the international tourist arrivals increased from 25 million in 1950 to 940 million in 2010. Two years later, in 2012, international tourist arrivals grew by 4% to reach 1.035 billion marking a historic moment in tourism activity and to 1,326 million in 2017 (World Tourism Barometer) Regarding the international tourism receipts in the same period of time, 1950-2010 the receipts grow from 2 billion US\$ in 1950 to 927 billion US\$ in 2010. In 2011, the international tourism receipts reached a record US\$ 1,030 billion, representing a 3.9% grow in real terms comparing with 2010 year and increased 4.9% to reach US\$ 1,340 billion in 2017. For 2030 the World Tourism Barometer forecasts the international tourist arrival in reaching out 1.8 billion international tourists.

Now, tourism direct contribution to the global GDP is 3.2%, provides 313 million jobs worldwide, and represents 30% of the world's export of services. For the years to come, the tourism industry will become one of the major players in international commerce and one of the main income sources for many developing countries. In highlighting and discussing the major emerging trends affecting the global tourist industry, it is inevitable to note that the majority of the factors tend to favour Asia. In essence, Asia is likely to emerge as the tourist hub of the world in the foreseeable future.

REFERENCES

- [1] Claudia C. (2017). *Cruise holiday BOOM as passenger numbers soar to THIS destination*. Express, Wed.
- [2] Cong W & Feng D. (2017). *For Chinese tourists, world's their destination*. Global Times.
- [3] Daniel M. (2016). *These were Chinese travellers top destinations in 2016*.
- [4] Global Travel & Tourism industry defies economic uncertainty by outperforming the global economy in 2012 and predicted to do it again in 2013. (2012). available at: <http://www.wttc.org/news-media/news-archive/2013/global-travel-tourism-industry-defies-economic-uncertainty-outpe/>.
- [5] Holloway Christopher. (2002) *The business of tourism*. (6th ed.). Prentice Hall
- [6] Middleton Victor & Clarke Jackie. (2001) *Marketing in travel and tourism*. (3rd ed.). Elsevier Butterworth – Heinemann.
- [7] Mill R. & Morrison A. (1985). *The tourism system: An introduction text*. Prentice Hall
- [8] Minciu Rodica. (2004). *Economia turismului*, Editia a III-a, Editura Uranus, București

- [9] Mingjie W. (2016). *Chinese travelers changing international tourism market*. China Daily.
- [10] Oliver M. (2017). *Chinese outbound tourists-new 2017 report*. CLSA Report.
- [11] Pantelescu Marin Andreea. (2012). Trends in international tourism. *Cactus Tourism Journal*, 3(2/2012), 31-35.
- [12] Pender Lesley. (1999). *Marketing management for travel and tourism*, Stanley Thorne Publishers
- [13] Pender Lesley & Sharpley Richard. (2005). *The management of tourism*. London: Sage Publications.
- [14] <http://www.unwto.org/tourism&mdgsezine/>. Accessed on: March 10, 2013
- [15] Tribe John. (1995) *The economics of leisure and tourism*. Butterworth-Heinemann
- [16] http://dtxqtq4w60xqpw.cloudfront.net/sites/all/files/docpdf/unwtohighlights12enhr_1.pdf. Accessed on: March 10, 2013.
- [17] <http://media.unwto.org/en/content/understanding-tourism-basic-glossary>. Accessed on: March 9, 2013.
- [18] Vellas Francois & Becherel Lionel. (1999). *The international marketing of travel and tourism*. Macmillan Press
- [19] <http://www2.unwto.org/en/content/whytourism>. Accessed on: March 10, 2013.
- [20] World Tourism Organization. (2013) *International tourism to continue robust growth in 2013*. Available at: <http://media.unwto.org/en/press-release/2013-01-28/international-tourism-continuerobust-growth-2013>. Accessed on: March 9, 2013.
- [21] http://dtxqtq4w60xqpw.cloudfront.net/sites/all/files/pdf/unwto_fitur_2013_fin_1pp.pdf. Accessed on: March 10, 2013.