
CHANGING GEOGRAPHIES OF INTERNATIONAL TOURIST PATTERNS: A SPATIO-TEMPORAL ANALYSIS

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ABSTRACT

Tourism has emerged as one of the strongest and the most sensitive components in the service industry in the last two decades. New destinations has emerged on the map of the world whereas, old has been unable to retain their position. The share of income generated by the tourism sector has changed not only temporally but spatially as well. Central Eastern Europe, North China has emerged as new destinations for international tourists, Northern Europe has lost its share of international tourists. Therefore, looking at the spatio-temporal changes in the share of international tourist arrivals the present paper attempts to analyze the spatio-temporal variations in international tourist arrivals globally and regionally.

KEYWORDS: Spatio-temporal, Globally, Regionally, Destinations.

Introduction

Tourism has emerged as one of the strongest and the most sensitive components in the service industry. In 2010, tourism has individually contributed around 9 percent to the global GDP which was more than automotive (8.5 percent) and slightly less than the banking sector (11 percent)¹. Tourism industry has provided employment to 260 million people, US\$650 billion capital investment and US\$1.2 trillion annual global foreign direct investment (FDI) globally. However, the contribution of tourism sector in terms of international tourist arrivals, amount to total GDP and employment generation varies spatially (Table 1).

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Table 1: Direct Contribution of Tourism Industry to Regional GDP and Employment, 2010

Sl. No. (A)	Region (B)	International Tourist Arrivals (in millions) (C)	Direct Contribution to GDP (in US\$) (D)	Direct Employment (in millions) (E)
1	Americas	15.94	629 billion	15.8
2	Europe	50.70	555 billion	9.7
3	Asia Pacific	21.68	523 billion	63.9
4	Africa	5.26	77 billion	7.8
5	Middle East	6.41	67 billion	1.8

Source: Developed from the data published by WTTC, 2011.

Note: The data has been arranged in descending order by column C.

Hence it is assumed not only in the past but also in future the tourism sector will grow at much higher rates in comparison to other sectors of service industry. The fueling factors to the growth will be the rising disposable income, increasing competition between destinations, emergence of new destinations and globalized trade and information dispersion. Though tourism has emerged as one of the fastest and most significant sector of service industry but, its sensitivity depends on number of spatio-economic factors. Terrorist attacks, extreme weather events, natural disasters, fears of epidemic and political instability, lack of accessibility and infrastructural adversely affects the industry.

Aims & Objectives of Study

Looking at the growth and sensitivity of tourism industry the present paper attempts to answer the changing patterns of international tourist flow, demarcation of change in spatio-temporal patterns of tourist flow, inter and intra-regional variations in the share of international tourists across the globe, the reasons behind shift of share of international tourist and its impact on inter and intra-regional economies.

Study Approach

The study will analyze the shift in share of international tourists, regional variations in the share of international tourists and reasons behind these shifts for the period 1990-2010. The data has been collected from the reports published by UNWTO (United Nations World Tourism Organization), WTTC (World Travel and Tourism Council, World Monetary Organization, Oxford Economics and World Bank.

In order to assess the findings the present paper has been divided into five sections. Firstly the first section will look into the studies conducted on the changing patterns of tourist flow,

impact and significance of tourism across economies. Secondly the section two will deal with the global picture of international tourist flow and its share in the global economy over the last two decades. Thirdly, the third section will look into the emphasis on the regional and intra regional scenario of international patterns of tourist flow and spatial variations in their share in respective tourism industry to regional economies. The fourth section will look into the reasons behind inter and intra regional changes in the flow of international tourists across the globe and the emerging regions and declining regions of tourism. Finally, the fifth section will deal with findings, results, discussions, suggestions and conclusion.

SECTION I REVIEW OF LITERATURE

Number of studies has been undertaken to analyze the patterns, impact and significance of tourism among economies. In order to assess the work done on the different aspects of tourism and their relevance to the present work this section has been subdivided into following sub-sections. Spatial variations exists in the growth and distribution of international tourists globally, Europe and North America remain the top destinations of international travel however, with lower than average growth rates; whereas East Asia and the Pacific, Asia, the Middle East and Africa will record growth rates of over 5 percent, compared to the world average of 4.1 percent². International tourist arrivals are expected to reach 1.6 billion by 2020 of which 1.2 billion are projected to be intra-regional and 378 million to be long haul travelers³. Tourism is one of the largest and fastest growing economic sectors in the world with many new destinations has emerged alongside the traditional ones, despite of occasional shocks international tourist arrivals have shown uninterrupted growth from 25 million in 1950 to 940 million in 2010⁴. The main tourism generating countries around the world includes USA, Britain, Germany, France, Canada, and Japan, whereas, in Europe main tourism generating countries are those in the north of the continent while the main destination countries are in southern Europe and Mediterranean basin⁵ Avdimiotis, S. (et. al) (2009): Global SWOT Analysis, A Report produced for TOUREG Project, Deliverable D2.1 by the Department of Tourism Management of the Alexander Technological Educational Institute of Thessaloniki, Greece and Technical University of Crete, Greece.

Top 15 tourism destinations in the developing world tend to be populous, low middle income and upper middle income countries and 5 out of these 15 destinations have a population of over 10 million living below a dollar a day⁶. Liberalization of air transport, trade in services, spread of information and communication technologies, the extensive use of internet in sales and marketing of trips and tourism, increased air transport, tourism investment and tourism development policies are the key factors for the shift and growth of tourism industry⁷. Substantial changes in tourist patterns and behavior were witnessed on international scale, these include

the increased frequency of travel, but for shorter trips, in less expensive destinations closer to home, involving lower categories of travel and accommodation, the high adoption of the new intra regional routes offered by low cost airlines contribute to tourism growth⁸. Crucial role will be played by the 'baby boomers' in the US and the other developed countries, and the emergence of China as a major actor in tourism in future US⁹. Forecasting for 2020 WTO stated that Europe, the Americas and the East Asia and the Pacific will account for 80 percent of total arrivals, other destinations as Africa and South Asia will also witness an increase in their arrivals¹⁰. More annual growth of tourism in developing countries in comparison to developed countries than that of developing countries contain large number of undisturbed environments and the majority of distinct indigenous cultures, all these issues make them to become a target for globalized economies and crowds of tourists¹¹.

Emphasizing on the impact and significance of tourism in different economies it was that described tourism industry provides the most flexible employment and working practices found across the entire economy, it helps in reducing major cultural differences between people around the world by enabling them to visit, study and work in other countries¹². If tourism were a country, it would have one of the world's largest GDP's, and would consume resources at the scale of a northern developed country¹³. In many countries tourism is the mean to improve balance of payments, attracting foreign investment and solving employment problems and apart from income and employment generation tourism has income multiplier effect.¹⁴

Inseparability is the key factor leading enormous number of tourist arrivals, in tourism production and consumption are simultaneous i.e. the service requires the active participation of the producer and the consumer together¹⁵. In tourism consumer locomotion to the place where the goods and tourist services are being presented whereas other lines of international trade locomotion of goods take and not of the consumers¹⁶. Developed and developing economies vitally depending on tourism as main source of wealth and job opportunities and looking for foreign investment through tourism¹⁷. In Egypt 10 percent of the population depends on tourism for their livings; and in Bahrain 17-18 percent of jobs are in tourism either directly or indirectly, whereas in Oman, hotels are required by law to have 50 percent of its employee from local national employee. The negative impacts of tourism has contributed to degradation of coastal areas, reduced water quality and increased pressures on marine resources, whereas, more than half of the world's coral reef are already degraded¹⁸. Tourism is a 'radioactive cloud of canalizing sameness which, he dramatically argues, 'threatens the earth, the sacred and beautiful places, all the uniqueness's, have been invaded, desacralized, franchised for the masses, dissolved into the United Colors of Benneton'¹⁹.

In summary, the above foregoing clearly shows that there are structural changes in the global tourism dynamics with a focus on the patterns of global tourist traffic. Therefore it is

imperative to see whether adequate focus is given to this aspect by researchers in recent times. Surprisingly, very few tourism studies seem to have been focused on to this aspect even though the last two decades have shown varied changes in the global tourist flow pattern dynamics. Therefore, this research is largely focused on this neglected aspects and attempts to provide a meaning addition to fill in the gaps in the literature.

SECTION II

GLOBAL DISTRIBUTION AND PATTERNS OF INTERNATIONAL TOURISTS ARRIVALS (1990-2010)

The number of international tourist arrivals has more than doubled from 435 million to 940 million in the last two decades. However, the increase in number of international tourist arrivals was continuous but not constant. In the last two decades whole world has witnessed continuous increase in number of international tourist arrivals. However, while compared to 1995-2000 which recorded the increase of 147 million international tourist arrivals globally the years between 2000-2005 and 2005-2010 recorded the increase of 123 and 143 million respectively which was less than the growth observed between 1995-2000 (Table 2). Further this difference was accelerated among advanced and emerging economies of the world. Emerging economies has excelled at much faster rate in receiving international tourist in comparison to advanced economies.

TABLE 2

Years	International Tourist Arrivals (in millions)		
	World	Advanced Economies	Emerging Economies
1990	435	296	139
1995	528 (93)	334 (38)	193 (54)
2000	675 (147)	417 (83)	257 (64)
2005	798 (123)	453 (36)	345 (88)
2010	940 (143)	498 (45)	442 (97)

Source: UNWTO, 2011

Note: The figures in parenthesis represent the difference in the number of international tourist arrivals from last year of enumeration and is in millions.

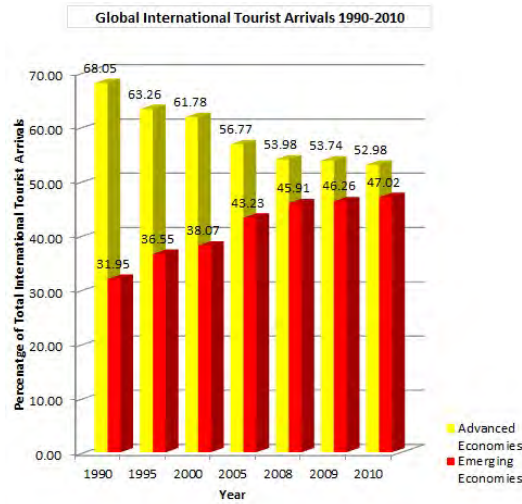


Figure 1

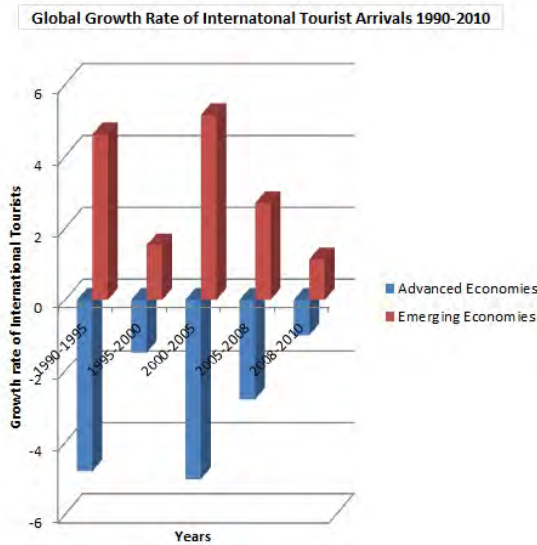


Figure 2

In the last two decades the number of international tourist visiting emerging economies has almost doubled from 139 million to 442 million, and this increase was continuous and constant (Table 2). Whereas, in advanced economies neither international tourist arrivals were doubled nor the increase was constant (Table 2). The advanced economies have lost international tourists to emerging economies in the last two decades. In 1990 out of every 100 tourist almost 70 visited one of the developed economies whereas in 2010 out of every 100 only 50

visits developed and rest in emerging countries (Table 3 and Figure 1). In addition, all the advanced economies have witnessed negative growth rate receiving international tourist between 1990-2010 whereas for emerging economies were on receiving end (Table 3 and Figure2). The reason behind increase in the share of international tourist arrivals by the emerging economies lies in the fact that observing tourism as the biggest growth industry employer and source of revenue around the world, many developing countries has realized a quicker way to buy into first world affluence is by boosting their tourism potential rather than by selling tractors, bananas, and rice.

The maximum decline (-5.01 percent point) in the growth international tourist arrivals was recorded between 2000-2005, whereas in same period emerging economies recorded the maximum (5.16 percent point) growth rate. This may be result of emerging new destinations in the emerging countries and cheap availability of accommodation and transportation facilities.

The decline in the growth of international tourists between 2000-2005 in advanced economies was result of terrorist attack, Hurricane, Katrina, extreme climatic events, global recession and terrorist attacks. Such incidences not only make the people scare of travelling rather they shifted the patterns of travelling during the periods of buoyancy²⁰.

Table 3: Global Growth Rate of International Tourist Arrivals, 1990-2010

Year	Share as percent Total International Tourists		Difference in percent form last year of enumeration	
	Advanced Economies	Emerging Economies	Advanced Economies	Emerging Economies
1990	68.05	31.95	-	-
1995	63.26	36.55	-4.79	4.60
2000	61.78	38.07	-1.48	1.52
2005	56.77	43.23	-5.01	5.16
2010	52.98	47.02	-3.79	3.79

SECTION III

GLOBAL INTER AND INTRA REGIONAL VARIATIONS OF INTERNATIONAL TOURISTS

Between 1990 to 2009 (70 percent) of International tourists visited the maximum of 29 countries spread over 5 continents around the globe. However these destinations had increased from 19 in 1990 to 29 in 2009. Though globally all the regions accept Americas have witnessed increase in the number of destinations receiving 70 percent of the international tourist arrivals. At the inter-regional levels only Central Eastern Europe, Middle East, North East and South

East Asia and North Africa has witnessed the increase in number of destinations (Table 4). The shift in regions of tourism from developed to developing was result undisturbed environments and the majority of the distinct indigenous cultures resulted developing economies as target of globalized economies and crowds of tourists²¹. More regional turbulence was recorded by Europe and America from 1990-2010. In Europe the share of international tourists declined from 60 percent to 50 percent, American continent lost its second position in world in terms international tourist arrivals to Asia and the Pacific between 2000-2010 (Table 5). Traditional tourist destinations lost their share of international tourists because of rapid growth of market, process of internationalization, first world de-industrialization and rapid growth of service sector²².

Table 4: *Regions Sharing Majority (More than 70 percent) of International Tourist Arrivals*

Regions	Sub Regions	No. of Countries		
		1990	2005	2009
Europe	Northern Europe	7	2	3
	Central Eastern Europe	0	3	4
	Western Europe	4	4	4
	South Mediterranean Europe	6	5	5
Asia and The Pacific	North East Asia	1	3	4
	South East Asia	3	3	3
	Oceania	0	0	0
	South Asia	0	0	0
Americas	North America	3	3	3
	Central America	0	0	0
	Caribbean	0	0	0
	South America	0	0	0
Middle East	Middle East	0	2	2
Africa	North Africa	0	0	1
	West Africa	0	0	0
	Central Africa	0	0	0
	East Africa	0	0	0
	South Africa	0	1	0
Total		19	26	29

***Source:** Compiled by Author from the data published by UNWTO, 2006 and World Bank, 2011.

Further this shift was also the cause of increased frequency to travel but for shorter distances, in less expensive destinations closer to home, involving lower categories of travel and accommodation, the high adoption of the new intra-regional routes by low cost airlines²³. The maximum increase in the proportion of international tourist arrivals between 1990-2010 was recorded by the Asia and the Pacific region (8.85 percent point), whereas Europe witnessed the maximum decrease of -9.41 percent point for the same period (Table 6). The negative growth of International tourists in Europe between 2000-2010 was the result of terrorist attacks in United Kingdom, global economic crises and closure of air space in 2010 caused by Iceland Volcanic ash clouds.²⁴

The positive growth of International tourist in the Asia and Pacific region was the result of financial globalization i.e. more information available on internet about less known places, increasing interest of emerging economies to share the world tourism map and desire of younger generation to know unknown and remote destinations²⁵. Along with these it was revealed that incidences like 9/11 and globalization have increased specialization among travelers in the form of seeking personalized and unique experiences in which Europe lags and Asia Pacific, and African countries dominates²⁶. Though new countries have emerged on the tourism map of the world, however it was believed that it is the first world countries that are the most visited, generate most income from tourism and largest number of tourists²⁷.

Middle Eastern countries emerged as another major destination from 2000-2010 which recorded 4.21 percent point increase in the share of international tourists (Table 6). It was only in this region that except Bahrain, Egypt, Libya and Iraq, all other countries recorded continuous growth in number of international tourist arrivals. This signifies that the despite harsh climatic conditions, the level of economic development, increased infrastructure facilities in the form shopping malls, multiplexes, or so called urban tourism has attracted foreign travelers to the region.

Despite strong need for tourism, there are some obstacles facing the development in Arab region, especially on the intra-regional scale, there are weak Arab cooperation in tourism, lack of regular flights, the inadequate provision of tourism products²⁸.

The inter-regional spatial patterns of international tourist flow further tells a different story altogether. Though all the traditional destinations for tourists have lost their significance in last 15 years and the new destinations has emerged on the map of the globe. Number of European and, American countries of France (-3.33 percent point), United States of America (-2.80 percent point), Austria (-1.93 percent point), Spain (-1.91 percent point), Canada (-1.70 percent point), Mexico (-1.50 percent point), Italy (-1.22 percent point), Germany (-1.16 percent point), United Kingdom (-0.94 percent point), Switzerland (-0.88 percent point), were greatest losers of international tourists between 1990-2009 (Table 5).

Table 5: Countries Sharing Majority (More than 50 percent) of International Tourist Arrivals

Region	Countries		Percent Share of International Tourist Arrivals		
	1990	2005	1990	2005	2009
South Mediterranean Europe	Spain	Spain	7.72	6.87	5.81
	Italy	Italy	6.04	4.51	4.82
	Greece	Greece	2.01	1.77	1.66
	Portugal	@	1.82	-	-
	Yugoslavia (SFR)	@	1.78	-	-
	Turkey	Turkey	1.09	2.51	2.84
	@	Croatia	-	1.05	1.04
Western Europe	France	France	11.89	9.40	8.56
	Austria	Austria	4.31	2.47	2.38
	Germany	Germany	3.86	2.68	2.70
	Switzerland	Switzerland	1.80	0.89	0.92
	Netherland	Netherland	1.31	1.24	1.11
South East Asia	Malaysia	Malaysia	1.69	2.03	2.64
	Thailand	Thailand	1.20	1.43	1.58
	Singapore	Singapore	1.16	0.88	0.83
North America	United States	United States	8.92	6.11	6.12
	Mexico	Mexico	3.89	2.71	2.39
	Canada	Canada	3.45	2.30	1.75
North Europe	United Kingdom	United Kingdom	4.08	3.71	3.14
	@	Ireland	-	0.91	0.80
North East Asia	China	China	2.37	5.79	5.67
	@	Hongkong	-	1.83	1.89
	@	Macao	-	1.11	1.16
Central Eastern Europe	@	Russian Federation	-	2.47	-
	@	Poland	-	1.86	1.33
	@	Hungary	-	1.24	1.01
Middle East	@	Saudi Arabia	-	1.13	1.21
	@	Egypt	-	1.02	1.33
South Africa	@	South Africa	-	0.93	0.78
Total	-	-	70.39	70.85	65.47

*Source: Compiled by Author from the data published by UNWTO, 2006.

@ These countries were not the part of countries sharing majority of International tourist arrivals in 1990 and 2005

Whereas, Asian, African, Middle Eastern and Central Eastern European countries of China (+5.30 percent point), Ukraine (2.32 percent point), (+1.75 percent point), Hong Kong (+1.66 percent point), Egypt (1.66 percent point), Turkey Greece (+1.33 percent point), Poland (+1.33 percent point), Malaysia (+0.93 percent point), Thailand (+0.38 percent point) have emerged as new destinations on globe between (1990-2009) (Table 5). This shift describes that in the coming decades tourism will shift to towards the regions enjoying more natural diversity and less of manmade diversities.

Table 6: Regional Share of International Tourist Arrivals, 1990-2010

Regions	Share as percent to Total International Tourists					Growth in percentage share of International Tourists				
	1990	1995	2000	2005	2010	1990-1995	1995-2000	2000-2005	2005-2010	1990-2010
Europe	60.11	57.59	57.13	55.06	50.70	-2.52	-0.47	-2.06	-4.36	-9.41
Asia and The Pacific	12.83	15.53	16.31	19.25	21.68	2.70	0.78	2.94	2.43	8.85
Americas	21.33	20.64	18.99	16.70	15.94	-0.69	-1.65	-2.29	-0.77	-5.40
Africa	3.40	3.58	3.93	4.44	5.26	0.18	0.35	0.51	0.82	1.85
Middle East	2.21	2.59	3.57	4.55	6.41	0.39	0.98	0.98	1.87	4.21

*Source: UNWTO, 2010

China (5.67 percent), Turkey (2.84 percent), Malaysia (2.64 percent) and Ukraine (2.32 percent) emerged as most important destinations for international tourists as they share third, sixth, seventh and eight position in world in terms of share of international tourists in 2009. Whereas, in 2005 these countries were nowhere close to the top. China in the North East Asia emerged as only country in the world which maintained its top position in the regional share of international tourists along with continuous positive growth. Among all other regions though the destinations saved their top positions but has lost significant share of international tourists. For Africa initiative has to be taken at emergency level because despite being among the largest regions of the world none of the countries shared more than 1 percent share of the international tourist arrivals.

This may be attributed to the fact that majority of countries are politically and socially unstable, least developed, and torn with internal civil conflicts.

Though new destination have emerged on the tourism map of the world, still among all the regions majority of countries the share was less than 1 percent of the international tourists visiting the region (Table 7).

Table 7: Regional Share of International Tourist Arrivals in 1990 and 2005

Percent Share of International Tourist in Region	Number of Countries									
	Europe		America		Asia		Africa*		Middle East^	
	1990	2005	1990	2005	1990	2005	1990	2005	1990	2005
>5	6	8	3	3	6	5	5	3	7	4
2-4	4	4	2	4	4	8	2	4	0	1
1-2	2	7	5	7	3	2	7	2	3	0
<1	42	35	41	38	33	31	27	17	2	2
Total	52	54	51	52	46	46	41	26	12	7

Source: Compiled by the author from the data published by UNWTO, 2006

Note: * Data not available for 7 African countries in 1990 and 21 countries in 2005.

^ Data was not available for 2 Middle East countries in 1990 and 6 countries in 2005

Which strengthens the fact that in the forthcoming years number of new destinations will emerge as people come to know about more remote and less known places around the globe. However, this may be possible only when the government and public of respective countries work together in increasing social and political stability along with economic development and awareness campaigns about the tourist products of their country.

SECTION IV

REGIONAL IMBALANCES IN INTERNATIONAL TOURIST RECEIPTS

The maximum share of international tourist receipts was received by Europe, America, Asia and the Pacific regions from 1990 to 2009. Globally 17 countries in three regions of Europe, Americas, Asia and the Pacific shared more than 70 percent of international tourist receipts in 1990 (Table 8). In 2009 the similar share on receipts was shared among 24 countries of same regions (Table 8). The share of these receipts declined in both Europe and America whereas increased significantly for 9.69 percent to 16.77 percent between 1990-2005 for Asia and the Pacific (Table 8).

The combined share of Europe and America of global tourist receipts declined from 60 percent in 1990 to 54 percent in 2009. Both of these regions have lost significant share of gross domestic product in the form of international tourist receipts due to decline in international tourist arrivals.

Whereas, Asia and the Pacific's has witnessed significant increase in the share of international tourist receipts from 9.69 percent in 1990 to 16.77 percent in 2009, strengthening the fact that international tourists contributes a lot to the economies of the region.

Table 8: Regional Share of International Tourist Receipts, 1990-2009

Regions	Sub Regions	No. of Countries				Percentage Share of International Tourist Receipts			
		1995	2000	2005	2009	1995	2000	2005	2009
Europe	Northern Europe	1	1	1	2	5.67	5.26	4.76	4.95
	Central Eastern Europe	1	0	0	1	1.15	0.00	0.00	1.21
	Western Europe	5	5	6	5	18.87	16.69	18.13	15.84
	South Mediterranean Europe	2	4	5	5	11.87	13.73	16.14	14.95
Asia and The Pacific	North East Asia	2	3	3	5	3.77	5.97	7.37	10.47
	South East Asia	2	1	2	2	3.47	1.74	2.72	3.58
	Oceania	1	1	1	1	2.45	2.28	2.42	2.72
	South Asia	0	0	0	0	0.00	0.00	0.00	0.00
Americas	North America	3	3	3	3	22.54	24.70	18.35	17.12
	Central America	0	0	0	0	0.00	0.00	0.00	0.00
	Caribbean	0	0	0	0	0.00	0.00	0.00	0.00
	South America	0	0	0	0	0.00	0.00	0.00	0.00
Middle East	Middle East	0	0	0	0	0.00	0.00	0.00	0.00
Africa	North Africa	0	0	0	0	0.00	0.00	0.00	0.00
	West Africa	0	0	0	0	0.00	0.00	0.00	0.00
	Central Africa	0	0	0	0	0.00	0.00	0.00	0.00
	East Africa	0	0	0	0	0.00	0.00	0.00	0.00
	South Africa	0	0	1	0	0.00	0.00	1.04	0.00
Total		17	18	22	24	70.06	70.37	70.95	70.84

*Source: Compiled by Author from the data published by World Bank, 2011.

Those countries which recorded the maximum share of international tourist arrivals does not shared the maximum share of international tourist receipts, contributing to the fact it is not necessary that more the international tourists more will be earnings. The countries like Australia, Belgium, USA, United Kingdom, Thailand, Switzerland, Sweden, Netherland, Macao, Korea Rep., Japan, India, Hong Kong, Greece and Germany share more international tourist receipts and less international tourists whereas, France, Austria, Canada, China, Egypt, Malaysia, Mexico, Spain and Turkey share less tourist receipts and more international tourists (Table 9).

At the outset of the above discussion it can be said that still very limited countries share the earnings spend by international tourists.

Table 9: Major Tourist Destinations of World and Their Share in International Tourist Receipts and Arrivals 1995-2009

Country Name	Percentage Share of Total International Tourist Receipts				Percentage Share of Total International Tourist Arrivals			
	1995	2000	2005	2009	1995	2000	2005	2009
Australia	2.45	2.28	2.42	2.72	0.69	0.66	0.62	0.62
Austria	2.98	2.00	2.23	2.07	3.16	2.61	2.47	2.38
Belgium	0.93	1.16	1.31	1.09	1.02	0.94	0.83	0.76
Canada	1.89	2.29	1.93	1.52	3.12	2.84	2.30	1.75
China	1.79	3.04	3.85	4.16	3.69	4.53	5.79	5.67
Egypt, Arab Rep.	0.61	0.82	0.87	1.15	0.53	0.74	1.02	1.33
France	6.43	6.76	6.25	5.80	11.06	11.20	9.40	8.56
Germany	4.94	4.38	4.90	4.63	2.73	2.76	2.66	2.70
Greece	0.86	1.62	1.63	1.44	1.87	1.90	1.77	1.66
Hong Kong SAR, China	1.97	1.44	1.64	2.04	DNA	1.28	1.83	1.89
India	0.53	0.63	0.93	1.12	0.39	0.38	0.48	0.58
Italy	6.25	5.04	4.64	4.09	5.72	5.98	4.51	4.82
Japan	1.01	1.05	1.88	1.22	0.62	0.69	0.83	0.76
Korea, Rep.	1.37	1.50	1.00	1.30	0.69	0.77	0.74	0.87
Macao SAR, China	0.66	0.56	0.97	1.75	0.77	0.75	1.11	1.16
Malaysia	1.04	1.03	1.26	1.68	1.38	1.48	2.03	2.64
Mexico	1.41	1.60	1.55	1.20	3.73	3.00	2.71	2.39
Netherlands	2.18	1.98	2.00	1.74	1.21	1.45	1.24	1.11
Portugal	1.16	1.06	1.09	1.20	1.75	1.76	DNA	DNA
Russian Federation	0.89	0.60	0.94	1.21	DNA	DNA	2.47	DNA
Spain	5.62	5.73	6.41	5.81	6.44	6.95	6.83	5.81
Sweden	0.90	0.85	1.04	1.18	0.43	0.40	0.39	0.52
Switzerland	2.33	1.58	1.44	1.59	1.28	1.14	0.89	0.92
Thailand	1.90	1.74	1.46	1.90	1.28	1.39	1.43	1.58
Turkey	1.02	1.34	2.38	2.40	1.31	1.39	2.51	2.84
United Kingdom	5.67	5.26	4.76	3.76	4.34	3.66	3.71	3.14
United States	19.25	20.81	14.87	14.40	8.01	7.44	6.11	6.12

*Source: Compiled by Author from the data published by World Bank, 2011.

As the new destinations are emerging on the tourism map of the world this share will be further redistributed among countries and results in shaping the economic growth and development.

SECTION V

FINDINGS, DISCUSSIONS, AND CONCLUSIONS

The pattern and behavior of International Tourism has changed significantly and substantially from Renaissance to present day; international tourism was fueled by education, romanticism, social and functional transformation in the initial stages and higher propensity to travel in the later stage²⁹. The pattern and trends of international tourists are shifting from first world traditional tourist destinations to third world emerging tourist destinations.³⁰

This observation is proved to be a fact as the share of international tourist arrivals in the advanced economies had declined from 68.05 percent in 1990 to 56.77 percent in 2005, whereas for emerging countries it has increased from 31.95 percent to 43.23 percent in 2005. Further same observation is found to correct as the maximum increase in the proportion of international tourist arrivals between 1990-2009 was recorded by the Asia Pacific region (8.85 percent), whereas the maximum decline was witnessed by Europe (8.85 percent). On one hand all the traditional tourist destinations of Northern and Mediterranean Europe and North America such as France, Spain, Italy, Austria, United Kingdom, Switzerland, Germany, USA, Mexico and Canada were the greatest losers of international tourists between 1990-2009, whereas, on the other Asian, Eastern and Central Eastern European countries of China, Malaysia, Thailand, Hong Kong, Egypt, Turkey, Greece, Ukraine and Poland have emerged as new destinations for international tourists between 1990-2009.

In 1990, 70 percent of the international tourists visited 19 countries all around the globe, whereas in 2009 similar proportion of international tourists visited 29 countries. This proves that definitely new tourist destinations has emerged on the tourism map of the world and number of these countries such as China, Macao, Malaysia, Thailand, Turkey, Hong Kong, Japan were the part of emerging economies. This shift in the share of international tourists was the result of undisturbed environments, distinct indigenous culture, realization of these countries to assess tourism as quicker way to buy into first world affluence, capital circulation and acceleration in the pace of everyday lives³¹. However, this also implies the fact that still there are large number of countries in the world which has to be explored from the tourism point of view. Natural disasters, political instability, the environment govern the ebb and flow of third world destination on and off the tourism map³².

The economic impact of decline in the share of international tourist arrivals was clearly visible on both developed and emerging economies of the world. The combined share

international tourist receipts of Europe and Americas has declined from 60% in 1990 to 54 percent in 2009, whereas the share of Asia and the Pacific region has almost doubled from 9.69% to 16.77% in 2009. The countries like Australia, Belgium, USA, United Kingdom, Thailand, Switzerland, Sweden, Netherlands, Macao, Korea Rep., Japan, India, Hong Kong, Greece and Germany share more international tourist receipts and less international tourists whereas, France, Austria, Canada, China, Egypt, Malaysia, Mexico, Spain and Turkey share less tourist receipts and more international tourists. It signifies that the countries which recorded the maximum share of international tourist arrivals did not share the maximum share of the international tourist receipts, contributing the fact it is not necessarily that if there is more the international tourists means more will be earnings rather it is the spending by international tourist that is more important than their actual numbers.

At the outset of the entire discussion and findings it can be suggested the traditional tourist destinations of the developed world need to re-conceptualize and recalculate their tourism potential in order to shift from tourist generating countries to tourist receiving countries. Along with this the developed economies need to shift from traditional tourism of museums, monuments, zoos parks and gardens to natural and cultural tourism. Otherwise, in the coming decades the developed economies will suffer significantly in economic and social terms. On the other hand it is suggested to the emerging economies that in order to maintain the share and to further increase the share of international tourists they require provide political stability, preservation of natural and cultural environment, improve infrastructure facility combining with protection from natural disasters.

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