

## Internal Assessment Resource

**Achievement Standard Geography 91432:** Analyse aspects of a geographic topic at a global scale

**Resource reference:** Geography 3.7

**Resource title:** Global Tourism

**Credits:** 3

Achievement	Achievement with Merit	Achievement with Excellence
Analyse aspects of a geographic topic at a global scale.	Analyse, in depth, aspects of a geographic topic at a global scale.	Analyse comprehensively aspects of a geographic topic at a global scale.

## Student Resource Booklet

### Guidelines:

The information in this booklet will assist you to complete the assessment activity.

You need to familiarise yourself with this material before you attempt the Achievement Standard.

You will have two hours of class time to complete all of the tasks.

### Resource Booklet

Resource Sheet 1: Facts and Figures

Resource Sheet 2: The Processes within the Global Study

Resource Sheet 3: Significance of Global Tourism Development for People

## Resource Sheet 1: Facts and Figures

### Some facts:

- The tourism economy represents 5 % of global GDP
- Tourism employs 1 out of every 12 people in advanced and emerging economies
- International tourism ranks fourth (after fuels, chemicals and automotive products) in global exports, with an industry value of US\$1 trillion a year, accounting for 30 % of the world's exports of commercial services or 6 % of total exports.
- Tourism is the main source of foreign exchange for one-third of developing countries and one-half of LDCs
- 1 job in the core tourism industry creates about 1,5 additional or indirect jobs in the tourism-related economy
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### Table 1: Long-term Tourism Trends projected by the World Tourism Organisation:

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 have emerged, challenging the traditional ones of Europe and North America.

Despite occasional shocks, international tourist arrivals have shown virtually uninterrupted growth - from 277 million in 1980 to 528 million in 1995, and 983 million in 2011.

According to *Tourism Towards 2030*, UNWTO's long-term outlook and assessment of future tourism trends, the number of international tourist arrivals worldwide is expected to increase by 3.3% a year on average from 2010 to 2030. This represents some 43 million more international tourist arrivals every year, reaching a total of 1.8 billion arrivals by 2030.

In the past, emerging economy destinations have grown faster than advanced economy destinations, and this trend is set to continue in the future. Between 2010 and 2030, arrivals to emerging economies are expected to increase at double the pace (+4.4% a year) of those to advanced economies (+2.2% a year).

As a result, the market share of emerging economies has increased from 30% in 1980 to 47% in 2011, and is expected to reach 57% by 2030, equivalent to over one billion international tourist arrivals.

(Source: UNWTO, 2012c)<sup>7</sup>

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# 1

## Tourism in numbers

Tourism continued along its upward trajectory in 2013 with a 5% growth, or 52 million more tourists crossing international borders. These results surpassed expectations and early year forecasts despite the lingering global economic challenges and geopolitical shifts. By region, the strongest performers were Asia and the Pacific (+6%), Africa (+6%) and Europe (+5%). Tourism's forward momentum is projected to continue in 2014 with a 4% to 4.5% growth, again above UNWTO's long-term forecasts.

### 2013 - International tourism exceeds expectations

After achieving an historic milestone in 2012 – of one billion people traveling the world in a single year – international tourism continued its momentum with a 5% growth in 2013, or an additional 52 million international tourists, bringing up the world total to a record 1,087 million arrivals. Despite the ongoing global economic challenges and geopolitical changes, international tourism results were above expectations and long term forecasts. Regions that showed the strongest demand for international tourism in 2013 were Asia and the Pacific (+6%), Africa (+6%) and Europe (+5%), while the leading sub-regions were Southeast Asia (+10%), Central and Eastern Europe (+7%), Southern and Mediterranean Europe (+6%) and North Africa (+6%).

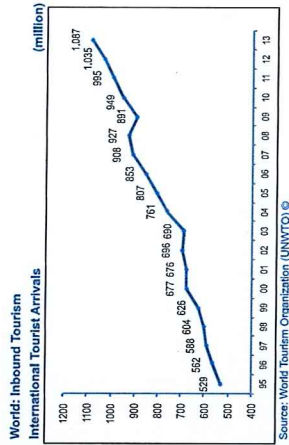
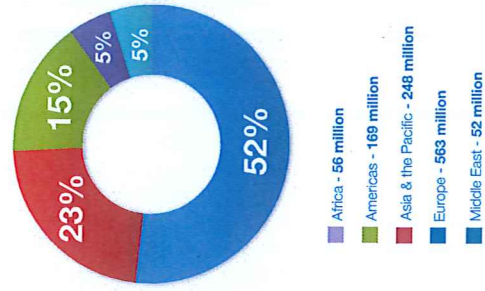
In relative terms, growth was strongest in **Asia and the Pacific** (+6%), where the number of international tourists grew by 14 million to reach 248 million. Spearheading this growth was South-East Asia (+10%), while more moderate results were seen in South Asia (+5%), Oceania and North-East Asia (+4% each).

**The Americas** (+4%) saw an increase of six million arrivals, reaching a total of 169 million. Leading this growth were destinations in North and Central America (+4% each), while South America (+2%) and the Caribbean (+1%) showed some slowdown as compared to 2012.

**Africa** (+6%) attracted three million additional arrivals, reaching a new record of 56 million, reflecting the ongoing rebound in North Africa (+6%) and the sustained growth of Sub-Saharan destinations (+5%).

Results in the **Middle East** (+0% at 52 million) were rather mixed and volatile.

### International Tourist Arrivals 2013



### Results by region

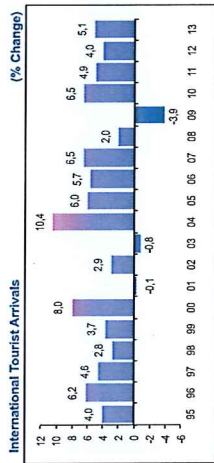
**Europe**, which remains as the most visited region in the world, led growth in absolute terms, welcoming an additional 29 million international tourist arrivals in 2013, raising its total to 563 million. Growth (+5%) exceeded the forecast for 2013 and is double the region's average for the period 2005-2012 (+2.5% a year). By sub-region, Central and Eastern Europe (+7%) and Southern Mediterranean Europe (+6%) had the best results.



## International tourism in 2014 – Prospects higher than in previous years

International tourist arrivals are expected to increase by 4% to 4.5% in 2014, above UNWTO's *Tourism Towards 2030* long-term forecast of +3.8% per year between 2010 and 2020.

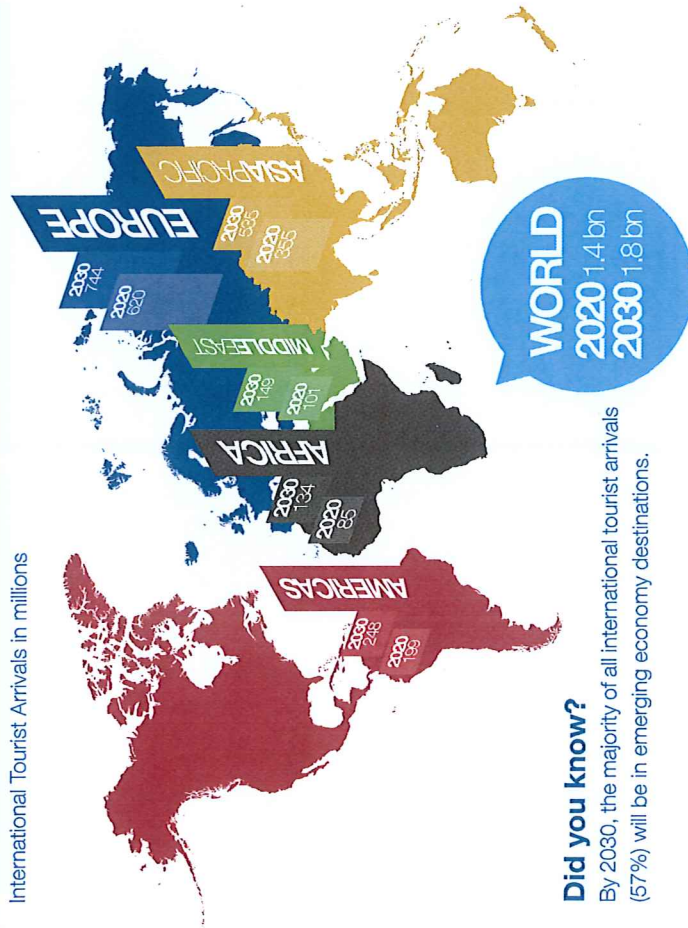
2014 regional prospects are strongest for Asia and the Pacific (+5% to +6%) and Africa (+4% to +6%), followed by Europe and the Americas (both +3% to +4%). In the Middle East (0% to +5%), prospects are positive yet volatile.



Source: World Tourism Organization (UNWTO) ©

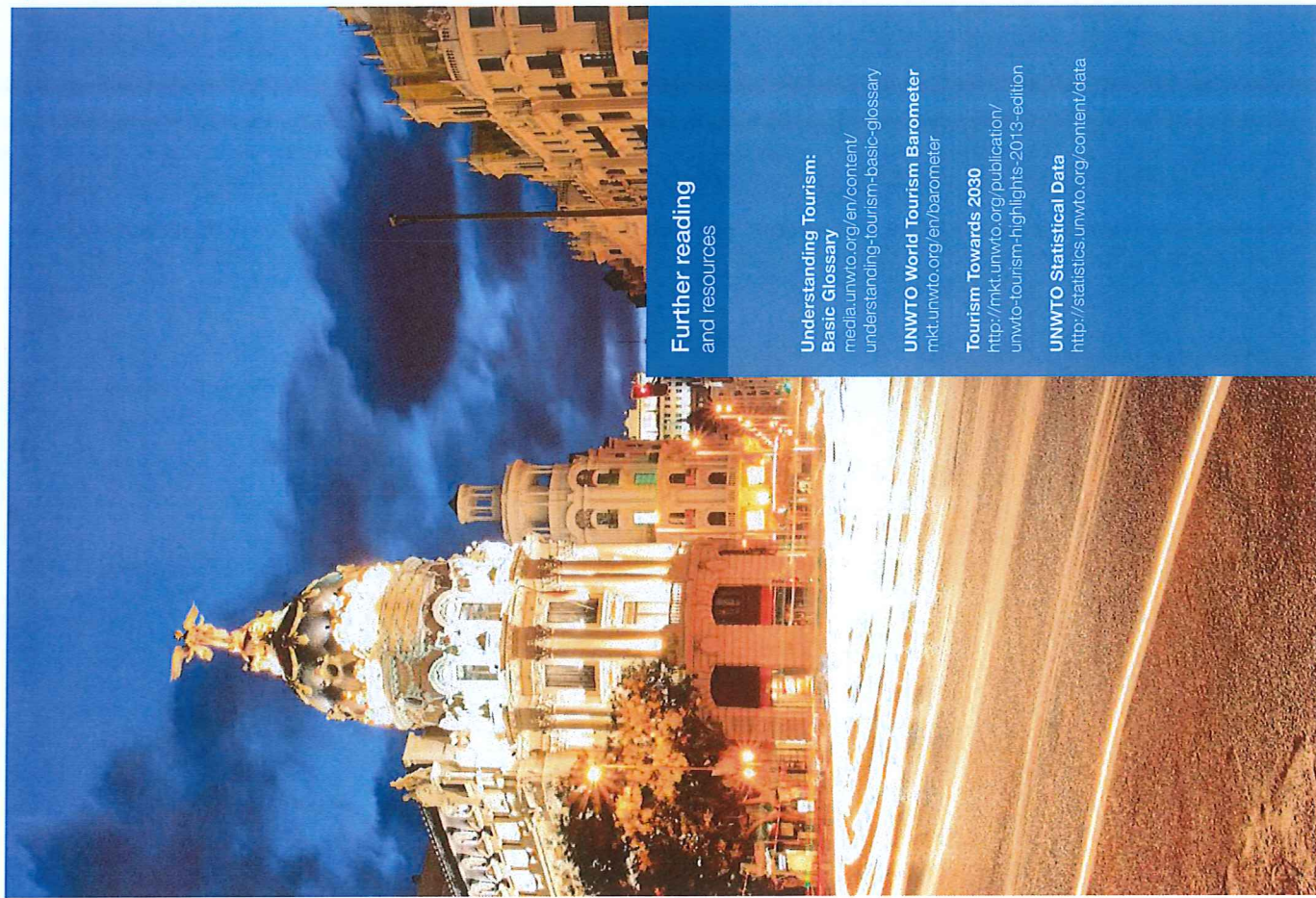
## Tourism Towards 2030

International Tourist Arrivals in millions



### Did you know?

By 2030, the majority of all international tourist arrivals (57%) will be in emerging economy destinations.



### Further reading and resources

#### Understanding Tourism: Basic Glossary

[media.unwto.org/en/content/understanding-tourism-basic-glossary](http://media.unwto.org/en/content/understanding-tourism-basic-glossary)

#### UNWTO World Tourism Barometer

[mkt.unwto.org/en/barometer](http://mkt.unwto.org/en/barometer)

#### Tourism Towards 2030

<http://mkt.unwto.org/publication/unwto-tourism-highlights-2013-edition>

#### UNWTO Statistical Data

<http://statistics.unwto.org/content/data>

## Resource Sheet 2: The Processes within the Global Study

Tourism has changed from being a mostly national activity to become an increasingly international phenomenon with people traveling further afield more and more frequently. This is part and parcel of **globalisation**. A growing level of **interconnectedness** has developed between different societies, environments and consumer cultures. This change has been aided by:

- Improved **technology** (faster aircraft and trains)
- Rising **wealth** (more people can afford international flights)
- Falling **prices** of travel as economies of scale develop (operators can afford to offer greater numbers of deals as customer numbers rise and overheads are more easily met)
- Greater **awareness** of what foreign destinations offer (thanks to TV, film and the internet)
- **Internet** booking (allowing greater ease of ticket purchasing e.g. EasyJet)
- **Political** changes such as the development of the European Union (which has led to more relaxed border controls between participating member states)
- International tourism is sometimes seen as a useful strategy for many poorer countries who lack a manufacturing base and are over-reliant on primary (agricultural) exports. Tourism is seen as a way of boosting **gross domestic product (GDP)** of nations and of lessening their **dependency** on **aid** and **loans**

Living standards have improved worldwide but especially in Asia which is reflected in the huge increase in Asian tourists. Higher literacy rates result in more educated people who have a greater awareness of places and increased motivation to travel. There is also an increase in personal incomes. This provides people with more disposable income and money to spend on leisure time activities. More wealthy people have money and options to spend money on travel to distant as well as local destinations.

Improved living standards also result in an ageing population. These people have more years available to travel in their retirement. Travel by retired people make up a growing proportion of international tourists – both travelling alone and in group travel packages.

Increased leisure time is the result of people having more holiday time during the working year. More and more people take holidays as they perceive the need to escape everyday life and stresses.

Tourists travel further because the speed of travel has increased. The decline of big ocean liners began in 1958 with the introduction of the Boeing 787. Today a tourist could conceivably fly from New Zealand to London in 20 hours, whereas prior to 1958 the boat trip would have taken six weeks. Increased speed of travel and the availability of different travel mode options means destinations have become more accessible.

This greater supply and demand has resulted in a highly competitive tourist industry. There are increased levels of marketing and an increase in package tours. Not only is the world “shrinking” but it is cheaper to get there. Travel is much more affordable – transport and accommodation costs have decreased.

More recently, processes which have encouraged growth include a growing global awareness and the rise in popularity of eco-tourism.

Most tourists come from the developed world, and due to a greater interest in global cultures and recent improvements in global communication have improved awareness of possible destinations.

Allocentric tourists are constantly searching for the new destination, as package tours start spreading into past midcentric and even allocentric destinations. Examples of this include the

Caribbean becoming increasingly more midcentric (people between the extremes) as travel becomes less expensive.

The pursuit of the “new destination” and avoiding the masses has led to the recent popularity of “eco-tourism”. This concept involves the tourist visiting the area and leaving no impacts – only their footprints. It has opened up some destinations, e.g. The Amazon Rainforest and protected others – Antarctica.

World Heritage Sites reflect this growing trend. World Heritage Sites are sites of International significance and popular tourist destinations. The World Heritage Committee intervenes to protect sites when threatened by overuse. In 2014 there were 1007 properties on the list – 779 were cultural sites (e.g. Acropolis, Athens), 197 natural (e.g. Great Barrier Reef, Australia) and 31 mixed (e.g. Tongariro National Park, New Zealand).

## Resource Sheet 3: Significance of Global Tourism Development for People

The impact of Tourism Development worldwide is both positive/negative and direct/indirect. Global Tourism development affects people in three ways – economically, socio-culturally and environmentally.

### Selected Benefits (Positives) and Costs (Negatives) of Tourism Development:

Benefits	Costs
<ul style="list-style-type: none"> <li>• Revenue both for individuals and governments, e.g. Bali foreign exchange earnings by Tourism is over US\$5 billion p.a.</li> <li>• Employment – Tourism is labour intensive.</li> <li>• Locally produced souvenirs provide work for local craft/cottage industries, e.g. Apia (Western Samoa) has state owned craft shops selling quality crafted tapa cloth, kava bowls, etc.</li> <li>• Local goods purchased at local markets.</li> <li>• Preservation of heritage sites, e.g. Waitangi House, New Zealand.</li> <li>• Increased expenditure on infrastructure for all to enjoy.</li> <li>• Possible beautification of area, e.g. Languedoc Rousillon (France) where mosquitoes were eradicated and green belts established in a major state driven Tourism Development.</li> <li>• Rise in property values, e.g. Queenstown (New Zealand), Aspen (USA).</li> </ul>	<ul style="list-style-type: none"> <li>• Over-reliance on Tourism dollar.</li> <li>• Pollution – visual, air noise, water, e.g. noise from International Airports, waste disposal in Antarctica.</li> <li>• Seasonal employment, e.g. ski resorts worldwide, Cape Cod, USA summer destination.</li> <li>• Souvenirs can become mass produced, cheap, "airport art" and are often made elsewhere, e.g. a <u>Disneyland</u> t-shirt, <u>but</u> made in <u>China</u>.</li> <li>• A diluter of culture and source of tension among the residents. In some cases, a commercialisation of culture can occur, e.g. in Fuenterrabia (Spain), the Alarde celebration ritual (celebrating the Fuenterrabia's victory over the French in 1638), was marketed by the Government as a cultural attraction. This was despised by the locals who gradually boycotted the ceremony, claiming the event had lost its meaning.</li> <li>• Local cultures under threat by rise in crime, STD's, prostitution and availability of drugs, e.g. Balinese culture under threat with drugs availability.</li> <li>• Increased divorced rates and social dislocation, e.g. on the island of Hawaii the divorce rate is reported to have increased by 180% between 1963-1970, compared to 52% for the entire state of Hawaii. This was largely explained by the island's transition from a farming based economy to tourism. The farmers' wives found work in the tourism industry – often earning more than men – and working socially inhibitive hours. This created suspicion and resentment, and the divorce rate consequently increased.</li> <li>• Enclaves of tourism may be a source of frustration for locals, e.g. boutique shops and expensive restaurants on a Pacific Island may only accentuate the poverty of the host population as they cannot afford to participate.</li> </ul>



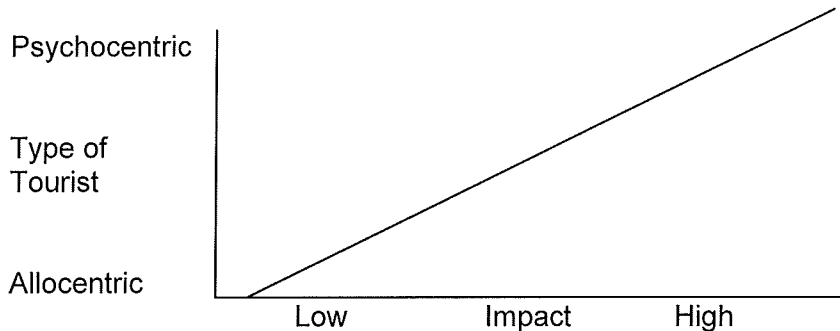
**Effect on Host Population:**

[Doxey (1976) Irridex] Source: After Doxey in S. Craig-Smith & C. French;  
Learning to Live with Tourism, Longman Australia 1994.

Euphoria	→	Initial phase of development; visitors, investors welcome.
↓		Little planning or contact.
Apathy	→	Visitors taken for granted, contacts between residents and outsiders more formal, planning concerned with marketing.
↓		
Annoyance	→	Saturation point approached, residents have misgivings about Tourist Industry. Planners attempt solutions via infrastructure growth rather than limiting tourist numbers.
↓		
↓		
Antagonism	→	Irritations openly expressed, visitors seen as cause of all problems. Planning is now remedial. Deteriorating reputation of destination.

**Tourist Types and Impacts:**

(Source: S. Craig-Smith & C. French; Learning to Live with Tourism, Longman Australia 1994)



**Social Response – The Growth of Eco-Tourism and World Heritage Sites:**

The recent rise in eco-tourism where the concept is to leave only your footprints. Popular destinations include trekking the Himalayas, eco-tour of Antarctica and an Amazon Rainforest Experience.

World Heritage sites are natural and cultural places of international significance. They are popular tourist destination sites, but are protected by the World Heritage Committee (est. 1975) as they are perceived as being under threat due to overuse, pollution and resource development. Some examples:

- Grand Canyon, USA
- Yosemite, USA
- Statue of Liberty, USA
- Taj Mahal, India
- Acropolis, Greece
- Tongariro National Park, New Zealand
- Shark Bay, Australia

(Check out the website: [whc.unesco.org](http://whc.unesco.org))



*Internal assessment resource reference number Geo/3/7\_B5*  
**PAGE FOR STUDENT USE**



# 4

## Promoting sustainable tourism development

Tourism's rapid growth calls for a greater commitment to the principles of sustainability to harness tourism's benefits and mitigate its possibly negative impacts on societies and the environment. UNWTO continued to promote sustainable tourism, its core mandate, in 2013 through several initiatives calling for greater actions in preserving the natural and cultural assets of destinations across the world. Along this line, World Tourism Day (WTD) 2013 was celebrated under the theme *Tourism and Water: Protecting our Common Future*, which highlighted tourism's responsibility in ensuring a sustainable water future.

The principles of sustainability are outlined in the *Global Code of Ethics for Tourism*, UNWTO's founding document. Today, more than 200 prominent tourism stakeholders from almost 30 countries have joined the campaign of the Private Sector Commitment to the Code of Ethics, publicly committing to implement ethical and responsible business practices and policies.

## 68th UN General Assembly adopts resolution on sustainable tourism and development in Central America

The 68th session of the UN General Assembly unanimously adopted the resolution *Sustainable tourism and sustainable development in Central America*, affirming that sustainable tourism is an important ally of poverty eradication in Central America contributing to the social, economic and environmental dimensions of sustainable development. This resolution represents an important step towards mainstreaming sustainable tourism in the international development agenda and the post-2015 Sustainable Development Goals.

Emphasizing that sustainable tourism in Central America is a cross-cutting activity with close linkages to other sectors and thus generating important trade opportunities, the UN General Assembly recognizes tourism as a fundamental pillar of regional integration and an engine of social and economic development, income, investment and foreign currency in the region. The resolution further "encourages giving appropriate consideration to the issue of sustainable tourism in the elaboration of the post-2015 development agenda", which will follow the deadline of the UN Millennium Development Goals (MDGs).

The resolution reflected several recommendations made in the report prepared by UNWTO, which sought and used input from the tourism authorities of the Central American Integration System and each of its seven member countries (Belize, Costa Rica, El Salvador, Guatemala, Honduras, Nicaragua and Panama), private sector entities and non-governmental organizations in each country.

The UN resolution, adopted by the 198-member UN General Assembly, was sponsored by 51 Member States: Argentina, Australia, Barbados, Belize, Bolivia, Canada, Cape Vert, Chile, Colombia, Costa Rica, Croatia, Cuba, Cyprus, Dominican Republic, Ecuador, Egypt, El Salvador, Finland, Georgia, Greece, Guatemala, Guyana, Haiti, Honduras, Hungary, India, Israel, Italy, Jordan, Kazakhstan, Lithuania, Luxembourg, Maldives, Mexico, Monaco, Montenegro, Morocco, New Zealand, Nicaragua, Palau, Panama, Paraguay, Peru, Portugal, Saudi Arabia, Slovenia, Spain, Sri Lanka, United States of America, Ukraine and Uruguay.

## Sustainable development of tourism in islands

Small Island Developing States (SIDS) are especially exposed to social, economic and environmental vulnerabilities. They face extraordinary challenges and obstacles for the wellbeing of their residents and future development, ranging from limited resources, distance from key markets, limited employment opportunities and sensitive environments and biodiversity.

Tourism plays a central role in the economies of small islands, being one of the main economic activities that provides job opportunities, improves livelihoods and generates foreign exchange earnings and thus the sector has been acknowledged as one of the key sectors to help initiate and foster sustainable development in islands.

In this framework, UNWTO, in cooperation with the Government of France, held the *First Conference on the Sustainable Development of Tourism in Islands* in Reunion Island, France.

The Conference provided an opportunity to impart knowledge and lessons for tourism in SIDS and other islands with the international community at ministerial and expert levels. Critical issues concerning small island destinations were addressed, including sustainable tourism development, climate change, connectivity, branding and the role of multi-regional cooperation.

The Reunion Island Declaration will serve as guidance to National Tourism Authorities, relevant destinations, the international community, as well as a key input for the Third International Conference on SIDS in Samoa in September 2014.

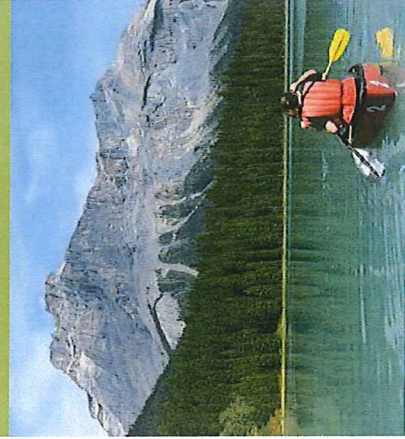




## Advancing sustainability of inland water destinations

With an increasing number of tourists visiting inland water destinations every year, the challenges and opportunities of responsible tourism management in these areas have become a growing concern. This was the springboard of the seminar, *Sustainable Tourism at Inland Water Destinations*, co-organized by UNWTO and the Government of Serbia.

Held on a boat cruise along the Serbian Danube, the Seminar showcased the best practices in managing tourism of inland water destinations such as rivers, lakes, canals, estuaries, deltas and marshes. It highlighted case studies on how to attract and manage the growing number of visitors, giving prime examples on how to integrate sustainability criteria into product development. Participants from UNWTO Member States, experts and practitioners assessed how partnerships can be created to ensure sustainable development, taking into account the complex social, economic and environmental factors inherent to inland water destinations. The event built upon the Memorandum of Cooperation signed in 2010 between UNWTO and RAMSAR – the Convention on Wetlands – during the World Wetlands Week celebration in Victoria, Seychelles.



## Sustainable Tourism Observatories

The Global Observatory on Sustainable Tourism (GOST) initiative was launched by UNWTO in 2004 in response to the growing demand of tourism organizations and stakeholders for a more systematic application of monitoring, evaluating and information management techniques, such as the UNWTO Indicators of Sustainable Development for tourism destinations. These techniques are key tools for the formulation and implementation of sustainable tourism policies, strategies, plans and management processes.

In 2013, the first Sustainable Tourism Observatory in Europe under the auspices of UNWTO was inaugurated on the Aegean Islands in Greece. The Monitoring Centre for Sustainable Tourism Observatories will examine the environmental, social and economic impacts of tourism in the archipelago and serve as a model to expand the concept to a national level.

Established by the University of the Aegean in collaboration with UNWTO and with the support of the Ministry of Tourism of Greece, the Centre will monitor activities in all existing and future destinations in the North and South Aegean Regions and collect and compile good practices of sustainable tourism development based on UNWTO's methodology of sustainable tourism indicators.

The Observatory of the Aegean Islands joins the five existing Sustainable Tourism Observatories currently in operation in China, namely in Yangshuo, Huangshan, Zhangjiajie, Chengdu and Kanas, all managed by the Monitoring center based in the Sun Yat-sen University in Guangzhou.

During the year, the *First UNWTO Conference on the Global Observatory of Sustainable Tourism* and the *Second Annual Meeting of UNWTO Sustainable Tourism Observatories in China* was held at the UNWTO Headquarters in Madrid, Spain. The Conference provided a global overview on the existing observatories, showcasing the UNWTO Sustainable Tourism Observatories in China and Greece. The Conference also highlighted the many ways in which the Observatories allow destinations to better understand the impact of their visitors, evaluate the impacts of existing sustainable tourism initiatives and ensure tourism benefits both the people and the environment of the surrounding areas for years to come.

## Nearly Zero Energy Hotels (NEZEH) project

Following the 2011 launch of the Hotel Energy Solutions (HES) online toolkit that enables hotels to assess their energy consumption and move towards more sustainable energy alternatives, UNWTO joined the Nearly Zero Energy Hotels (NEZEH) project in 2013, which aims to help hotels become energy efficient by reaching almost zero energy levels.

NEZEH aims to provide technical assistance and solutions to hoteliers across Europe, with pilot projects in seven countries – Spain, Greece, Italy, Sweden, Romania, Croatia and France. NEZEH will build a methodology demonstrating profitability and feasibility through business cases that show the environmental and socio-economic benefits of becoming a Nearly Zero Energy Hotel.

NEZEH will further offer a competitive advantage to SME hotels, which represent 90% of the European hospitality sector, and to the whole hospitality industry, through:

- Energy saving measures and reduction of operation costs
- Creation of green jobs
- Positioning in a highly competitive market
- Added value for hotels' guests, and
- Meeting Corporate Social Responsibility and Sustainability standards

## Spiritual tourism for sustainable development

UNWTO continued to promote the incorporation of intangible cultural heritage and living culture and traditions into tourism development by organizing in 2013 the *First Conference on Spiritual Tourism for Sustainable Development*, in cooperation with the Government of Viet Nam.

During the Conference, the Ninth Birth Declaration was set as a reference document for advancing spiritual tourism worldwide through strengthening policy framework, responsible business operations and research on spiritual tourism in close cooperation with local communities. It also called for creating adequate conditions for the sustainable use of living cultural assets and cooperating at a regional level to preserve and exchange concepts of human wellbeing to ensure the survival of ancestral traditions.

## Accessible tourism for all – New UNWTO Recommendations

Based on the principles of the International Convention on the Rights of Persons with Disabilities of 2007, UNWTO works to promote *Accessible Tourism for All*, founded upon the belief that facilitating travel for people with disabilities is a basic, cross-cutting and integral element of any responsible and sustainable tourism policy.

One of the principal outputs of UNWTO's close collaboration with Disabled People's Organizations is the update of the *2005 Recommendations on Accessible Tourism for All*. The new document, which was adopted by the 20th Session of the UNWTO General Assembly in 2013, incorporates the most relevant aspects of the 2007 UN Convention and the principles of Universal Design, while indicating the measures to ensure that persons with disabilities have access to the physical environment, transportation, information and communications, and other tourism services and facilities just as any other customer.

