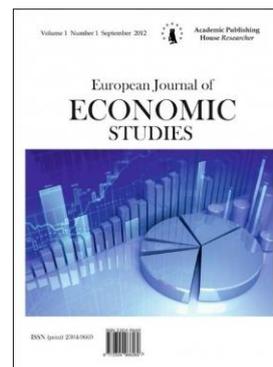


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Tourism Development Trends in the World

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Abstract

Nowadays tourism is developing rapidly worldwide. The main tourism statistics, tourism competitiveness indexes in countries are presented and analyzed in the article. The article discusses the main trends of tourism development in the world. In addition, the current state of tourism sphere in the Republic of Armenia is presented as a comparison.

Tourism will surely continue to expand in the future as well. The extension of both international and domestic tourism is profitable for countries. The Internet has greatly influenced the development of tourism and will do so in the future too. Now it has become easier to find any information at any moment on where to go and how to organize travelling beforehand (booking, maps, tickets, etc.).

Overall, tourism is a tremendous industry worldwide, which grows very fast. In fact, tourism as a global sphere attracts high investments, the market credits at high rates and being tied with other branches directly or indirectly results in positive changes of development indicators.

Keywords: tourism, competitiveness, types of tourism, tourism receipts, tourism development trends.

1. Introduction

Tourism is a global phenomenon, which involves more and more people and is considered to be one of the largest industries all over the world.

The purpose of the paper is to analyze and find out the main trends of tourism development worldwide.

For the realization of the above mentioned purpose it is necessary to solve the following tasks:

- To study the meaning of tourism;
- To analyze the statistics of the main indicators of tourism sphere by regions;
- To study the methodology of processing Tourism Development Master Plans and Strategic Development Plans;
- To analyze the tourism competitiveness index for countries;
- To find out tourism and travel trends worldwide in recent years.

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- To analyze Armenian tourism sphere development in the comparison of world trends, for revealing problems and making some suggestions for advancement.

The object of the research is tourism sphere in Armenia and in the world.

The subject of this research are the statistical indicators reflecting the main trends of tourism development.

Many methods are used during the research such as analysis and synthesis, situational analysis, micro and macro analysis, statistical analysis and graphical methods.

In the research a variety of data are used from the National Statistical Service of RA, World Tourism Organization, The World Travel & Tourism Council (WTTC) and other international organizations, etc.

2. Study area

According to UNWTO glossary “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” ([Understanding Tourism-Basic Glossary, UNWTO, 2016](#)).

Hence, tourism is the sort of activity that suggests a temporary change of domicile for rest, recreation, cognitive and other purposes; at the same time it is a sector of services provided by the tourism companies to meet the demands of tourists.

The [Figure 1](#) below indicates that the number of international tourist arrivals rose from 25 million (1950) up to 1,184 million (2015). For 2050 the forecast is 1,874 million tourists in the world ([International Tourist Arrivals, 2014](#)).

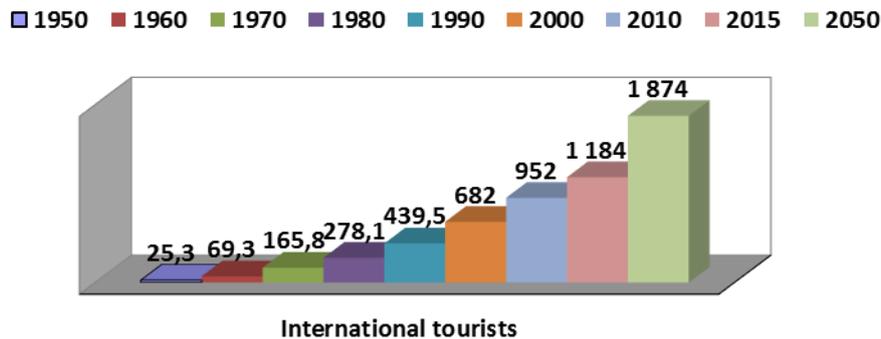


Fig. 1. Number of international tourist arrivals worldwide between 1950 and 2050 (in millions)

Presently, the main types of tourism are the following: Leisure/holiday tourism, Business tourism, Cultural tourism, Eco-tourism, Study tourism, Religious, pilgrimage tourism, Spa tourism, Medical tourism, Visiting friends and relatives, Agricultural tourism, Sports tourism, etc.

Nowadays for tourism development it is crucial to have Tourism Development Master Plans and Strategic Development Plans. Its objective is to formulate a long-term development framework for tourism (10–20 years) with emphasis on policy and strategy, planning, institutional strengthening, legislation and regulation, product development and diversification, marketing and promotion, tourism infrastructure and superstructure, economic impact of tourism and tourism investment, human resource development, and socio-cultural and environmental impacts of tourism. It includes a short term (three-year) action plan for priority actions to be undertaken to kick-start sustainable tourism development, and preparation of several demonstration projects for pilot areas. The methodology consists of 3 phase approaches:

- Phase I: Project formulation mission which analyses the current tourism scenario and prepares a project document (detailed terms of reference) for the formulation of a Tourism Development Master Plan.

• Phase II: Formulation of a Tourism Development Master Plan which focuses on the following sectors: transport; accommodation; tourist activities; product development; tourism zoning; marketing and promotion; institutional framework; statistics and research; legislation and regulation; quality standards of tourism services. The Plan prioritizes actions for each sector and includes an Action Plan defining roles and responsibilities of various stakeholders, timelines, indicative budgets, monitoring guidelines, and, success criteria.

• Phase III: Implementation of the Master Plan by providing technical assistance to the Government in implementing the priority recommendations of the Master Plan.

Tourism Development Master Plans can be formulated at a national or local level. Furthermore, they can also be thematic in nature: rural tourism; community-based tourism; mountain tourism; coastal tourism; ecotourism; and spa tourism, etc. ([Tourism Development Master Plans and Strategic Development Plans, 2016](#)).

3. Analysis and Discussion

In 2014 travel for holidays, recreation and other forms of leisure accounted for just over half of all international tourist arrivals (53 %). Some 14 % of international tourists reported travelling for business and professional purposes and another 27 % travelled for other reasons, such as visiting friends and relatives (VFR), religious reasons and pilgrimages, health treatment, etc. The purpose of visit for the remaining 6 % of arrivals was not specified ([UNWTO Tourism Highlights, 2015: 5](#)).

The main statistics of tourism sphere is as follows: The total contribution of Travel & Tourism to GDP was USD 7,170.3bn (9.8 % of GDP) in 2015, and is forecast to rise by 4.0 % p.a. to USD 10,986.5bn (10.8 % of GDP) by 2026. In 2015, the total contribution of Travel & Tourism to employment was 9.5 % of full employment including jobs (283,578,000) indirectly supported by the industry. This is expected to rise by 2.5 % p.a. to 370,204,000 jobs by 2026 (11.0 % of total). Visitor exports generated USD 1,308.9bn (6.1 % of total exports) in 2015. This is forecast to grow by 4.3 % p.a., from 2016-2026, to USD 2,056.0bn in 2026 (6.2 % of total). Travel & Tourism investment in 2014 was USD 774.6bn, or 4.3 % of total investment. It should rise by 4.5 % p.a. over the next ten years to USD 1,254.2bn in 2026 (4.7 % of total) ([WTTC Travel & Tourism Economic Impact 2016 World, 2016: 1](#)). The number of tourists by the region, the growth rate and some indexes are shown in the [Table 1](#). So it is obvious that only in the Middle East was a 3 % decrease in international arrivals.

Table 1. International tourism statistics, 2015 ([UNWTO World Tourism Barometer, Volume 14, Advance Release, 2016](#); [WTTC Travel & Tourism Economic Impact 2016 Armenia, 2016](#))

Region	Number of tourists	Growth, %	The total contribution of Travel & Tourism to GDP (US\$bn)	The total contribution of Travel & Tourism to employment ('000 jobs)	Visitor exports (US\$bn)	Travel & Tourism capital investment (US\$bn)
World	1.184 mln	4	7,170	283,578	1,309	775
Europe	609 mln	5	1,709.1	35,848	456.7	168.2
Asia and the Pacific	277 mln	5	2,016.8	152,585	386.0	296.5
America	191 mln	5	2,166.6	42,509	297.0	220.2
Middle East	54 mln	-3	194.5	5,919.9	72.5	41.8
Africa	53 mln	5	180.0	21,956	46.7	29.6
Armenia	1.192 mln	-1	1.4	147.1	0.9	0.1

The [Table 2](#) shows that yet the share of Armenian tourism sphere is very little in the world. In 2014 the great part of tourists travelled by air, then by road ([Figure 2](#)).

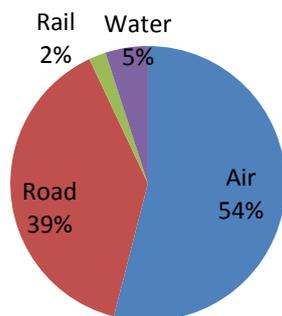


Figure 2. Inbound tourism by mode of transport, 2014 ([UNWTO Tourism Highlights, 2015: 6](#))

The top four places in both the ranking by international arrivals and by receipts are taken by the same countries, albeit in a different order. In 2014, France continued to top the ranking of international tourist arrivals with 84 million tourists, and came 4th in terms of international tourism receipts with US\$ 55 billion. The United States ranked 1st in receipts with US\$ 177 billion, and 2nd in arrivals with 75 million. Spain was 2nd in tourism earnings worldwide (and 1st in Europe) with US\$ 65 billion in 2014, and 3rd in arrivals with 65 million overnight visitors. China remained 4th in arrivals (56 mn), and climbed two places to 3rd position in receipts (US\$ 57 bn). Italy has consolidated its position at 5th place in arrivals and 6th place in earnings in 2014, while Turkey remained 6th in arrivals and 12th in receipts, followed by Germany which came 7th in arrivals and 8th in earnings. The United Kingdom still ranked 8th in arrivals, but moved up two places in receipts, taking it to 7th position. The Russian Federation held on to 9th place in arrivals. Mexico re-entered the top 10 by arrivals at number 10, climbing five places, thanks to a 20 % surge to 29 million in 2014. Completing the Top 10 ranking in tourism receipts were the two Chinese Special Administrative Regions (SARs): Macao moved down one place to 5th position, while Hong Kong remained in 10th place ([UNWTO Tourism Highlights, 2015: 6](#)).

Table 2. International tourist arrivals and tourism receipts, 2014

International tourist arrivals		International tourism receipts	
Rank	Million	Rank	Billion
1. France	83.7	1. United states	177.2
2. United states	74.8	2. Spain	65.2
3. Spain	65.0	3. China	56.9
4. China	55.6	4. France	55.4
5. Italy	48.6	5. Macao (China)	50.8
6. Turkey	39.8	6. Italy	45.5
7. Germany	33.0	7. United Kingdom	45.3
8. United Kingdom	32.6	8. Germany	43.3
9. Russia Federation	29.8	9. Thailand	38.4
10. Mexico	29.1	10. Hong Kong (China)	38.4
11. Armenia	1.2	11. Armenia	978 mln

As a comparison we may mention, that in 2014 international tourist arrivals in Armenia counted 1.2 million, with 978 million tourism receipts.

According to the [Travel & Tourism Competitiveness Report 2015](#), which is published by the World Economic Forum within the framework of the Global Competitiveness and Risks team and the Industry Partnership Programme for Aviation & Travel, Spain was on the top for the first time, followed by France (2nd), Germany (3rd), the United States (4th), the United Kingdom (5th),

Switzerland (6th), Australia (7th), Italy (8th), Japan (9th) and Canada (10th) ([Travel & Tourism Competitiveness Report 2015, World Economic Forum, Geneva, 2015: 5](#)).

Table 3. Travel & Tourism Competitiveness, 2015

Rank	Country/Economy	Total value	Enabling Environment	T&T Policy and Enabling Conditions	Infrastructure	Natural and Cultural Resources
1.	Spain	5.31	5.26	4.66	5.68	5.64
2.	France	5.24	5.40	4.25	5.64	5.68
3.	Germany	5.22	5.78	4.40	5.51	5.20
4.	United States	5.12	5.47	4.33	5.64	5.03
5.	United Kingdom	5.12	5.67	4.21	5.24	5.34
6.	Switzerland	4.99	6.05	4.49	5.79	3.63
7.	Australia	4.98	5.57	4.14	4.98	5.22
8.	Italy	4.98	5.02	4.14	5.19	5.55
9.	Japan	4.94	5.76	4.41	4.65	4.93
10.	Canada	4.92	5.54	4.11	5.61	4.40
11.	Armenia	3.42	5.00	3.90	3.14	1.63

So, Armenia was in the 89th place among 141 countries (in 2013 it was the 79th). Armenia was ranked number one in the world in terms of population's access to clean drinking water and mobile network coverage and was at the bottom of the list in terms of the number of HIV-infected people. Armenia was also the 38th in terms of safety, 48th in terms of health care, 71st in terms of quality of human resources, 112nd in terms of ease of finding skilled employees, 73rd in terms of tourism services infrastructure, 77th in terms of price affordability, 83rd in terms of international openness, 92nd in terms of aviation infrastructure, 99th in terms of cultural resources and business travels, 117th in terms of effectiveness of marketing to attract tourists, 80th in terms of quality of roads, 125th in terms of quality of the natural environment ([Travel & Tourism Competitiveness Report 2015, World Economic Forum, Geneva, 2015: 79](#)). So we have a lot to do to improve our tourism competitiveness index.

In recent years, the tourism and travel trends worldwide are as follows:

1. Global growth;
2. Continued strength of the Chinese market;
3. Shopping safaris;
4. Millions of millennials (1.8 billion out of 7 billion people worldwide belong to the Millennial generation (age 18-34));
5. Wired and wireless (by 2017 more than 3 billion people will have mobile internet access);
6. Sharing economy (Airbnb surpassed 800,000 listings and hosted more than 10 million people in 2014);
7. Bleisure (The blurry line between business and leisure trips);
8. Growing gray (World population of 65+ will rise from 600 million in 2015 to more than 1 billion by 2030);
9. Accessible adventure;
10. Medical tourism (is growing at a rate of 15-25 %);
11. Millions of Millionaires (there are 34.8 million millionaires in the world);
12. Frontierism;
13. Residential tourism (Shift in vacation home ownership from sun/resort destinations to top global cities);
14. Brand attractions (there are more than 500 branded attractions around the world from Ferrari World to Coca-Cola Experience);
15. Creative tourism;
16. Culinary tourism (88 % of destinations consider gastronomy strategic in defining their brand and image) ([2015 Tourism & Travel Trends Report, 2015](#)).

4. Suggestions and Conclusions

In the recent years the tourism sphere in the Republic of Armenia is growing, only in 2015 there was a 1 % decrease in the number of tourists. Also there are some problems concerning marketing, legislation, statistics, infrastructures and HR development of the sphere. The main developed types of tourism in Armenia are religious, cultural-historical, spa tourism. Armenia must benchmark and invest the advanced international practice of the sphere development in order to be best presented and positioned abroad as a tourism country and involve tourists by the help of its main assets as the first Christian country, old history and culture, natural resort resources, tasty cuisine, hospitable people, etc.

Tourism has expanded its geography; its industry has enlarged thanks to changes in demand and supply. Presently, new technologies contribute to the growth of competition between organizations of tourism sphere that offer tourism products. People are more fastidious today and their diverse requirements are to be fulfilled properly. Thus, the tourism market is continuously expanding as a result of new services and activities. Under such conditions all the countries face the urgency to walk simultaneously with the global progress of the tourism sphere. Therefore, it is a huge necessity to analyze the global tourism market, demand and supply of services and being based on the own tourism assets to be perfectly positioned in international tourism market and to promote tourism products.

Tourism will surely continue to expand in the future as well. The extension of both international and domestic tourism is profitable for countries. The Internet has greatly influenced the development of tourism and will do so in the future too. Now it has become easier to find any information at any moment on where to go and how to organize travelling beforehand (booking, maps, tickets, etc.).

On the whole, tourism is a tremendous industry worldwide which grows very fast. In fact, tourism as a global sphere attracts high investments, the market credits at high rates and being tied with other branches directly or indirectly results in positive changes of development indicators.

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