

TOURISM POLICIES AND FASHION, ART AND FOOD INDUSTRIES

Tourism in Perspective Lecture 2

Pasquale Marcello Falcone

Università degli Studi di Napoli Parthenope



Learning Objectives

- ✓ Understand what tourism is and its many definitions.
- ✓ Learn the components of tourism and tourism management.
- ✓ Appreciate how important this industry is to the economy of the world and of many countries.
- ✓ Know the benefits and costs of tourism

Definition of Tourism

Four different perspectives on tourism:

- Tourists
- Businesses
- Governments
- Community

Tourism may be defined as the:

processes, activities, and outcomes arising from the relationships and the interactions among tourists, tourism suppliers, host governments, host communities, and surrounding environments that are involved in the attracting and hosting of visitors.

UNWTO Definition of Tourism

Tourism comprises the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes.

General classification:

- ✓ **International tourism** (inbound and outbound)
- ✓ **Internal tourism**
- ✓ **Domestic tourism**
- ✓ **National tourism**



Source: UNWTO

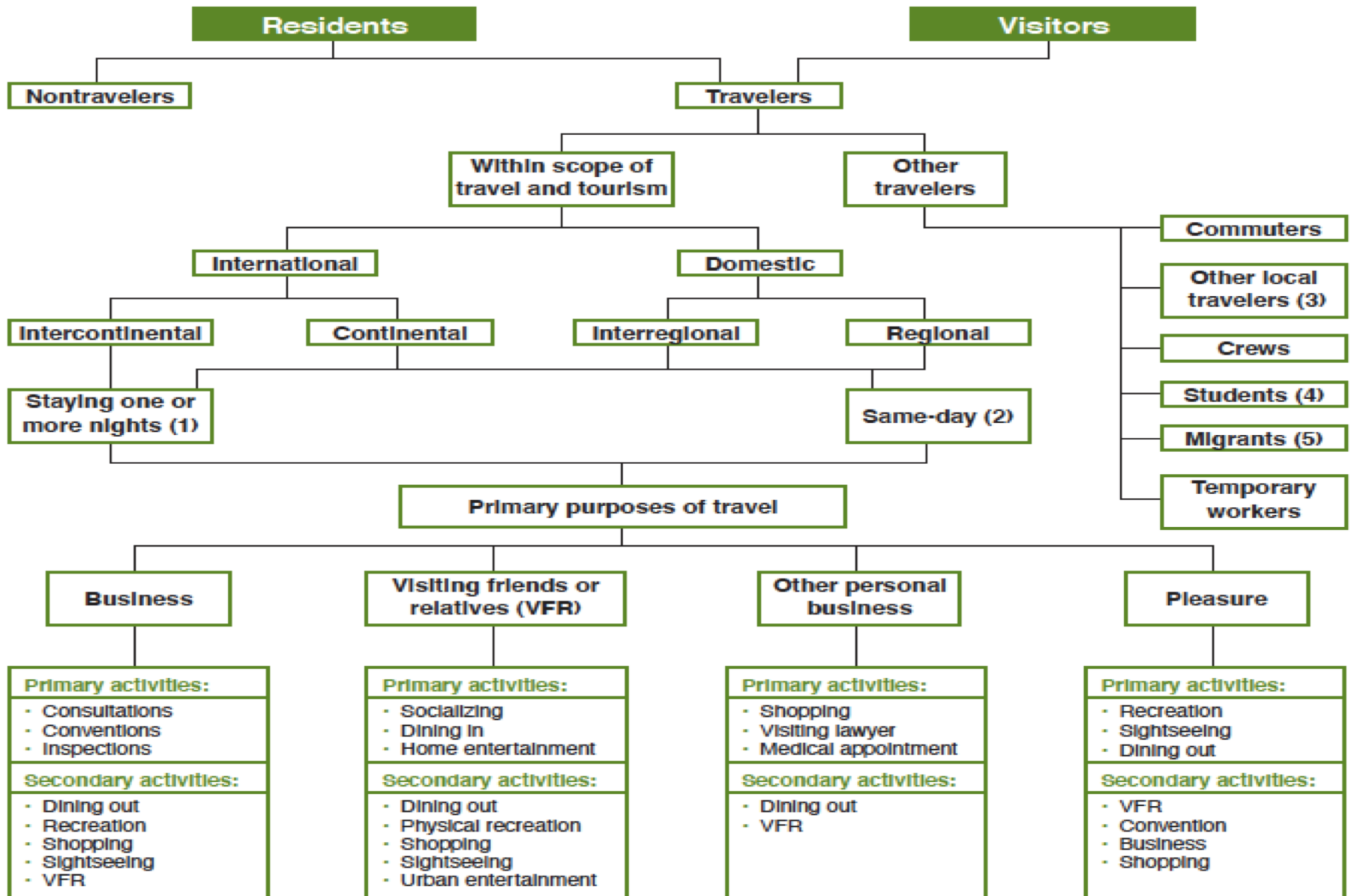
Visitor

A “**visitor**” is defined as that person who travel to a **country other than** that in which he/she has their usual residence but **outside his/her usual environment** for a period **not exceeding twelve months** and whose main purpose of visit is **other than the exercise of an activity remunerated** from within the place visited.

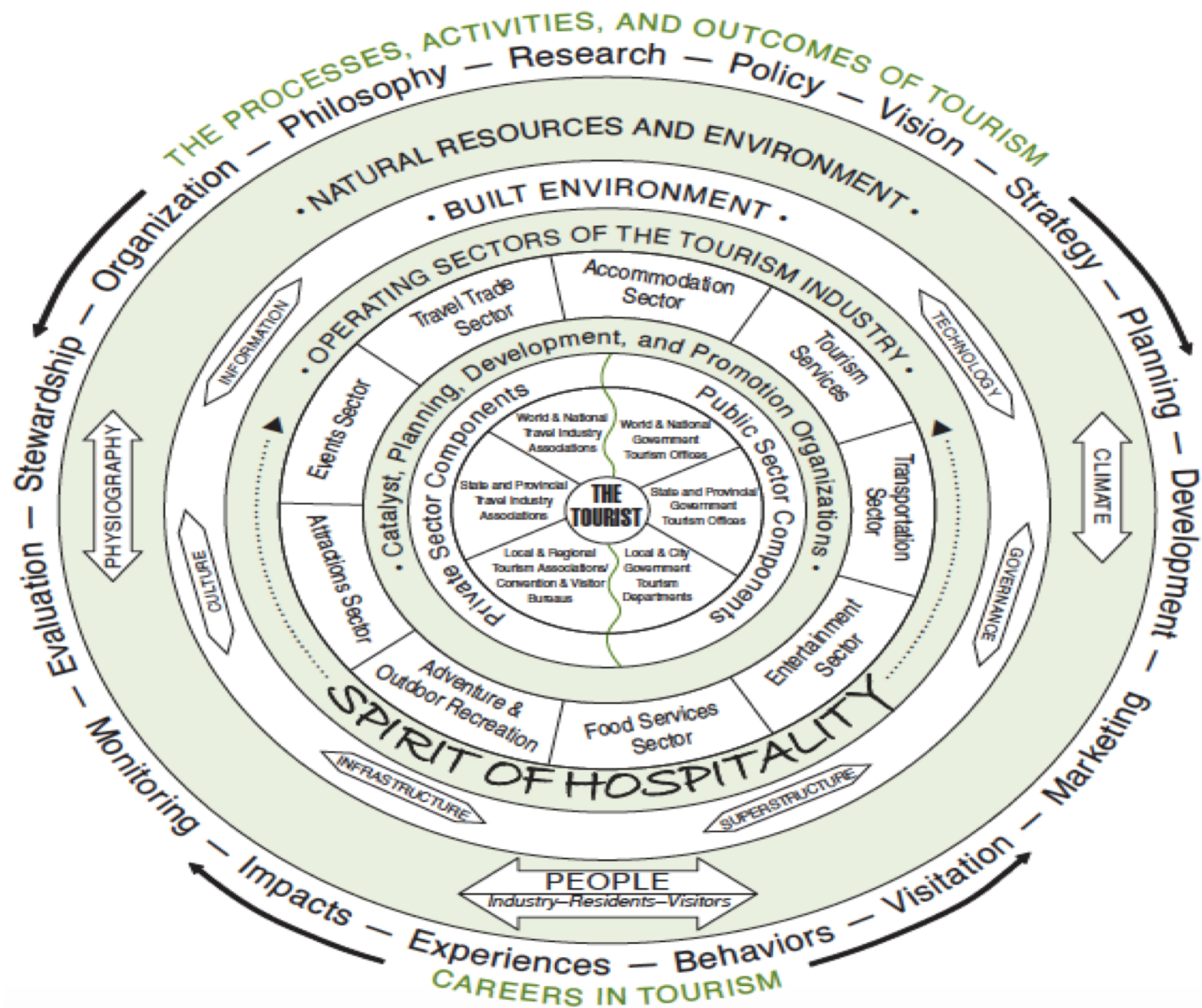
All visitors are subdivided into two further categories:

- **Same-day visitors**
- **Tourists**

Classification of travelers



Components of tourism and tourism



PAUSE

Global economic impact & trends 2020 (WTTC)

- 185 Countries and economies, 25 world regions analysed.
- 10.3% Travel & Tourism total contribution to global GDP.
- 1/10 Jobs supported by Travel & Tourism worldwide (330 million jobs).
- ¼ of all global net new jobs created over the last five years within the Travel & Tourism sector.

Pictures and facts

Travel & Tourism GDP growth outpaced the overall economy GDP growth for the ninth consecutive year.

FIGURE 1: WORLD'S TRAVEL & TOURISM GDP GROWTH VS. ECONOMY GDP GROWTH, 2011-19

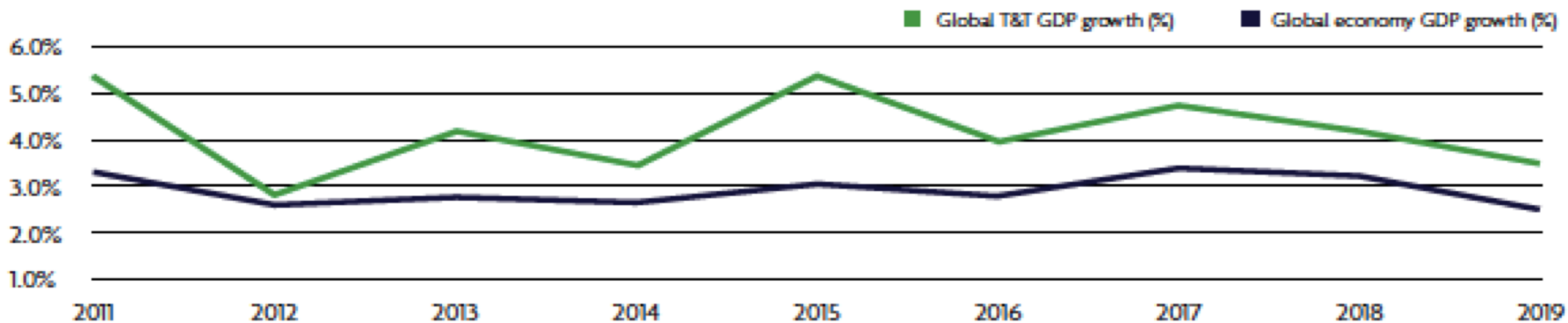
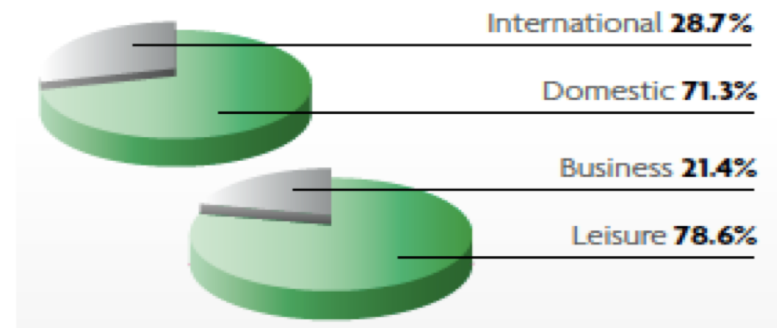


FIGURE 2: TRAVEL & TOURISM GDP GROWTH COMPARED WITH OTHER SECTORS

SECTOR	GDP GROWTH, 2019
Information & Communication	4.8%
Financial services	3.7%
Travel & Tourism	3.5%
Healthcare	3.0%
Retail & Wholesale	2.4%
Agriculture	2.3%
Construction	2.1%
Manufacturing	1.7%

FIGURE 3: SECTOR CHARACTERISTICS



Travel & Tourism GDP contribution

		T&T CONTRIBUTION TO GDP, 2019 (US\$ BN)	T&T GDP GROWTH 2019 (%)**	DOMESTIC SPEND % OF TOTAL, 2019	INTERNA- TIONAL SPEND % OF TOTAL, 2019	LEISURE SPEND % OF TOTAL, 2019	BUSINESS SPEND % OF TOTAL, 2019
1	UNITED STATES	1,839	2.3	84	16	70	30
2	CHINA	1,585	9.3	86	14	81	19
3	JAPAN	359	1.6	81	19	69	31
4	GERMANY	347	1.8	86	14	83	17
5	ITALY	260	2.2	76	24	81	19
6	UNITED KINGDOM	254	1.3	83	17	67	33
7	FRANCE	229	1.9	66	34	80	20
8	SPAIN	198	1.8	44	56	89	11
9	MEXICO	196	1.8	85	15	94	6
10	INDIA	194	4.9	83	17	94	6
11	AUSTRALIA	150	0.8	78	22	83	17
12	BRAZIL	140	3.0	94	6	89	11
13	CANADA	108	2.7	76	24	65	35
14	THAILAND	107	1.8	29	71	90	10
15	PHILIPPINES	91	8.6	85	15	66	34

**Growth highlighted in green when it is above global T&T GDP growth of 3.5%

Regional highlights

AMERICAS

US\$2.5 TN

TOTAL CONTRIBUTION TO GDP

2.2%

T&T GDP GROWTH

45.3 MN

TOTAL CONTRIBUTION TO EMPLOYMENT



Regional highlights



EUROPE

US\$2.0 TN

TOTAL CONTRIBUTION TO GDP

2.4%

T&T GDP GROWTH

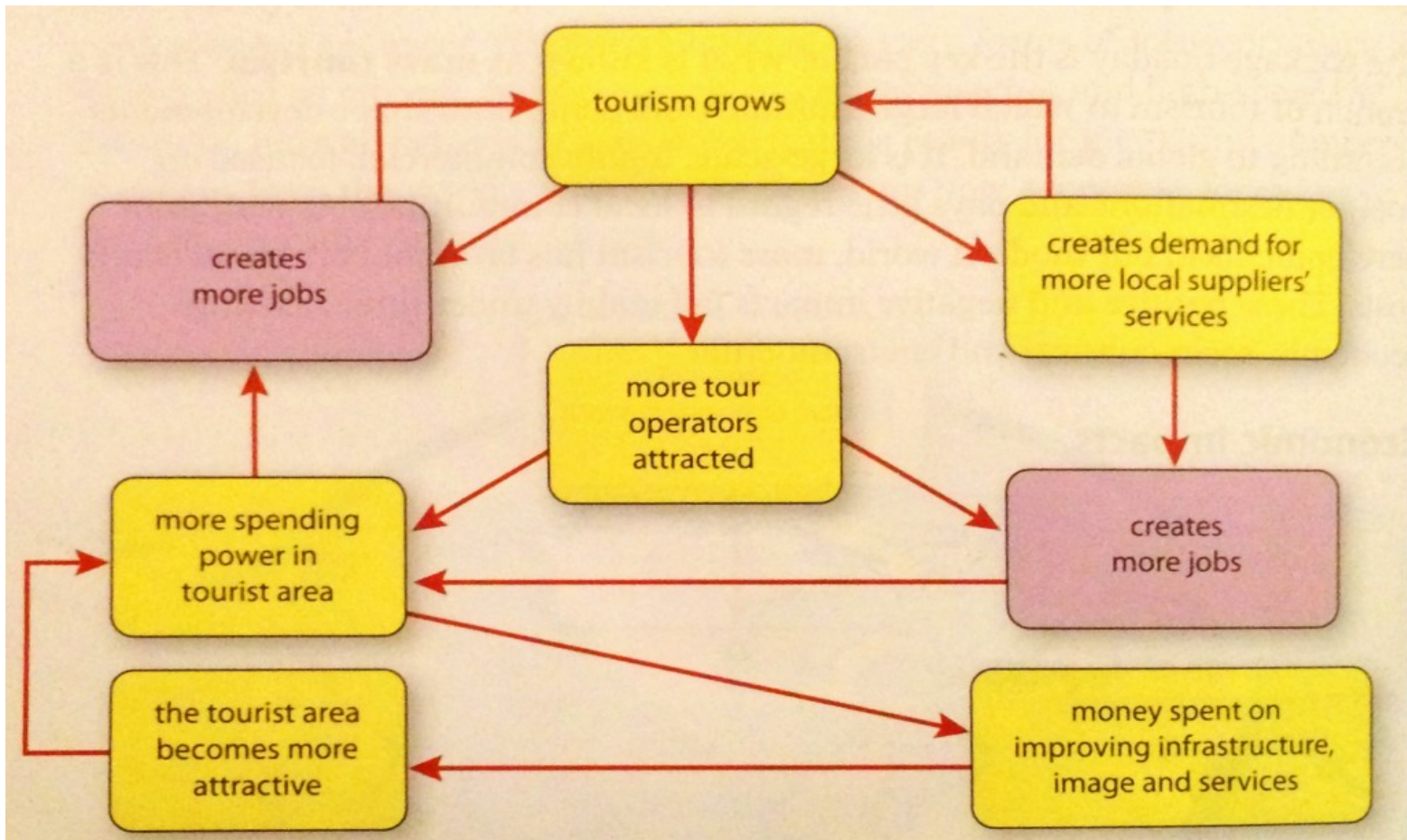
37.1 MN

TOTAL CONTRIBUTION TO EMPLOYMENT

Source: UNWTO

Benefits of Tourism - Economic

- Generates foreign exchange
- Government revenue
- Employment opportunities
- Local communities



Disadvantages of Tourism - Economic

- Results in high leakage
- Cost of infrastructures
- Increasing prices
- Economic dependence

Other issues have a social dimension...

Contacts and office hours

Contacts

- **Email:** pasquale.falcone@uniparthenope.it
- **Tel.:** 0815474127
- **Web page:** www.pmfalcone.eu

Office Hours

- **Day and time:** Tuesday from 11:00 to 12:00
- **Place:** Room 309, III Piano Palazzo Pacanowski.