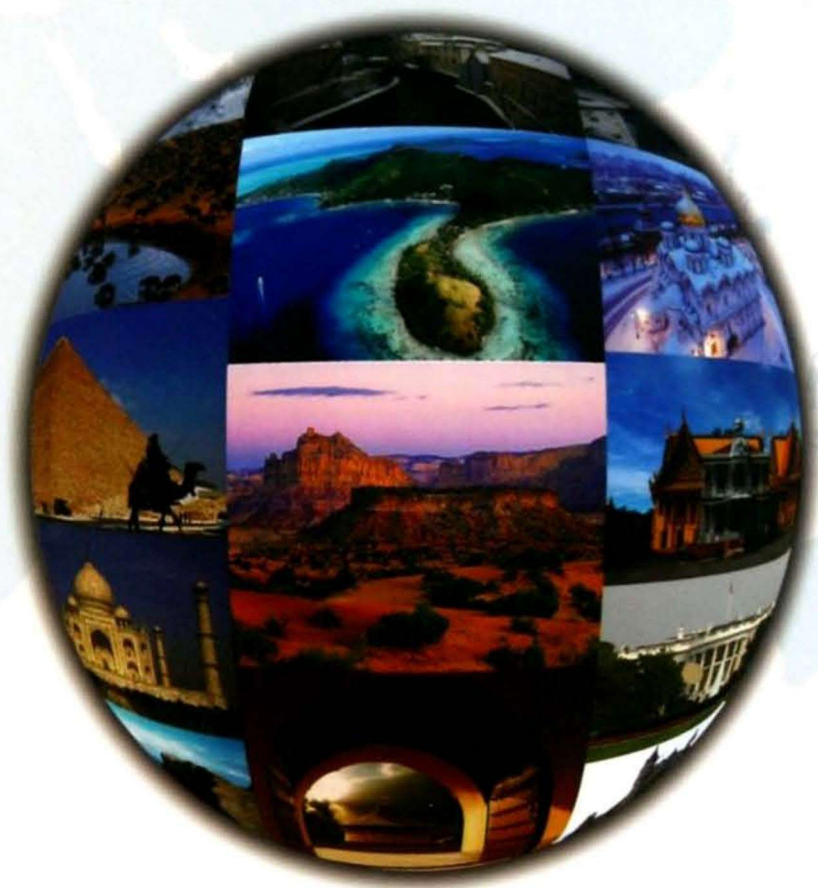


云南省“十二五”规划教材

# 旅游客源国概况

Survey of Tourist  
Generating Countries

◆ 主编 唐玲萍



云南大学出版社  
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副主编 罗 辉 周雪莲 马谊妮

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# 前 言

双语教学是指在课堂教学中使用第二语言和母语作为教学媒介语言,来进行语言学习以外的各门学科专业知识内容的教授。双语教学(主要指英汉双语)的内涵是“一个过程”、“两种语言”、“三项目标”。“一个过程”指将外语教学与学科教学整合在同一教学过程中,在进行专业知识技能传授的同时,潜移默化地培养学生英汉双语能力。“两种语言”指课程具体实施中以汉语、英语为教学媒介语,英语、汉语的使用比例根据实际需要调整。“三项目标”是“学科目标、语言目标、思维目标”,即让学生掌握非语言类学科的主要概念、发展脉络、知识要点、关键技能、学科前沿等;同时,提高学生的英语能力,使其能阅读与学科相关的英语资料,能就学科问题进行口头和书面交流,最终能同时使用汉语和英语进行思维,并能在这两种语言之间根据交际对象和工作环境的需要进行自由的切换。

双语教学在我国高校的实践与推行自20世纪90年代就陆续开始了,关于教材的选用是专家学者们讨论较多的一个问题。有的专家学者主张引进原版教材,但是原版教材引进和使用成本较高,并且原版教材对学生的外语水平要求很高,要求学生具备相当大的英语词汇量、较强的阅读理解能力和口语表达能力,这对于要通过国家大学英语四、六级考试都有一定难度的一般院校的本科生而言,是非常困难的。有的专家学者建议选用国内出版的学科专业英语教材或其他英语书籍作为教材,这种做法可能会导致学科理论知识体系不完善,学科教学随意性较大,达不到双语教学的目标,其实质是专业英语教学,而非双语教学。因此,开发具有双语教学特征的“本土化”教材显得至关重要。

《旅游客源国概况》(双语教材)是旅游管理专业教师常年教学积累的成果。它是从旅游管理专业的视角出发编写的学科专业知识全面、体例合理的专业课程教材,同时它针对一般院校本科学生英语基础薄弱的现状,适当降低了语言难度,并以常用的双语教学法为指导,设置了与学科专业相关的思考题。

本书由唐玲萍担任主编,负责拟订编写大纲,执笔编写第五章、第三章之第二、第三节,并对全书进行修改、统筹。罗辉编写第一章,孟丽编写第二章之第一、第二节,周雪莲编写第二章之第三、第四、第五节,王丽萍编写第三章之第一节,姜芹春编写第三章之第四、第五、第六节,杨竹芬编写第四章之第一、第二节;姜瑞姝编写第四章之第三、第四、第五、第六节,马谊妮编写第六章。

本书在出版过程中得到了云南大学出版社的大力支持,在此表示感谢。

由于编者水平有限,书中难免有错误和疏漏之处,恳请读者批评指正。

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# CHAPTER ONE

## WORLD TOURISM INDUSTRY AND TOURIST GENERATING COUNTRIES OF CHINA

### SECTION ONE

#### WORLD TOURISM INDUSTRY

#### LEARNING OBJECTIVES

After learning this section, you should be able:

- To briefly describe the history of world tourism.
- To analyze the main reason of improving tourism industry.
- To describe the general situation of tourism industry.
- To point out the top visited countries, the top ten biggest spenders on international tourism and the top ten tourism earners of the year 2008.
- To predict the future of tourism.

#### SECTION OVERVIEW

虽然古希腊人和古罗马人在很早以前就开始了广泛的长距离贸易活动，但真正意义上的旅游活动是近百年来才出现的事情。“旅游”这个词最早于19世纪早期才进入英语词汇当中。工业革命之后，随着社会生产力的飞速发展，以铁路、水运为代表的近代交通运输工具的兴起和不断发展，拥有更多可自由支配收入和闲暇时间的新兴社会阶层规模的扩大，以及工业化和城市化所带来的工作压力与城市污染的增大，使以休闲和享受为目的的旅游活动开始在更广的范围内开展起来。第二次世界大战之后，全球进入一个相对和平稳定的黄金时期，经济的飞速发展、航空运输的普及、带薪休假制度的广泛推行、众多旅游目的地的开发，不断降低着人们的旅游成本，使人们能够更为便利地到达世界的更多地方，大众旅游在全球范围内迅速普及开来。

旅行和旅游业已经超过石油业和军工业，成为当今世界第一大产业。2008年，全球共接待了超过9.22亿国际旅游者，较2007年增长1.9%；国际旅游收入达到9440亿美元，同比增长1.8%。根据国际旅行与旅游理事会（WTTC）的评估，旅行与旅游业为全球贡献了10%的GDP和8%的就业率。2008年下半年开始的全球经济危机使全球经济陷入衰退，但旅行与旅游业的平均增长率仍然高于全球平均的经济增长率，而且，从2009年下半年开始，全球旅行与旅游业已经开始恢复，成为带动全球经济复苏的重要引擎。作为全球公认的朝阳产业，旅行与旅游业孕育着蓬勃的发展生机。

## ◆ The History of Travel and Tourism

Although the Greeks and the Romans, being great traders, had to travel extensively for their times in pursuit of trade as their empires expanded, tourism as we know it today is a recent occurrence. The word tourism itself did not enter the English language until the early nineteenth century, although merchants throughout history have had to travel to trade with other nations. Their journeys were arduous and hazardous since there were inadequate roads and modes of transport and much banditry.

Good transport facilities are essential for all forms of travel (trade, business, and vacations). The growth of travel and later tourism, over recent centuries, depended on improvements in transport system. The developments that had the greatest impact on travel range from stage-and mail-coaches to inshore and deep water shipping, the railways and more recently, the aero plane and motor vehicles. Other contributory factors were the increasing interest in health spas and seaside resorts. Later inland scenic and sporting centers played major roles in the expansion of demand for vocational travel and ultimately, modern tourism.

Before the Industrial Revolution, travelling was mainly for pilgrimage, business and official purposes. By the end of the sixteenth century, private travel mainly for educational reasons began to develop. Later, curiosity about the life way of other parts of the world gave further impetus to the demand for private travel. Foreign travel became part of the aristocrat's education.

Domestic travel for pleasure or health developed in the eighteenth century with the growth of seaside resorts and spas. The latter had been well established during the days of the Roman Empire but declined in popularity in the intervening centuries, though they never fell completely out of favor. During the eighteenth century travel was the prerogative of the landed gentry and elite. People travelled for educational and official purposes. The majority of people, however, usually travelled only to local villages or nearest towns. For them, travelling for leisure, as it is understood today, did not occur. The elite did not perceive the difference between travelling for work and for leisure since they did not see themselves as working people nor that their normal activities required any respite for rest and leisure. If they needed a rest, they stayed in their manors and enjoyed their land. The life of the gentry was elegant, relaxed and not as hectic as today so they had no need for leisure. But for the peasants, life was all hard work. They needed leisure time but could not afford it.

The Industrial Revolution led to a big growth in the size of the country's population and considerable migration of people from the country to the new industrial towns, centers offering hope of increased earnings. New households were created and their higher earnings from work increased each household's purchasing power. Consumer demand was stimulated and the range of goods and services demanded also grew steadily.

However, only provisions of good transport and accommodation services were not enough for leisure travel. Their costs had to be within consumers' budgets or else their propensity to buy leisure activities was frustrated by their inability to pay for it. Before the nineteenth century transport systems could not meet this requirement. Accommodation facilities were also restricted once the monasteries, traditional providers of shelter for travelers, were dissolved by Henry VIII. It was not until inns and alehouse started to provide sleeping facilities for travelers that travel of all kinds developed.

Two separated groups emerged in society as a result of the Industrial Revolution. There was the



ever growing urban population, initially centered on the towns and cities of the Midlands and North and the financiers and bankers whose wealth was not founded on large landholding. The urban society obtained its wealth from hard work in the new industries. They were the chief users of the railway systems which were emerging and they used them also for the popular excursions they ran. Their journeys for trading purposes shifted from being mainly to Northwestern Europe and Mediterranean countries to going to North America after the War of Independence in America. It was not coincidence that led Thomas Cook to set the foundations of his business in neither the Midland, nor the great railway companies to originate from Northern cities. For the financiers, as soon as the development of railways made travel easier, their demand for travel began to grow. The increase in the North American trade also led to the emergence of transatlantic passenger shipping and the Great Western Railway Company.

Prior to the railways, travel was dependant on very inadequate roads, poorly maintained and intended for local traffic. They were maintained by local funds. The increase in trade and traffic placed intolerable burdens on existing roads. Rather than creating a national road authority, the turnpikes ( tollgates) were set up to raise funds for the building and maintenance programs. While most turnpikes have long disappeared, remnants of the approach exist today with most roads left as the responsibility of local or county authorities but major trunk roads and motor-ways are the concern of the central government.

Turnpikes were essentially private business ventures. Capital was raised by local landowners and other trustees who were allowed to charge tolls for the use of their roads. The turnpike system has found favor again in the USA and may be one way of transferring the heavy cost of providing roads and bridges from the taxpayer to the actual users. It is also an unfortunate fact that the provision of better roads generates more traffic than system can handle a fact that is still with us today.

The improvement in the road system led to growing demand for stage-and mail-coach services. In the seventeenth and eighteenth centuries they were unable to exceed speeds of four or five miles an hour. They covered short-distance journeys of about thirty miles a day. The services were rudimentary and seasonal. In 1669, for example, Oxford and London were connected by a daily summer service and a two-day one in winter.

As business increased so did the demand for a faster, better and safer mail service. Mounted post boys were gradually replaced by mail coaches who carried a small number of passengers as well as armed guards to protect the mails. At the end of each stage, the horses were replaced by innkeepers who had been appointed contractors to Post Office. The contracts were sought after, not only for the fees paid by the Post Office but also for the custom of the passengers. As the post system expanded, the number of staging inns increased. Customers were assured of clean and comfortable accommodation where they could stay overnight, en route to their destinations. Further, other, often larger, inns were built at destinations where travelers could stay for as long as their business required. Eventually by the mid-nineteenth century the large, modern hotels like what they are today began to replace inns at destinations.

With the development of the coal-fired steam-driven railway system, travel became more universal and was not only confined to the wealthy or elite. The Liverpool – Manchester Railway opened in 1830 and by 1845 the railway linked many major towns to London. By 1881 over 600 million passengers

were carried over some 7, 000 miles of line, owned and operated by about 100 railway companies. The Midland Railway was the first company to introduce cheap third-class carriages but it was on the London to Brighton line, in the 1880s, that the luxury Pullman cars were first introduced. The idea was also taken up by the Midland Railway.

As the railway traffic grew, there emerged, at first, inns and then hotels at major stops and final destinations. These provided a suitable range of accommodation for railway travelers. These facilitated not only travel for business purposes but also for visits to relatives and friends and for leisure purposes to towns with spas, seaside resorts and other developing holiday towns.

Until the mid-eighteenth century, cross channel shipping services were not owned by the railway companies. By the 1860s they had opened their own services to Belgium and France. Later, services were extended to Ireland. The development of inns and hotels at ports such as Dover, Southampton, Folkestone and Liverpool resulted from the increased demand for this traffic.

The need for improved services to America led to the development of the large ocean liner and other deep-water shipping. Awards of contracts to carry the Royal Mail, in effect a subsidy, helped. The opening of the Suez Canal in 1869 and the transfer of the East India Company out of private hands boosted the development of long-distance deep-water shipping to the East. The shortened route to India and China stimulated trade and passenger traffic.

The luxury and glamour of ocean travel was reserved for the wealthy Europeans and Americans but this would not have been possible without the large volume of traffic in cheap and rather rudimentary steerage accommodation. However it was the descendants of these migrants ( who formed the bulk of steerage passenger) who created the growing demand for transatlantic travel in the first half of the twentieth century. The Peninsular and Oriental Steam Navigation Company began their operations to India and the Far East in 1838.

The heyday of rail travel ended for the most part with the development of the motor vehicle. Charabancs ( large coaches) were preferred for trips to the seaside, though rail travel to continental destinations continued. With the development of the aero plane and then passenger airlines, the demise of the railways as the main carriers occurred, especially for long-distance journeys. Increase in the ownership of private motor cars in turn caused a decline in these of railways for domestic journeys. Cars provided greater comfort and flexibility. They also opened up inland scenic centers for holidays which previously, not being on a railway route, were difficult to reach. After World War II the development of such inland resorts increased.

The heyday of the ocean liner was before World War I . While between the two world wars, the liner continued to be in demand especially for the longer journeys, it was the development of the intercontinental airliner after World War II that spelt the demise of this mode of transport. Transatlantic and other long-distance travelers transferred their allegiance to the major airlines, because they provided faster transit times and at first, cheaper fares. At first also the state airlines were successful.

It was the private airlines offering charter services that really permitted the development of modern package tourism. It was Vladimir Reitz, in 1950, who experimented with package tours by air to Corsica. By being able to fill every seat on the chartered plane, he reduces the unit cost and the overall price to the public. By the 1960s, mass-market package tours had become a form of the annual

holiday business. Eventually national airlines also began offering charter and other competitive block-booking facilities to tour operators. Some airlines even became directly involved in the package tour business. While Britain pioneered holidays to the Mediterranean Coast, it was not long before other European countries followed and began competing for accommodation at these resorts.

The growing use of the private cars for long-distance motoring holidays led to the development of motels, a modern version of the staging inns. Shipping companies, seeing the demise of their traditional passenger business, either concentrated on freight or in some cases used their passenger liners for cruising. While ships built for long-distance, fast sea voyages were not really suitable for this purpose—operating costs were high and their deep draught made some tourist stops impossible—they created interest in sea cruise holidays, particularly their luxurious connotations. P&O also went into the Channel and Irish Ferry business. More recently, ships purpose-built for cruising were introduced by Greek, Scandinavian and other liners, and are being developed by British and American companies. The latest editions, in 1983 – 1984, were the Sea Princess and Royal Princess, smaller but super-luxury ships. Now Cunard and others have introduced the fly-cruise holiday. Apart from the attractiveness of this, especially if Concorde is the aircraft used, the saving in travelling time one way appears beneficial to many holidaymakers.

In Britain in 1984 it was announced that the British government intended to make an “assault” on high air fares in Europe and the restrictive practices of European state airlines. The latter were believed to be contrary to British interests and in flagrant contravention of the Treaty of Rome ( which formed the EEC) . The government estimated that air travelers in Europe were paying up to 40 percent more than they should. The proposals called for a common market in aviation with the airlines of any EEC country allowed entering any European internal route without restrictions. This would create a new style of competition in fares, number and timing of flights and quality of services, up to now, all is controlled by governments under bilateral agreements. This would extend to Europe the competition seen increasingly on British domestic routes, which the government considers good for travelers and airlines. Britain’s interest in such a move may be due to the fact that British business executives have further to reach the heartland of the EEC. If the move is successful, it should stimulate demand for both business travel and general tourism.

A separate report at the same time in the London Financial Times highlighted the growth in demand for package tours and travel facilities by long-haul luxury coaches. Coach traffic through Dover has grown by 675 percent in the decade to 1984, while that of private cars had risen by only 74 percent. In 1983 while four and a half million travelled to Europe in their own cars, five and a half million preferred the chauffeur-driven comfort of modern coaches. Growth has been in three areas. First was the express intercity route. Second was the shuttle services where a company charters a coach rather than an aircraft and third, the traditional coach tour. Europe’s express coach system has developed over the last six years as a result of the liberalization of regulations and rules. The system relies on reciprocal arrangements between countries. For example, a coach operation in Belgium would get a full license for the same route to an Italian company. Both companies are allowed to pick up and set down passengers on each other’s territory and usually establish a joint timetable. This has produced a complicated network of routes. Leading British companies in the business include Wallace Arnold, National Express and Frank Harris.

The Greeks and Spaniards see the system benefiting the major tourist-generating areas like Britain and Germany, since these nationals would probably prefer to ride the flag. The practical limit of operation is to destinations taking twenty-two hours or less reach, since EEC rules this length of journey can be covered by two drivers. While travelling by coach has become fashionable and saves on costs, the economic recession had by 1983 slowed down growth in demand. A surplus of capacity may result for a while given that most operators have expanded their capacities considerably.

In 1984 the magazine *London Sunday Times* also highlighted more recent trends and developments in tourism. At that time, depending on the route and stopovers selected, RTW (round the world) tickets cost from £ 699 to £ 1, 276 for each economy class. The comprehensive write-up also featured the growing interest in seats on charter rather than scheduled flights, which offer considerable cost savings because of the much cheaper fares available for the former. However, availability and cost vary considerably depending on destinations and time of travel. Sea cruises by liners were also subjected to competition from voyages by cargo and banana boats. Since the last two often carried only twelve passengers in almost equal comfort to cruise liners, their attraction from many people wishing to escape crowds and too much sophistication was enhanced.

The wide-ranging self-catering facilities in Europe were proving popular with families or those wishing to breaking away from sophisticated or traditional hotels. The price range was considerable. Living expenses were of course additional to the total sums.

In all events, the changes in consumer holiday habits over the next five or ten years promise to be interesting. Motivations for holidays are changing. Improvement in the economic situation could enhance these changes and even boost destinations further afield, such as North America, Australia, New Zealand and the Far East.

### ◆ **The Current Situation of Travel and Tourism Industry**

Tourism is travel for recreational, leisure or business purposes. The United Nation World Tourism Organization (UNWTO) defines tourists as people who “travel to and stay in places outside their usual environment for more than twenty-four (24) hours and not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited”. Tourism has become a popular global leisure activity. This industry has the proven ability to realize global aspirations of uniting friends and families, stimulating exchanges across frontiers and helping to give value to natural, cultural and built heritage that would otherwise be under threat. But there is a much greater potential which is yet to be realized. At a time when our planet is facing serious concerns including the degradation of global natural resources and threats of climate change, developing travel and tourism’s ability to deliver solutions has become even more important.

Tourism is vital for many countries, such as the UAE, Egypt, Greece and Thailand, and many island nations, such as The Bahamas, Fiji, Maldives and the Seychelles, due to the large intake of money for businesses with their goods and services and the opportunity for employment in the service industries associated with tourism. These service industries include transportation services, such as airlines, cruise ships and taxis, hospitality services, such as accommodations, including hotels and resorts, and entertainment venues, such as amusement parks, casinos, shopping malls, various music venues and theatres.

**Figure 1.1 World Tourism Arrivals and Receipts 1998 – 2008**

Year	Arrivals ( Millions)	Receipts ( USD \$ Billions)
1998	610	445
1999	633	458
2000	682	475
2001	682	464
2002	702	486
2003	692	529
2004	763	633
2005	805	680
2006	850	742
2007	908	856
2008	924	* Available June 2009

( \* : The figure above was made before June 2009. )

In 2008, there were over 922 million international tourist arrivals, with a growth of 1.9% compared to 2007. International tourism receipts grew to US \$ 944 billion ( euro 642 billion) in 2008, corresponding to an increase in real terms of 1.8%. The World Travel & Tourism Council estimates that in 2008, travel and tourism activity will account for 10 percent of global GDP and 8 percent of employment worldwide. To realize the full potential of travel and tourism's contribution in economic, social and environmental terms will require leadership, collaboration among the various stakeholders and an ongoing effort to innovate and nurture sustainable development.

The World Tourism Organization reports the following ten countries as the most visited in between 2006 and 2008 by number of international travelers. When compared to 2006, Ukraine entered the top ten lists, surpassing Russia, Austria and Mexico, and in 2008 surpassed Germany. In 2008 the U. S. displaced Spain from the second place. Most of the top visited countries continue to be on the European continent.

**Figure 1.2 Most Visited Countries by International Tourist Arrivals**

Rank	Country	Regional Market	International tourist Arrivals ( 2008)	International tourist Arrivals ( 2007)	International tourist Arrivals ( 2006)
1	France	Europe	79.3 million	81.9 million	78.9 million
2	United States	North America	58.0 million	56.0 million	51.0 million
3	Spain	Europe	57.3 million	58.7 million	58.2 million
4	China	Asia	53.0 million	54.7 million	49.9 million
5	Italy	Europe	42.7 million	43.7 million	41.1 million
6	United Kingdom	Europe	30.2 million	30.9 million	30.7 million

续 表

Rank	Country	Regional Market	International tourist Arrivals ( 2008)	International tourist Arrivals ( 2007)	International tourist Arrivals ( 2006)
7	Ukraine	Europe	25.4 million	23.1 million	18.9 million
8	Turkey	Europe	25.0 million	22.2 million	18.9 million
9	Germany	Europe	24.9 million	24.4 million	23.5 million
10	Mexico	North America	22.6 million	21.4 million	21.4 million

In 2008, there were over 922 million international tourist arrivals, with a growth of 1.9% as compared to 2007. International tourism receipts grew to US \$ 944 billion ( euro 642 billion) in 2008, corresponding to an increase in real terms of 1.8% in 2007. When the export value of international passenger transport receipts is accounted for, total receipts in 2008 reached a record of US \$ 1.1 trillion, or over US \$ 3 billion a day.

The World Tourism Organization reports the following countries as the top ten tourism earners for the year 2008. It is noticeable that most of them are on the European continent, but the United States continues to be the top earner.

**Figure 1.3 International Tourism Receipts**

Rank	Country	Regional Market	International Tourism Receipt ( 2008)	International Tourism Receipt ( 2007)	International Tourism Receipt ( 2006)
1	United States	North America	\$ 110.1 billion	\$ 96.7 billion	\$ 85.7 billion
2	Spain	Europe	\$ 61.6 billion	\$ 57.6 billion	\$ 51.1 billion
3	France	Europe	\$ 55.6 billion	\$ 54.3 billion	\$ 46.3 billion
4	Italy	Europe	\$ 45.7 billion	\$ 42.7 billion	\$ 38.1 billion
5	China	Asia	\$ 40.8 billion	\$ 37.2 billion	\$ 33.9 billion
6	Germany	Europe	\$ 40.0 billion	\$ 36.0 billion	\$ 32.8 billion
7	United Kingdom	Europe	\$ 36.0 billion	\$ 38.6 billion	\$ 33.7 billion
8	Australia	Oceania	\$ 24.7 billion	\$ 22.3 billion	\$ 17.8 billion
9	Turkey	Europe	\$ 22.0 billion	\$ 18.5 billion	\$ 16.9 billion
10	Austria	Europe	\$ 21.8 billion	\$ 18.9 billion	\$ 16.6 billion

The World Tourism Organization reports the following countries as the top ten biggest spenders on international tourism for the year 2008. For the fifth year in a row, German tourists continue to be the top spenders.

**Figure 1. 4 International Tourism Expenditures**

Rank	Country	Regional Marke	International Tourist Expenditures ( 2008)	International Tourist Expenditures ( 2007)	International Tourist Expenditures ( 2006)
1	Germany	Europe	\$ 91. 0 billion	\$ 83. 1 billion	\$ 73. 9 billion
2	United States	North America	\$ 79. 7 billion	\$ 76. 4 billion	\$ 72. 1 billion
3	United Kingdom	Europe	\$ 68. 5 billion	\$ 71. 4 billion	\$ 63. 1 billion
4	France	Europe	\$ 43. 1 billion	\$ 36. 7 billion	\$ 31. 2 billion
5	China	Asia	\$ 36. 2 billion	\$ 29. 8 billion	\$ 24. 3 billion
6	Italy	Europe	\$ 30. 8 billion	\$ 27. 3 billion	\$ 23. 1 billion
7	Japan	Asia	\$ 27. 9 billion	\$ 26. 5 billion	\$ 26. 9 billion
8	Canada	North America	\$ 26. 9 billion	\$ 24. 7 billion	\$ 20. 5 billion
9	Russia	Europe	\$ 24. 9 billion	\$ 22. 3 billion	\$ 18. 2 billion
10	Netherlands	Europe	\$ 21. 7 billion	\$ 19. 1 billion	\$ 17. 0 billion

**Figure 1. 5 Top 10 Most Visited Cities By Estimated Number of International Visitors by Selected Year**

City	Country	International Visitors ( million)	Year ( notes)
Paris	France	15. 6	2007 ( excluding extra-meros visitors)
London	United Kingdom	14. 8	2008
Bangkok	Thailand	10. 84	2008
Singapore	Singapore	10. 1	2008
New York City	United States	9. 5	2008
Hong Kong	China	7. 94	2008 ( excluding Mainland China)
Istanbul	Turkey	7. 05	2008
Dubai	United Arab Emirates	6. 9	2007
Shanghai	China	6. 66	2007
Rome	Italy	6. 12	2007 ( external study estimation)

Tourism demand slowed significantly through in 2008 under the influence of an extremely volatile world economy ( financial crisis, commodity and oil price rises, sharp exchange rate fluctuations) , undermining both consumer and business confidence and resulting in the current global economic recession. The second half of 2008 saw growth come to a standstill with the number of international

arrivals declining slightly – a trend which is expected to continue in 2009. The overall 1.9 percent growth in international tourism for 2008 builds on the strong results of the first part of the year before the collapse of the financial markets. The second half of the year showed an abrupt shift in trend with international tourist arrivals flat or showing negative growth in each of the last six months of 2008. Overall, the 5 percent growth between January and June in 2008 gave way to a 1 percent decline in the second half of the year. Though certainly not immune to the economic woes, tourism has initially resisted the economic downturn better than other economic sectors, such as construction, real estate, or car manufacturing.

However, in response to the current crisis many countries are already developing stimulus measures within their fiscal and monetary packages to mitigate the effects of the crisis on tourism, realizing that the sector can be a key driver of economic recovery. Some destinations are reducing taxes and improving travel facilitation, recognizing that it is now crucial to remove all obstacles to tourism, especially taxation and over regulation. Others have developed financial systems to support tourism enterprises, maintain or increase employment in the sector, and develop infrastructure.

Nevertheless, the downward trend that started in September in 2008 may have begun to bottom out. Arrivals in the two high-season months of July and August declined by 3 per cent compared with a decrease of 8 per cent in the first half of the year, and data available for September points to a continuation of this upward trend. The UNWTO Confidence Index is also improving after two periods at a historic low.

The contribution of Travel & Tourism to Gross Domestic Product (GDP) is expected to rise from 9.4% (US \$ 5, 474 billion) in 2009 to 9.5% (US \$ 10, 478 billion) by 2019. The contribution of the Travel & Tourism economy to total employment is expected to rise from 219, 810, 000 jobs in 2009, 7.6% of total employment, or 1 in every 13.1 jobs to 275, 688, 000 jobs, 8.4% of total employment or in 1 in every 11.8 jobs by 2019. Real GDP growth for the Travel & Tourism economy is expected to be -3.5% in 2009, down from 1.0% in 2008, but to average 4.0% per annum over the coming 10 years. Export earnings from international visitors and tourism goods are expected to generate 10.9% of total exports (US \$ 1, 980 billion) in 2009, growing (in nominal terms) to US \$ 4, 132 billion (9.8% of the total) in 2019. Looking beyond the current crisis, Travel & Tourism is expected to resume its leading, dynamic role in global growth.

## QUESTIONS AND TASKS FOR REVIEW

### **Task: Brainstorming Activity**

( **Instruction:** Brainstorming is a group creativity technique designed to generate a large number of ideas for the solution of a problem. Regarding to a problem, the students are encouraged to provide solutions as many as possible without interruption or criticizing. All possible solutions are recorded and finally, those important and reasonable are to be picked up by students themselves in their oral presentation or in their writing. )

**Question 1:** What are the main reasons influencing the tourism we could draw based on the history of world tourism?

**Question 2:** What factors are to be taken into consideration for leisure travel?

**Question 3:** Why was the tourism industry influenced by the financial crisis happened in 2008?



## SECTION TWO

# WORLD TOURISM REGIONS

### LEARNING OBJECTIVES

After learning this section, you should be able:

- To know the six regions of the international tourism market.
- To describe the current status and market share of each market.
- To indicate the main development trend of each market.
- To analyze the main reasons of rapid development for new market.

### SECTION OVERVIEW

按照世界旅游组织 (UNWTO) 的标准, 全球旅游市场可以被划分为六大区域: 欧洲市场、美洲市场、亚洲和太平洋市场、南亚市场、非洲市场和中东市场。

欧洲市场是近代旅行与旅游业的发源地, 同时也是全球最大的客源地和目的地, 长期以来一直占据全球旅行与旅游业最主要的市场份额; 近 30 年来, 随着新兴旅游目的地的不断兴起以及欧洲传统旅游目的地的不断老化, 欧洲旅游市场在全球所占份额开始下降, 但目前仍然拥有超过 50% 的市场份额。(东) 亚洲和太平洋市场是二战以来增长速度最快的市场区域, 目前已经拥有接近 20% 的全球市场份额。亚洲四小龙、日本、韩国、中国以及东盟区域经济的相继崛起是带动亚太市场快速增长的主要动力。非洲、南亚和中东市场在全球所占的市场份额还不高, 未超过 5%, 但这些区域在近年来都保持了较高的增长率, 其增长速度在有些年份甚至要高于亚太市场的增长率, 表现出强劲的增长趋势。

#### ◆ Overview

According to World Tourism Organization (UNWTO), world tourism market could be divided into six regions, Europe, Americas, Asia and the Pacific, South Asia, Africa and Middle East.

In 2006, most international travel was undertaken for the purpose of leisure and recreation (51%), reaching a total of 430 million. Business travel accounted for some 16% of the total (131 million) and another 27% covered travel for other motives, such as visiting friends and relatives, religious purposes, and health treatments (225 million). Just about half of all international tourists arrived over land by road (43%) or rail (4%) to their destination in 2006. Air transport represented 46% of arrivals and transport over water accounted for 7%.

Figure 1.6 World Tourism by Region (2006)

Region (Sub-region)	Market Share	Region (Sub-region)	Market Share
<b>Europe</b>	54.4%	<b>Asia and the Pacific</b>	19.8%
Northern Europe	6.5%	Northeast Asia	11.1%
Western Europe	17.7%	Southeast Asia	6.4%
Central/Eastern Europe	10.8	Oceania	1.2%