EVOLUTIONS AND TRENDS IN THE INTERNATIONAL TOURISM

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Abstract:

The domestic and international world tourism is at present and in the future – as the WTO experts consider- one of the most important world economy industry – one of the economic and social development engines in many countries of the world. In its evolution, between 1970 over 2010, the basic indicators to measure the international tourism (arrivals and incomes) had an ascending evolution, though at some stages the growing rhythms slowed down, as a result of negative factors such as terrorism, floods. Earthquakes, military conflicts, financial and economic crises etc.

Meanwhile, a lot of evident changes took place in terms of the regions share in the total income and arrivals (according to the WTO delimitations), with growth in the Asian and the Pacific areas, the Middle East and with decreases in Europe, the North and South America. Apart from considering our country in the general world trends and direction, which is a must, we have to strengthen the promotion efforts (to conquer more in the competition on the markets in Germany, Swede, Japan, China, Great Britain, Canada, the Russian Federation, Italy etc, the "10 top countries", with a view to tourism foreign expenditures outside frontiers).

Key words: *travel industry, tourist attractions, tourist circulation, promotion, image, incomes, arrivals, growing rhythms, economic recession, tourist resources, tourist destinations, geographic regions, development of new supply*.

JEL Classification: Q 27

At present, **the travel and tourist industry** represents one of the most important components of the world economy, with significant growing trends in the future as in the future there are still numerous unexploited genuine and untouched tourist attractions, to which the present tourist circulation is sporadic.

The expansion of the international tourism is measured starting the **'60s** of the 20-th century, a moment in which the tourist phenomenon has a vast international extension of over **70** million in **1960.** In the last **40 years** of the 20-th century, the number of visitors went up by almost **10** times (**698.8** million in 2000. compared with **70.0** million in 1960), while that of incomes (land services only) by almost **68** times (**475.8** billion $ in 2000, compared with **7.0** billion $ in 1960).

After 1973 -1974 and later that, though the international tourism developed from the physical and value point of view, there were decreases of the growing rhythms of the two indicators (arrivals and incomes) given the petrol shocks, the world economy recession, the Golf war, the Asian financial crisis, the regional conflicts, and the fall of the socialist block at the end of the '80's.

From the structural point of view of the geographic regional space delimited by the WTO. The evolution of the two physical and value indicators characterizing the international tourist phenomenon in 1070 over 2010 is as follows:

Market quotation (%)

Nr.	Region	Years						
		1970	1980	1990	1995	2000	2005	2010
1	**Africa**							
	- arrivals	1.5	2.8	3.3	3.4	3.9	4.4	5.2
	- incomes	2.2	2.6	2.0	1.8	2.2	3.2	3.4
2	**America (North and South)**							
	- arrivals	23.0	21.6	20.5	19.5	19.0	16.7	15.9
	- incomes	26.7	24.6	26.7	25.5	27.5	21.2	19.8
3	**East Asia and the Pacific**							
	- arrivals	3.0	7.4	11.6	14.7	15.4	18.2	20.5
	- incomes	6.1	8.4	14.9	18.5	18.0	19.1	25.0
4	**South Asia**							
	- arrivals	0.6	0.8	0.7	0.8	0.9	1.0	1.2
	- incomes	0.6	1.5	0.8	0.9	1.0	1.4	2.0
5	**Europe**							
	- arrivals	70.5	65.6	62.6	59.2	57.2	55.1	50.7
	- incomes	62.1	59.5	58.6	51.5	49.0	51.2	44.2
6	**Middle East**							
	- arrivals	1.4	2.1	1.7	2.4	3.6	4.5	6.4
	- incomes	2.3	3.4	2.0	1.8	3.7	4.0	5.5
7	**Total (at World level)**	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	- arrivals	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	- incomes							

Source: WTO - Tourism Market trend World (1971- 2011).
- Tourism Highlights (1971-2011).
- World Tourism Barometer (1971-2011).

EUROPE
- arrivals – 70.5% (1970) – 50.7% (2010).
- incomes – 62.1% (1970) -44.2 (2010).

Causes to determine the market quotation decrease:
- the ascension of the Asian countries (development and supply settlement);
- economic and political mutations at the continental level;
- decline of the Eastern countries – the transition;
- decrease of the competition of the offered tourist products (demand saturation);
- deterioration of the quality- price ratio;
- old tourist equipment. consequence of the lack of consistent investment;
- the economic-financial crisis with major effects in 2008.

AMERICA (NORTH and SOUTH):

Causes to determine the market quotation decrease:
- similar to some European ones;
- terrorism (September 2001).

EAST ASIA and the **PACIFIC** area:
- arrivals – 3.0% (1970) – 20.5% (2010);
- incomes – 6.1% (1970)- 25.0% (2010).

Causes to determine the market quotation decrease:
- complex programs to maximize tourist resources with a foreign financial support;
- attractive and new supply;
- a good ratio between quality and price;
- decrease of the attractive supply in Europe and America. as a result of the demand saturation and/or the old equipment and accommodation establishments.

etc. (the 1997-1998 crisis led to a slowing down of the evolution rhythms of arrivals and incomes).

AFRICA, ASIA, AND THE MIDDLE EAST: there are positive evolutions as a result of the new supply and efforts of many countries in the region to maximize their own tourist resources.

THE INTERNATIONAL TOURIST CIRCULATION (2000-2010)
THE WORLD 10 TOP DESTINATIONS ARRIVALS (2000-2010)

Rank		Country	Arrivals		%
2000	2010		2000	2010	2010/2000
1	1	France	75.5	76.8	101.7
3	4	Spain	48.2	52.7	109.3
2	2	U.S.A.	50.9	59.7	117.3
5	3	China	31.2	55.7	178.5
4	5	Italy	41.2	43.6	105.8
6	6	U.K	25.2	28.2	111.9
8	8	Germany	19.0	26.9	141.6
9	10	Ukraine	11.6	21.2	182.7
10	7	Turkey	9.5	27.0	284.2
7	9	Mexico	20.6	22.4	108.7
Top 10 Total			332.9	414.2	124.4
World level total			675.0	940.0	139.2
% Top 10 /World level			49.3	44.1	-5.2

Source: WTO – Tourism Highlights 2001-2011

THE INTERNATIONAL TOURIST CIRCULATION (2000-2010) THE WORLD 10 TOP DESTINATIONS INCOMES (2000-2010)

Rank		Country	Incomes (billion $)		%
2000	2010		2000	2010	2010/2000
1	1	U.S.A.	85.2	103.5	121.5
2	2	Spain	31.0	52.5	169.3
3	3	France	29.9	46.3	156.8
4	5	Italy	27.4	38.8	141.6
5	7	U.K	19.5	30.4	155.9
6	6	Germany	17.8	34.7	194.9
7	4	China	16.2	45.8	282.7
8	10	Austria	11.4	18.7	164.0
9	8	Australia	8.4	30.1	358.3
10	9	Turkey	7.6	20.8	273.7
Top 10 Total			254.4	421.6	165.7
World level total			474.0	919.0	193.9
% Top 10 / World level			53.7	45.9	-7.8

Source: WTO – Tourism Highlights 2001-2011

THE INTERNATIONAL TOURIST CIRCULATION (2000-2010) THE WORLD 10 TOP DESTINATIONS EXPENDITURES (2000-2010)

Rank		Country	Incomes (billion $)		%
2000	2010		2000	2010	2010/2000
1	1	Germany	72.7	77.7	106.9
2	2	U.S.A	69.2	75.5	109.1
3	4	U.K	59.6	48.6	81.5
4	7	Japan	37.5	27.9	74.4
5	5	France	31.2	39.4	126.3
6	8	Italy	22.4	27.1	120.9
7	3	China	21.8	54.9	251.8
8	6	Canada	18.4	29.5	160.3
9	9	The Russian Federation	17.8	26.5	148.9
-	10	Australia	-	22.5	-
10	-	Holland	16.2	-	-
Top 10 Total			366.8	429.6	117.1
World level total			680.0	919.0	135.1
% Top 10 / World level			53.9	46.7	-7.2

Source: WTO – Tourism Highlights 2001-2011

The data reveal that:

- in 2010, the main **five destinations** (arrivals) in the international tourism are: France, U.S.A, China, Spain, Italy, with 30.7% in the tourist attraction in terms of tourist demand;

- the main **five income beneficiaries** in the international tourism (land services), in 2010 are U.S.A, Spain, France, China and Italy holding together 31.2% of the world market quotation, given the dimensions, structures and quality of the tourist equipments, the high budgets for the service supply promotion, attractiveness and favorable image of these countries, as well as the number, structure and the level of the tourist and other field staff training;

- the main **five countries** providing tourists in terms of the latter's **expenditures** abroad, in 2010 are: Germany, U.S.A, China, U.K and France, holding together 32.2% of the total expenditures in the international tourism (land services), a fact reflected by the economic potentiality of these countries, given the high incomes of the population, partially transferred in the domestic and international tourist consumption (less in the case of China);

- the **arrivals** data reveal significant changes in the rank of China and Turkey between 2000 over 2010, countries that got higher position in the hierarchy;

- as for **incomes,** one could notice the same trend to reach higher positions in the case of China and Turkey. In terms of expenditures, Germany is at top, too, followed by U.S.A and China, which advanced and came third from seventh;

- the World „10 Top" with regard to **tourist expenditures** has a great importance to our country for **directing** promotion **efforts** (amounts, information centers – promotion, achievement and supply of specific programs) required on the country market to maximize arrivals;

- in the last five decades, the world tourism had a steady expansion and diversification, becoming one of the economic sectors with the highest rate of growth;

- new destinations were launched in the supply, together with the traditional ones in Europe and North America. In time, more and more **destinations** appeared and were developed , based on important investments in the development of tourism, transforming the modern tourism in a key factor to the economic and social progress by creating companies and job places, by developing infrastructure and the growth of export **incomes**;

- in **2010**, the world tourism recovered more than expected after the slowing down at the end of 2008 and 2009 given the global **financial crisis and economic recession**;

- the international tourist arrivals reached **940** million in 2010, **6.6%** more than in 2009. most of the destinations reported growths which compensated the loss registered in the previous years;

- the growths (2010/2009), by regions, were: Asia, and the Pacific **+13%**, Africa **+ 7%** , Middle East **+14%**, America **+6%** and Europe **+3%**. Over **51%** of the international tourist arrivals, that is over 480million in 2010 were **holidaymakers**, 15% traveled for **business** and for **professional reasons**, **27%** for other reasons, such as **visits at relatives and friends and pilgrimages** and for **medical treatments**, while the rest of 7% did not state the reason for their travels;

- less than **half** travelers reached their destinations by **air** (51%), while the rest of **49%** traveled by **cars and coaches** (**41%**), (**2%**) by **rail road** and (**6%) by sea**. The trend was ascendent a long time for the air transport, which grew up faster than other traveling ways;

- **incomes** in the international tourism revealed a slower recovery than that arrivals (the growth being estimated at **4.7 %** than the previous year 2009), given a higher **competition** between the service providers which led to the decrease of prices on one hand, and to the fact that tourists chose to travel to nearer areas from there residences places and for shorter periods of time;

- exceptions for Europe **(-0.4%)** all the other regions showed growths: Middle East **+14%**, Asia and the Pacific **+13%**, America **+15%** and Africa **3%**;

- **expenditures** for visitors' accommodations, food, local transport, entertainment and shopping is a very important source for the economies of many tourist destinations. For more than 80 states, the international tourists incomes were over **one billion** dollars in 2010;

- while comparing the hierarchy of the first **10** countries ranked by the number of **visitors** with the 10 countries ranked by **incomes**, one could notice that **8** countries can be found in both classifications, although there are significant difference in terms of tourists types, length of stay, average expenditures by sojourn or nights;

- the most significant change in the **arrivals top** is the **ascension** of **China** to top **3** before

Spain, UK and Italy, while in terms of incomes China reached top **4**;

- France is the leader in the arrivals top with its 77 million visitors, ranked 3 with incomes, while U.S.A is the leader with **104** billion dollars;

- Germany is the leader of the foreign expenditures abroad, with 77.7 billion dollars;

- in **2011** the ascendant trend remained with an anticipation of growth of 4 – 5 % as compared with the previous year. The problems in the North America and the Middle East as well as the devastating earthquake followed by the tsunami in Japan did not significantly affect the prognoses foreseen for the next period;

- in terms of **international tourism perspectives** the WTO experts foresee growths of **3.5 over 4.0 %** with arrivals and of **4.5 over 5.0 %** with incomes;

- according to the WTO prognoses from data in 2000 – that is **675.0** million arrivals and **474.0** million dollars incomes (land services, excluding international tourists transport), they will reach **1602** million arrivals and over **2000** billion dollars income in 2020;

- the distribution of the foreign tourists by the WTO regions in 2020 according to prognoses is the following: Europe – 44.7 %, Africa – 4.7 %, America – 17.8 %, Eastern Asia and the Pacific – 27.0 %, South Asia – 1.2 %, Middle East – 4.3 %;

One could notice that the share of Europe is still on the first place, although it will continuously fall, from **50.7 %** in 2010 to **44.7 %** in 2020 (Europe had a share of 70.5 % in 1970, in the total arrivals, and of 62.1 % in the total world incomes).

The decrease in **Europe and America** in both arrivals and incomes will be compensated by the growths in the Asian and Middle East areas, characterized by economic evolution, equipment and tourist accommodation structure progress, as well as by the supply novelty and service quality, reflected in the quality and price ratio, which will determine a very competitive supply of these countries on the international tourist market.

In conclusion, the world tourism will continuously evolve and bring a major contribution to the social and economic development of many countries in terms of income volume, investment, job opportunities etc, despite the temporary actions of factors with negative influences (crises, military conflicts, floods, earthquakes, terrorism etc, as, by some research works, the **up-to-date human being may give up other goods services, being in favor of travels and holydays**.

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