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Jadwiga Warszzyńska

INTERNATIONAL TOURISM IN THE LAST DECADE OF THE 20TH CENTURY

Abstract: On the basis of World Tourism Organization (WTO) (Organisation Mondiale du Tourisme – OMT) statistical materials, the author presents an analysis of the size and spatial structure of international tourism, and revenue from tourist business – first in tourist regions and then in the selected 20 countries with the greatest worldwide tourist reception.

Key words: international tourism, tourist regions, tourist reception, tourist turnover, tourist balance

Tourism – widely practised in the Antiquity, halted in the Middle Ages, and reborn in the modern times – experienced dynamic growth in the second half of the 20th century, becoming an important factor of social life and economic relations. Its development reflects the current level of civilisation. Therefore, with time, tourism took on various forms, attraction criteria changed, and thus the most frequently visited regions also varied.

Particular dynamics were observed in the second half of the 20th century in the area of international tourism, which resulted from various psychological, social, economic, and political reasons. According to data from the WTO (OMT), the total number of foreign tourists increased from 25 million in 1950 to about 698 million in 2000, that is almost by 30 times, while the amount of tourism revenue increased simultaneously from USD 2 to USD 477 billion, which is over 230 times (Tab. 1). Despite the fact that some countries experienced a period of regression – either for political reasons or due to market conditions – international tourism did not regress on the global scale, and the total growth indicator for the number of tourists showed positive values. In the second half of the 20th century, tourism became an active factor of economic growth, and production and services related to supporting tourists needs formed one of the most important areas of socio-economic life in many countries.

High growth dynamics were recorded for international tourism in the 1990s, achieving an index of 51.3% as concerns the number of tourists, and 81.2% in revenue.

Tab. 1. Worldwide, international tourism in the second half of the 20th century

Year	Number of tourists	Growth dynamics	Revenue	Growth dynamics
	(thousands)	(%)	(USD million)	(%)
1950	25.282	-	2.100	-
1960	69.296	174.1	6.,867	227.0
1970	159.690	130.4	17.900	160.7
1980	284.841	78.4	102.373	471.9
1990	461.217	61.9	263.370	157.3
2000	697.600	51.3	477.300	81.2

Source: World Tourism Organization (WTO)

estimates, total worldwide demand on tourism amounted to ca. USD 4.5 trillion in 2000, and it is envisaged that in 2010 its value will almost double to achieve ca. USD 8.5 trillion, while the share of the broadly understood tourism economy in the global economy (which in 2000 amounted to 10.8%) will grow to 11.6% in 2010, and the number of employees in the industry – from 8.0% to 9.1%.

So far, Europe has been the worldwide leader as concerns the number of foreign tourists received, and it is to be believed that, despite the declining tendency, which marked the last decade of the 20th century (1990 – 61.3%, 2000 – 57.7%), due to the planned extension of the European Union in 2004 and maintenance of a single tourist market within the Union, its domination in global tourist reception will prevail. The second place in this ranking is held by America, the third – by Eastern Asia and the Pacific, followed by Africa, the Middle East and Southern Asia (Tab. 2). A similar order is observed as concerns tourism revenue. With regard to the growth dynamics

According to WTO forecasts, the threat of terrorism that exists worldwide will not cause a breakdown in the development of tourism on a global scale. It is envisaged that in 2010, the number of tourists travelling internationally will exceed 1.006 million, and in 2020 – 1.561 million, that is it will grow by 44% in 2010 as compared to the year 2000, and in 2020 – by 55% as compared to 2010. According to World Travel and Tourism Council (WTTC)

Tab. 2. Number of foreign tourists received and worldwide international tourism revenue according to WTO regions

Region	Tourists				Tourism revenue			
	thousand		%		USD thousand		%	
	1990	2000	1990	2000	1990	2000	1990	2000
Europe	282.744	402.650	61.3	57.7	143.240	231.800	54.4	48.6
Africa	14.959	27.630	3.2	4.0	53.00	10.800	2.0	2.3
Eastern Asia and the Pacific	54.598	111.700	11.8	16.0	39.200	82.100	14.9	17.2
Southern Asia	3.158	6.420	0.7	0.9	2.030	5.100	0.8	1.1
North & South America	96.799	128.900	21.0	18.5	69.200	137.400	26.3	28.8
Middle East	8.959	20.300	1.9	2.9	4.400	10.100	1.7	2.1
Worldwide total	461.217	697.600	100.0	100.0	263.370	477.300	100.0	100.0

Source: World Tourism Organization (WTO)

of the number of tourists received and tourism revenue, Eastern Asia and the Pacific were definite leaders in the 1990s (1990-2000) with the index of received tourists amounting to 205, while revenue – to 209, as compared to the global average of 151 and 181 respectively. The weakest regions in global tourism – despite general progress – are still the Middle East and Southern Asia. Obstacles in some countries include the lack of political stabilisation. However, Eastern Asia and the Pacific may, if America market remains stable, soon take second place after Europe.

Presently, areas with the greatest tourist reception, but also the highest tourist consumption, include Europe and North America.

Generally, within particular continents, there is large spatial differentiation in the number of tourists received, the share of tourism revenue in the value of export, and expenditure on tourism.

Europe is an outstanding region of tourist supply and also of an increased tourist demand. In most tourist activities, intra-regional exchange prevails. Almost 80% of foreign tourists in Europe include inhabitants of European countries. Europe is also the place where Europeans perform a vast majority (85%) of tourist trips. The largest group of tourists from outside of Europe is formed by Northern Americans (8%). The most frequent target areas are Western Europe (35%) and Southern Europe (35%), followed by Central and Eastern (19%) and Northern Europe (11%). The largest share in tourism revenue belongs to Southern (39%) and Western Europe (35%), followed by Northern (15%) and Central-Eastern Europe (11%). On average, in Europe, one tourist translates to USD 578, in Northern Europe – USD 782, in Southern Europe USD 671, in Western Europe USD 571, in Central-Eastern Europe – USD 343.

In America, American tourists constitute 77%, while Europeans – 14%. Most tourists visit Northern America (72%), followed by the Caribbean (14%), where Americans prevail. In the Caribbean region, tourism is also most visible in export (25%); Southern America is visited by 13%, and Central America, by 3%. The largest share in tourism revenue belongs to Northern America (76%), the Caribbean (12%), Southern America (10%) and Central America (2%). On average, one tourist in America translates to USD 1.034, in Northern America – USD 1.107, in the Caribbean – USD 965, in Southern America – USD 761, and Central America – USD 720.

In the Eastern Asia and the Pacific region, every fourth tourist comes from Europe, and every tenth – from America. Most tourists (57%) visit North-Eastern Asia, 33% – South-Eastern Asia, while 10% – Australia and Oceania. North-Eastern Asia also shows the largest share in tourism revenue – 51%, South-Eastern Asia – 32%, while Australia and Oceania – 17%. However, on average, one tourist translates to the largest revenue in Australia and Oceania (USD 1.437), while it is much less and roughly similar in both South-Eastern Asia (USD 716) and North-Eastern Asia (USD 657).

In Africa, Europeans constitute 43% of the total number of tourists, while Americans – 5%. Tourism is focused on Northern Africa (37%), Southern Africa (30%), and Eastern Africa (21%). Much fewer tourists visit Western Africa (10%), while the lowest number – Central Africa (2%). Northern and Southern Africa also have the largest share in revenue (34% and 31% respectively). In Eastern Africa the share in the revenue is 24%, in Western Africa – 10%, while in Central Africa – only 1%. On average, in Africa,

one tourist translates to USD 401, the highest revenue being recorded in Eastern Africa (USD 448), followed by Southern Africa (USD 419), and Western Africa (USD 407); while in Northern Africa the revenue amounts to USD 366. The smallest revenue is noted in Central Africa (USD 200).

The main indicator of direct economic benefits from foreign visits, apart from the share of tourism revenue in the export value, is the value of tourist turnover. Countries with great surpluses in this respect include the United States, China, and in Europe: Spain, France, Italy, Greece, Austria, as well as Hungary, the Czech Republic, and Slovakia.

Deficit in turnover is observed in countries such as Canada, Japan, or the United Kingdom. Deficit in turnover is also recorded for Germany – a country with particularly high tourist consumption in the area of international tourism.

Particularly dynamic growth in international tourism in the last decade of the 20th century is confirmed by the fact that in the year 2000, the number of tourists visiting the 20 selected countries with the greatest worldwide tourist reception (483.593,000) exceeded the total number of tourists recorded worldwide in 1990 (461,217). This refers

Tab. 3. Number of foreign tourists received by 20 countries with the greatest worldwide reception

Rank		Country	Tourists				Mid-annual growth 1999-2000 (%)
1990	2000		<i>thousand</i>		%		
			1990	2000	1990	2000	
1	1	France	52.497	75.595	11.5	10.8	3.7
2	2	The United States	39.363	50.891	8.6	7.3	2.6
3	3	Spain	34.085	48.201	7.5	6.9	3.5
4	4	Italy	26.679	41.182	5.8	5.9	4.4
12	5	China	10.484	31.229	2.3	4.5	11.5
7	6	United Kingdom	18.013	25.320	3.9	3.6	3.5
17	7	Russia	7.204	21.169	1.6	3.0	11.4
8	8	Mexico	17.176	20.643	3.8	3.0	1.9
10	9	Canada	15.209	20.423	3.3	2.9	3.0
9	10	Germany	17.045	18.983	3.7	2.7	1.1
6	11	Austria	19.011	17.982	4.2	2.6	-0.6
27	12	Poland	3.400	17.400	0.7	2.5	17.7
5	13	Hungary	20.510	15.571	4.5	2.2	-2.7
19	14	Hong-Kong	6.581	13.059	1.4	1.9	7.1
13	15	Greece	8.873	12.500	1.9	1.8	3.5
14	16	Portugal	8.020	12.037	1.8	1.7	4.1
11	17	Switzerland	13.200	11.400	2.9	1.6	-1.5
15	18	Malaysia	7.446	10.221	1.6	1.5	3.2
20	19	The Netherlands	5.795	10.200	1.3	1.5	5.8
24	20	Turkey	4.799	9.587	1.0	1.4	7.2
1-20			335.390	483.593	73.3	69.3	3.5
		Worldwide total	461.217	697.600	100.0	100.0	4.3

Source: Organisation Mondiale du Tourisme (OMT)

even to a larger extent to revenues achieved in these years (2000 – USD 332.075 million; in 1990 – USD 263,370 million) (Tab. 3 and 4). At the same time, tourism development is accompanied by a slow decentralisation process. In 1990, the countries cited above welcomed 73.3% of world tourism, in 2000 – 69.3%. A similar situation was observed in tourism revenues – in 1990 they reached 74.3%, in 2000 – 69.3%. (For comparison purposes – in the 1950s, five countries serviced 71% of worldwide tourism). The decentralisation process is also testified to by a greater rate of tourist and revenue growth, as concerns worldwide tourism in the decade analysed, than in the 20 selected countries (in the number of tourists: 4.3% and 3.5% respectively, while in the revenue: 6.1% and 5.4%). Clear changes also occurred in the number of tourists welcomed. The United States, Spain, and Italy occupy permanent places among world leaders in this sphere, and strong positions are held by the United Kingdom, Mexico, Canada, and Germany (Tab. 3). Special attention must be paid to Poland, which occupied 27th place in 1990, and in 2000 entered the selected 20 countries with position number 12. For the period analysed, Russia also clearly advanced among the countries

Tab. 4. Twenty countries with the greatest tourism revenue

Rank		Country	Revenue				Mid-annual growth 1999-2000 (%)
1990	2000		<i>thousand</i>		<i>%</i>		
			1990	2000	1990	2000	
1	1	The United States	43.007	85.153	16.3	17.8	7.1
3	2	Spain	18.593	31.000	7.1	6.5	5.2
2	3	France	20.185	29.900	7.7	6.3	4.0
4	4	Italy	16.458	27.439	6.2	5.7	5.2
6	5	United Kingdom	13.762	19.518	5.2	4.1	3.6
5	6	Germany	14.288	17.812	5.4	3.7	2.2
25	7	China	2.218	1.6231	0.8	3.4	22.0
7	8	Austria	13.410	11.440	5.1	2.4	-1.6
9	9	Canada	6.339	10.171	2.4	2.1	4.8
24	10	Greece	2.587	9.290	1.0	1.9	13.6
15	11	Australia	4.088	8.442	1.6	1.8	7.5
10	12	Mexico	5.467	8.295	2.1	1.7	4.3
11	13	Hong-Kong	5.032	7.886	1.9	1.7	4.6
21	14	Turkey	3.225	7.636	1.2	1.6	9.0
23	15	Russia	2.752	7.510	1.0	1.6	10.6
8	16	Switzerland	7.411	7.303	2.8	1.5	-0.1
13	17	Thailand	4.326	7.119	1.6	1.5	5.1
14	18	The Netherlands	4.155	6.951	1.6	1.5	5.3
18	19	Korea	3.559	6.609	1.4	1.4	6.4
12	20	Singapore	4.937	6.370	1.9	1.3	2.6
1-20			195.799	332.075	74.3	69.5	5.4
		Worldwide total	263.370	477.300	100.0	100.0	6.1

Source: Organisation Mondiale du Tourisme (OMT)

(17; 7), as well as China (12; 5). These countries also achieved the highest growth rate among the leading 20: Poland 17.7, China 11.5, and Russia 11.4 at the average of 3.5. Countries experiencing some tourist regression in the period discussed, achieving a negative growth rate included Hungary (-2.7), Switzerland (-1.5) and Austria (-0.6).

Fixed positions as concerns the level of tourism revenue, although in a different order than in the aspect of reception, were occupied in the 1990s by the United States, Spain, France, Italy, and the United Kingdom (Tab. 4). The highest growth rates were achieved by China – 22.0, Greece – 13.6 and Russia – 10.6 (average 5.4). A slight drop was in turn experienced by Austria –1.6 and Switzerland –0.1. It must be noted that countries such as Australia, Thailand, Korea and Singapore are included in the selected countries as concerns tourism revenue, yet they are not part of the leading 20 in the aspect of reception. This testifies to the intense tourist market development in Eastern Asia and the Pacific, as well as to higher costs of stay. In turn, countries constituting the top 20 in the aspect of reception, such as Poland, Hungary, or Portugal, are not included in the top 20 as regards tourism revenue.

As mentioned earlier, Europe prevails among the most visited regions worldwide. Of the top 20, 13 include European countries servicing ca. 47% of tourists, three American countries – 13% and four Asian countries – 10%. As concerns revenue, ten European countries are achieving over 35%, three American countries – ca. 22% and seven Asian countries – 13%.

Among the top ten countries earning most on tourists, seven are the greatest consumers of tourist services (Tab. 5). Of these, four countries (the United States, France, Italy, and China) also record a positive balance, while three (Germany, the United Kingdom and Canada) note a negative balance.

Apart from quantitative, spatial and economic aspects, the specificity of modern times focuses on the problem of tourism development as perceived from the social

Tab. 5. Countries with the highest tourism revenue and expenditure (2000)

Rank	Country	Revenue <i>USD billion</i>	Rank	Country	Expenditure <i>USD billion</i>
1	USA	85.2	1	USA	65.0
2	Spain	31.0	2	Germany	47.6
3	France	29.9	3	United Kingdom	36.6
4	Italy	27.4	4	Japan	31.5
5	United Kingdom	19.5	5	France	17.2
6	Germany	17.8	6	Italy	15.5
7	China	16.2	7	Canada	12.4
8	Austria	11.4	8	The Netherlands	11.8
9	Canada	10.8	9	China	10.9*
10	Greece	9.2	10	Belgium	10.1*

* data from 1999

Source: World Tourism Organization (WTO)

perspective. Uneven time distribution, the variety of the tourist offer and, above all, the great diversification of individual interests and tourist behaviour, bring about the significant complexity of the phenomenon and its increasingly more felt spectacular character in both countries of tourist supply and demand. This has become a necessary element of sustainable development and forms an antidote to civilisation threats.

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Międzynarodowy ruch turystyczny w ostatnim dziesięcioleciu XX wieku

Streszczenie

W drugiej połowie XX w. nastąpił silny wzrost międzynarodowego ruchu turystycznego z 25 mln osób w 1950 r. do ok. 698 mln w roku 2000 (Tab.1). Turystyka stała się aktywnym czynnikiem rozwoju społeczno-gospodarczego wielu krajów i według prognoz WTO (World Tourism Organisation) istniejące nawet zagrożenie terroryzmem nie spowoduje w skali globalnej długotrwałego załamania się jej tendencji rozwojowych. Przewodzące miejsce w świecie pod względem liczby turystów i uzyskiwanych dochodów zajmuje jak dotąd Europa i należy sądzić, że w związku z poszerzeniem Unii Europejskiej i utrzymaniem w jej obrębie jednego rynku turystycznego jej dominacja na długo zostanie zachowana. Na drugim miejscu znajduje się Ameryka, na trzecim Azja Wschodnia i Pacyfik, następnie Afryka, Bliski Wschód i Azja Południowa (Tab. 2). Pod względem dynamiki wzrostu w latach 90. Na czoło wysuwa się region Azji Wschodniej i Pacyfiku. O intensywnym rozwoju turystyki międzynarodowej w ostatniej dekadzie XX w. świadczy fakt, że w 2000 r. liczba turystów do 20 krajów o największej w skali światowej recepcji turystycznej i uzyskiwanych dochodów przekroczyła ogólny stan turystyki światowej notowany w 1990 r. (Tab. 3 i 4), a także zmiany przestrzenne w liczbie przyjmowanych turystów. Jak dotychczas stałe miejsce w czołówce światowej pod względem liczby turystów i dochodów zajmują: Francja, Stany Zjednoczone, Hiszpania, Włochy. W 2000 r. do grupy wyróżnionych 20 krajów dołączyła Polska i Turcja, a swoją pozycję poprawiły znacząco Chiny, Rosja (Tab. 3). W liczbie omawianych 20 krajów zarabiających najwięcej na turystyce światowej, silniej – aniżeli pod względem liczebności uczestników ruchu reprezentowany jest region Azji Wschodniej i Pacyfiku (Tab. 4).

W pierwszej dziesiątce krajów o największych w świecie dochodach z turystyki 7 należy równocześnie do największych konsumentów usług turystycznych (Tab. 5), w tym 4 kraje – Stany Zjednoczone, Francja, Włochy, Chiny wykazują równocześnie bilans dodatni, 3 – Niemcy, Wielka Brytania, Kanada – bilans ujemny.

*Jadwiga Warszzyńska
Institute of Geography and Spatial Management
Jagiellonian University
Cracow
Poland*

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