

FREE PD WORKSHOP

Australian Curriculum: Geography



Australia's Engagement with Asia: Indonesia

Case studies in water, food, urbanisation and human well-being

A new resource produced by World Vision and the Australian Geography Teachers' Association of Australia (AGTA)



Date: Tuesday 13 May 2014

Time: 4.00pm – 6.00pm (refreshments available 3.30pm – 4.00pm)

Venue: Castle Hill High School, Castle Street, Castle Hill
(parking is available on site or in Castle Street, please proceed to A Block and follow signs to the Common Room)

A professional development workshop on six units from the new Australian Geography Curriculum (Years 6 – 10) and addressing the cross-curriculum priorities Sustainability and Australia's Engagement with Asia.

- A diverse and connected world
- Water in the world
- Changing nations
- Biomes and food security
- Geographies of interconnections
- Global geographies of human well-being

Whilst this professional development workshop focuses on the Australian Curriculum: Geography, there are many opportunities to apply this learning and resources to content within the existing NSW Year 7–10 Geography syllabus, such as 4G3, 4G4, 5A4.

If you would like to attend this free PD event for GTA NSW members please complete the following registration details:

PLEASE PRINT CLEARLY

FIRST & SURNAME
SCHOOL NAME
SCHOOL ADDRESS.....
SUBURB..... POSTCODE
PHONE (W) PHONE (H) MOBILE
EMAIL

RETURN YOUR REGISTRATION FORM TO: The Geography Teachers' Association of NSW
PO Box 577, Leichhardt NSW 2040

ENQUIRIES: T: 02 9716 0378, F: 02 9564 2342, E: gta.admin@ptc.nsw.edu.au W: www.gtansw.org.au

GLOBAL TOURISM UPDATE

Dr Grant Kleeman
Macquarie University, Sydney



Tourists view the sunset at Angkor. Source: Wikimedia Commons

Global tourism grew by a healthy 5% in 2013, reaching a record 1,087 million international arrivals (See Figure 1). This growth occurred against ongoing economic uncertainty in the USA and Europe – two of the world's largest tourism markets. In total, there were 52 million additional international tourists in 2013. The WTO forecasts growth of 4–5% in 2014 which is above the organisation's long-term forecast of +3.8% per year between 2010 and 2020.

Figure 1: International tourist arrivals, 1995–2013 (Millions)

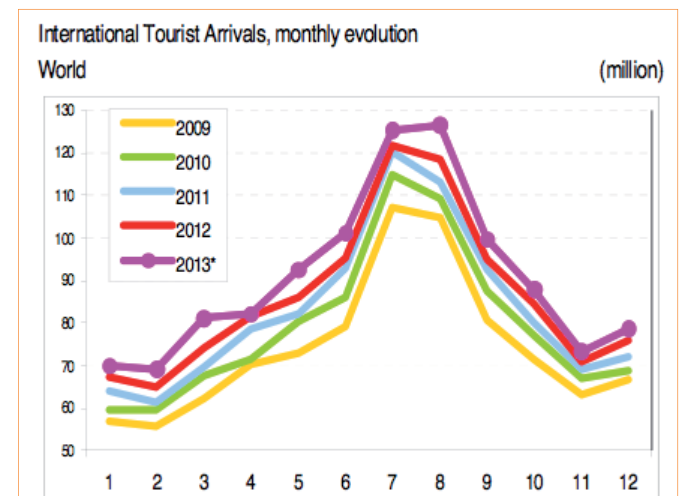


Source: World Tourism Organization (<http://www2.unwto.org/>)



Tourist are greeted by hotel operators on the island of Santorini, Greece
Source: Wikimedia Commons

Figure 2: Seasonal movements of international tourists



Source: World Tourism Organization (<http://www2.unwto.org/>)

The growth in numbers in 2013 is consistent with the upward trend in international tourism arrivals evident since the end of World War II when only 25 million people travelled internationally each year. The reasons for this trend include:

- Substantial reductions in the real cost of travel;
- Rising standards of living (at least for some);
- Demographic changes including the aging of the population (the Baby Boomers are now retiring), increased life expectancy, later age of marriage etc; and.
- Changing lifestyle aspirations.

Trends in international tourism arrivals

Figure 3 illustrates the monthly trends in international tourism arrivals. Note the (delayed) impact of the GFC on tourism arrivals.

Figure 3: Monthly trends in international tourist arrivals, 2008 – 2013



Source: World Tourism Organization (<http://www2.unwto.org/>)

A key point here is the importance of **discretionary spending** – the amount left for spending or saving after the necessities of life (such as food, shelter and clothing) have been paid for. Discretionary income includes money spent on luxury items, vacations and non-essential goods and services. In times of economic uncertainty people reduce their discretionary spending. Tourism is one of those industries affected.

Long-term trends

The trend evident in Figure 1 is expected to continue well into the future. By 2030 it is predicted that 1.8 billion people will travel internationally each year (see Figure 4).

Figure 4: International tourist arrivals, projected trend to 2030



Source: World Tourism Organization (<http://www2.unwto.org/>)

Regional trends in global tourism

In 2013, the Demand for international tourism was strongest in the Asia and the Pacific region (+6%), Africa (+6%) and Europe (+5%). The leading sub-regions were South-East Asia (+10%), Central and Eastern Europe (+7%), Southern and Mediterranean Europe (+6%) and North Africa (+6%). See Figure 5.

Figure 5: Regional trends in international tourism arrivals, 2013



Source: World Tourism Organization (<http://www2.unwto.org/>)

Europe led growth in absolute terms, welcoming an additional 29 million international tourist arrivals in 2013, raising the total to 563 million. By sub-region, Central and Eastern Europe (+7%) and Southern Mediterranean Europe (+6%) experienced the best results.

In relative terms, growth was strongest in Asia and the Pacific (+6%), where the number of international tourists grew by 14 million to reach 248 million. South East Asia (+10%) was the best performing sub-region, while growth was comparatively more moderate in South Asia (+5%), Oceania and North-East Asia (+4% each).

The Americas (+4%) saw an increase of six million arrivals, reaching a total of 169 million. Leading growth were destinations in North and Central America (+4% each), while South America (+2%) and the Caribbean (+1%) experienced slower growth.

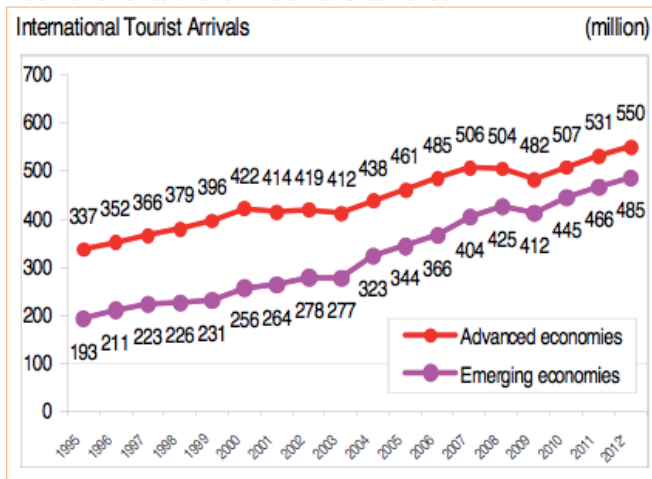
Africa (+6%) attracted three million additional arrivals, reaching a new record of 56 million, reflecting the on-going rebound in North Africa (+6%) and the sustained growth of Sub-Saharan destinations (+5%). The Middle East showed no growth in 2013.



China and Russian tourists drive growth

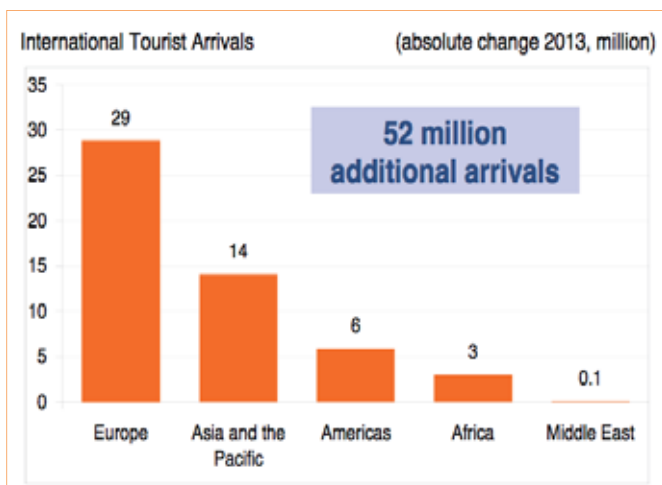
Tourism growth is being driven by emerging source markets. China, which became the largest outbound market in 2012 with an expenditure of US\$102 billion, continued its surge, increasing by 28% in the first three quarters of 2013. The Russian Federation, which moved up to 5th largest outbound market in 2012, reported a 26% increase in the year to September.

Figure 6: Advanced and emerging economies, trends in international tourist arrivals 1995 to 2013.



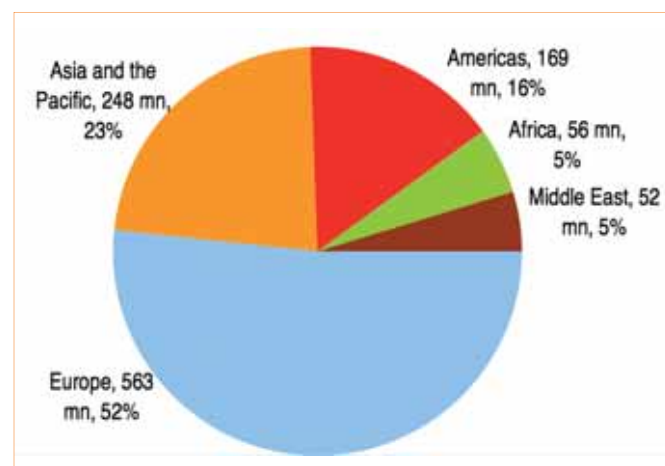
Source: World Tourism Organization (<http://www2.unwto.org/>)

Figure 7: International tourist arrivals, absolute change, 2013



Source: World Tourism Organization (<http://www2.unwto.org/>)

Figure 8: International tourist arrivals by region, 2013



Source: World Tourism Organization (<http://www2.unwto.org/>)



An elderly local and Baby Boomer tourists. Source: Wikimedia Commons

Global tourism receipts

International tourism receipts exceed a US\$ trillion for the first time in 2011. In 2012 receipts reached US\$ 1,075 billion. See Figure 9.

Figure 9: Global tourism receipts and arrivals 1989/90 to 2011/12



Source: World Tourism Organization (<http://www2.unwto.org/>)



Sydney Mardi Gras Parade 2012. Source: Wikimedia Commons

Market fragmentation continues

The tourism market is a dynamic one and new sectors continue to emerge. These inevitably become the focus of tourism marketing campaigns and providers adapt their product to meet the expectations of those targeted. Some of the more notable sectors include:

Chasing the 'pink dollar (euro, pound or yen)

Travel operators are increasingly aware of the potential of the gay and lesbian tourism, including the new and burgeoning market of same-sex weddings and honeymoons as more countries allow gay marriage. Gay travelers now account for 6.0 percent of all tourists worldwide.

DINKs splash out on travel

Combine the trend towards latter age of marriage and an increase in the number of couples choosing not to have children creates a new class of high disposable income consumers.

In Australia DINK households are generally defined as those consisting of two people in a relationship aged 20-49 who have no children. In other words, these are young, (relatively) rich, childless, couple-only households. At the time of the 2011 census there were 303,000 DINK households in Australia, implying a DINK population of 606,000, which is 7 per cent of all people aged 20-49.

The reason DINKs have always excited the tourism industry is because of their spending power: double-income no-kid households, inclusive of same-sex couples, are likely to spend more than average on travel, housing, technology, restaurants, clothing, alcohol, and (European) cars than households dominated by mum, dad and the kids.

According to Bernard Salt (*The Australian*, 24 January 2013), the common denominator between all DINKs appears to be aspirationalism. This is the idea that a better life, or at least a more comfortable life, can be

realised by postponing the arrival of children. These choices were not generally available to generations prior to the emergence of 30-something baby-boomers in the 1980s when the term DINK first used.

Since then, several varieties of DINK have emerged each reflecting the modern ideal that children can be and/or should be postponed until after the household is established. Salt speculates, how many DINKs start off consolidating their position in preparation for children, but then get addicted to the perceived attractions of the double-income, no-kid lifestyle.

Peer-to-peer travel: Sharing and caring

Peer-to-Peer travel is a form of collective consumption (or the 'sharing economy') – defined as an economic system built around the sharing of human and physical assets.

The collaborative consumption model is used in marketplaces such as eBay and Gumtree, emerging sectors such as social lending, peer-to-peer accommodation (see, for example, Airbnb), peer-to-peer travel experiences (LocalGuiding), peer-to-peer task assignments (TaskRabbit), travel advising (Locish), car sharing (Zipcar, GoGet and CarShare). In Europe car sharing services are also growing rapidly. By August 2013, Blablacar.com had over three million members in 10 European countries with 600,000 members travelling monthly.

Collaborative consumption is changing the way people travel and interact with other people and it's fueled by the instant connection and communication of the Internet.

Top travel-related peer-to-peer travel websites include:

- CouchSurfing – An international network that connects travellers with free accommodations offered by locals in over 230 countries. Travellers not only find that it is travel budget-friendly, they see it as an ideal way of immersing themselves in the local culture.

- AirBnB – This site connects people who have space to spare with those who are looking for a place to stay, all over the world. Accommodations range from studio apartments in New York City, to mushroom dome cabins in California to a private yacht in San Francisco's fashionable Sausalito. Similar services are provided iStopOver, Roomorama, Tripping, HouseTrip and HomeAway.
- Vayable, Guideshop and GrandTourGo – These sites provide information about tours and experiences created by independent locals for those seeking authentic experiences.

Multi-generational vacations

Multi-generational holidays where parents, grandparents and children all travel together are a rapidly growing sector of the tourism market. Family-based cruising is just one example. African safaris are another.

The potential of family-friendly safaris is finally being recognised. The popularity of films and shows such as Madagascar and The Lion King have played an important role in promoting African safari holidays for families. Long considered unsuitable for young children, safaris in Africa now offer itineraries adapted to meet the needs of children, for example, the avoidance of long game drives.



Chinese tourists with a kilt wearing local, UK. Source: Wikimedia Commons

South Africa is a key destination for family safaris as southern locations can offer malaria-free expeditions. Kenya, Malawi, Zambia and Tanzania are also jumping on board with many child-friendly options. Companies such as Africa on Foot and Rhino Africa now organise child-friendly safaris throughout Africa, with the latter providing lodges, camps and activities catering specifically for the needs of children. Many of the visitors travel in large family groups.

Chinese visitors are now the fourth largest group of arrivals in South Africa with over 132,000 visitors in 2012. This is expected to increase to more than 180,000 by 2017. Indian visitors are also embracing safaris, with many lodges offering Indian food and opening their kitchens to guests wishing to prepare their own meals.

Chinese on the move!

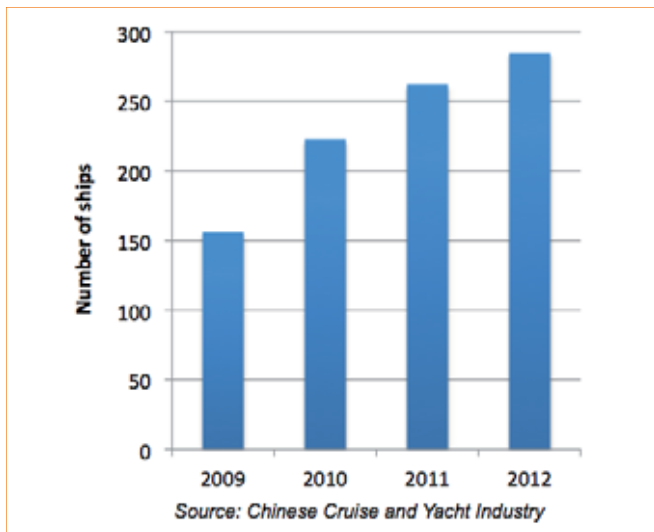
As China's tourism industry flourishes, the country is poised to become the world's second largest travel and tourism economy after the United States by 2015. More than 200 million Chinese travelled internally during the country's three annual weeklong holidays—national day, international labor day, and spring festival. Outbound tourism is also rising rapidly as China's middle class expands.

The Chinese are now the largest bloc of outbound travellers, having surpassed the Germans in 2012. In all, some 97 million Chinese travelled internationally in 2012. However, this number is only the tip of the iceberg. The number is expected to double within six years, hitting 200 million by 2020. Bigger pay packets, more annual leave, relaxed visa policies, worsening mainland pollution, and overloaded domestic tourism infrastructure are all factors driving the wave of Chinese outbound travellers.

The economic benefits to the hosting country are enormous. Luxury brands in particular are set to benefit from this growth. The Chinese are expected to account for 50 percent of the total luxury goods market by 2020, rising from today's 31 percent share. The proliferation of Luxury Brand retailers in Sydney's CBE is a response to the Chinese demand for such status-based consumer goods.

China is also set to become the world's second largest global cruise market after the USA by 2017. Currently only 6–7% of global cruise passengers are from Asia. But this is expected to increase to 20%. Carnival Asia, a division of the giant US-based cruise company, expects at least seven million cruise passengers to come from Asia by 2020. Lack of infrastructure is currently the biggest impediment to growth but the construction of new cruise ship terminals will help address this issue.

Figure 10: Cruise ship visitations to Chinese Ports, 2009–2012



International cruise companies have greatly increased their activities in the region. Carnival has opened offices in five Chinese cities to support its Princess Cruises brand and the number of Chinese passengers at Royal Caribbean quadrupled from 25,000 to 100,000 between 2011 and 2012, with numbers predicted to reach 200,000 in 2013.

Here come the PANKS!

PANKs (Professional Aunt, No Kids) are women over the age of 18 with no children, but have a close relationship with children of friends or relatives. In 2012, 42.6% of women in the USA, between the ages of 15–44 were childless, up from 40.1% in 2002, as women have children at older ages or choose not to have children at all. In total, there are 23 million PANKs in the US who spend US\$9 billion annually on children.

Travel is seen a great way to foster their relationship with the children of friends or relatives. Forty-eight percent (48%) of PANKs are said to enjoy travelling with their nieces and nephews. This figure is likely to grow as the travel industry begins to target this segment of the market.

In 2013, Melbourne-based Intrepid Travel targeted the PANK market for its extended range of family adventure tours with web content, social media, dedicated emails and advertorials. According to Intrepid American PANKs are interested in domestic travel to Disney resorts and Hawaii, as well as Europe, especially the UK.

The emergence of the PANKs reflects a long-term



Cruise ship terminal, Hong Kong. Source: Wikimedia Commons



Hong Kong Disneyland. Source: Wikimedia Commons

demographic trend Women will likely continue to wait longer to have children, with some opting to remain childless. As a result, PANKs are expected to grow in number, globally. The travel industry is developing and marketing family products and will reap the benefits by expanding the term 'family' to PANKs and other non-traditional family types.

Going mobile

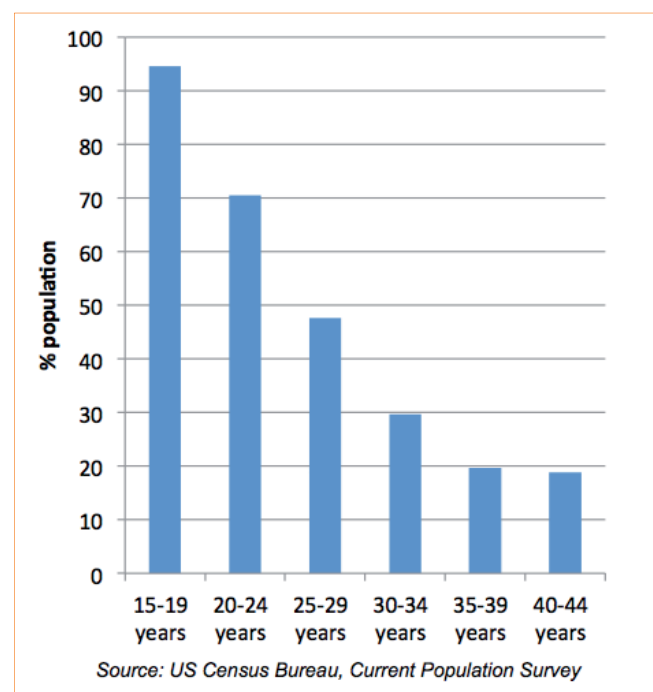
The impacts of the internet on the global travel industry are well documented. We are, however, now seeing further innovation in the sector. Mobile internet devices are initiating a transformation in the way people consume tourism-based products. The travel industry has responded by initiating a range of internet-based services. These in turn have increased customer service expectations.

The latest innovation is the Mobile Concierge a service designed to cater for the customer's quest for real-time

answers and a higher level of customisation of services wherever they are and at any time, before, during and after the trip. Such services are beneficial for travellers allowing them to improve their holiday experience and for travel companies, which can deepen relationships with customers.

Online travel sales grew by 8.4% globally in 2012 to reach US\$524 billion, or 25% of global travel and tourism value sales. Growth was especially sharp in emerging markets, with Asia Pacific recording the highest increase at 19% in 2012. World online travel growth is projected to expand by 9.5% annually over the next five years 2012–2017.

Figure 11: Percentage of childless American women by age group, 2010



Have you registered for the 2015 AGTA Conference – New Zealand and the Australian Curriculum: Geography?

Further details on page 32 of this issue ...