

A young man and woman are taking a selfie on a city street. The woman is holding a selfie stick with a camera attached, and both are smiling and making peace signs. The man is wearing a white hat and a backpack. The background shows a row of classical buildings with many windows.

Global tourism

Dr Grant Kleeman

Key concept: Interconnection

- The concept of **interconnection** is grounded in the proposition that no geographical issue or phenomena can be viewed in isolation.
- People and places are interconnected with other peoples and places in a variety of ways. These interconnections have significant influences on the characteristics of places.

Content focus

- Students **focus on** the connections people have to places across a range of scales.
- They **examine** what shapes people's perceptions of places and how this influences their connections to places.
- Students **explore** how transport, information and communication technologies and trade link people to many places.
- They **explain** the effects of human activities, such as production, recreation and travel, on places and environments in Australia and across the world and **investigate** sustainability initiatives and possible futures for these places.

Key inquiry questions

- How are people and places connected to other places?
- What role does technology play in connecting people to people, goods, services and information
- in other places?
- What are the consequences of a globally connected world for people and places?
- Why are interconnections important for the future of places and environments?

Content

Students investigate:

- the influences on and effects of, people's travel and recreational, cultural or leisure connections with different places for the future
- the way transportation and information and communication technologies are used to connect people to services, information and people in other places
- the ways places and people are interconnected through trade in goods and services across a range of scales
- the effects of the production and consumption of goods on people, places and environments throughout the world.

Possible examples of interconnections

- Trade
- Tourism
- Consumer electronic goods
- Clothing and footwear industry
- Popular culture (for example, music)

Facilitating factors: technological advances in transport and communication technologies.

Why tourism?

Students have the opportunity to investigate:

- the influences on and effects of, people's travel-related connections with different places for the future
- the way transportation and information and communication technologies have facilitated the growth of global tourism
- the ways places and people are interconnected through the trade in tourism-related goods and services across a range of scales
- the effects of tourism on people, places and environments throughout the world.

Plus:

- Student engagement
- Utilitarian factors

It's big! (and economically important)



WHY TOURISM MATTERS

©World Tourism Organization (UNWTO) 2016

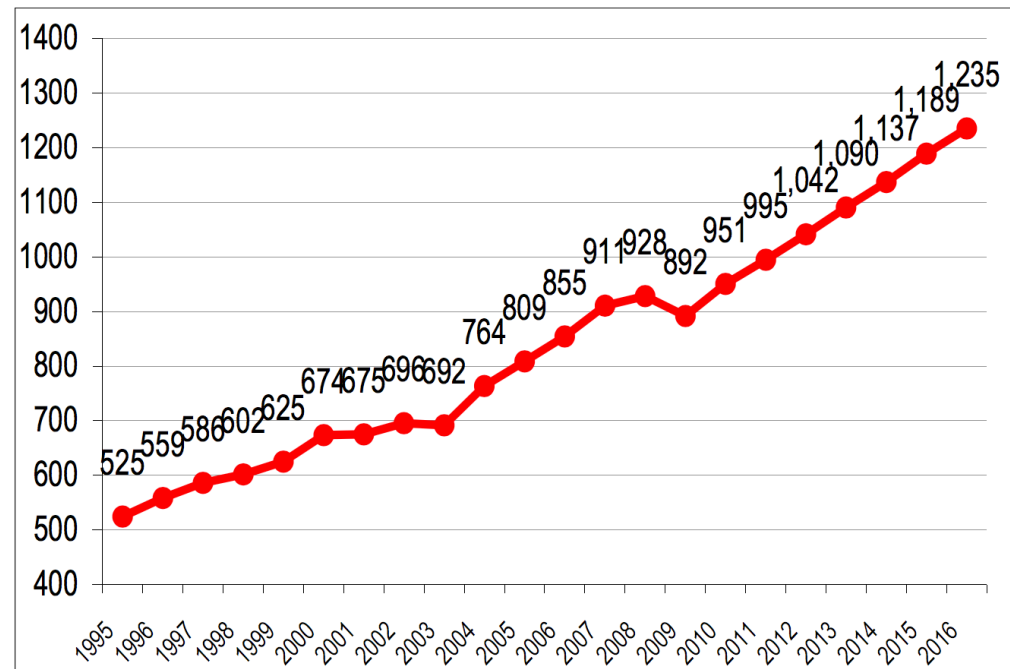
Rapid growth

International tourist arrivals grew by 3.9% to reach a total of 1,235 million.

World: Inbound Tourism

International Tourist Arrivals

(million)



Source: World Tourism Organization (UNWTO) ©

Accounting for the rapid growth in global tourism

- Technological advances in transport and communication technologies and reductions in the real cost of travel
- Rising affluence and changing lifestyle expectations
- Demographic and social change
- The collapse of communism in Europe

Technological advances in transport and communication technologies



Technological advances in transport and communication technologies

Technological innovations have transformed the global tourism industry

Transport – reductions in the real cost of travel

Internet – reduces complexity and enhances consumer autonomy (40,000 travel agency jobs lost in the last decade).

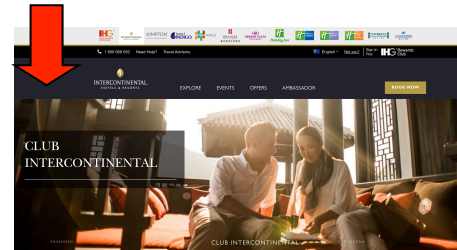
Smartphones enhancing connectivity



Three mega cruise ships. Royal Caribbean's Allure of the Seas, Oasis of the Seas and Harmony of the Seas.



On-line hotel bookings



The introduction of the Boeng 747 in 1970 revolutionised international tourism. Carries just over 400 passengers.

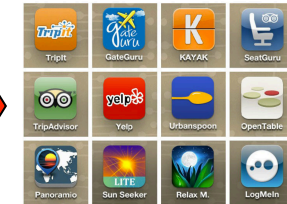
Convenient access to cash and credit



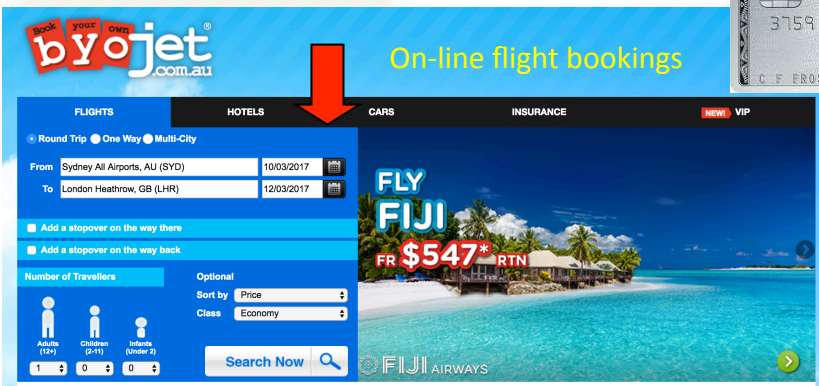
High speed trains – some are capable of speeds exceeding 400km/hr.



Travel apps




A380 – capable of carrying 55 passengers on two decks.



The real price of air travel, 1970–2010





FLIGHTS HOTELS CARS INSURANCE **NEW!** VIP

Sydney to London

Search for Flights on Different Dates

Depart: 01/04/2017

Return: 07/04/2017






Adults (12+): 1
Children (2-11): 0
Infants (under 2): 0

Find

New Search



BYOjet Accepts: AMERICAN EXPRESS, VISA, MASTERCARD, PAYCOM, PAY

Results - Flights for 1 Adult All prices in Australian Dollars Prices not confirmed until ticketed

SHOW ALL FLIGHTS from \$1,577 per person	 中国南方航空 CHINA SOUTHERN AIRLINES \$1,577 per person	 malaysia airlines \$1,897 per person	 QATAR AIRWAYS \$2,082 per person	 中國東方航空 CHINA EASTERN \$2,241 per person	 Vietnam Airlines \$2,283 per person
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Sort results by: Price, Total Duration, Departure Time, Arrival Time

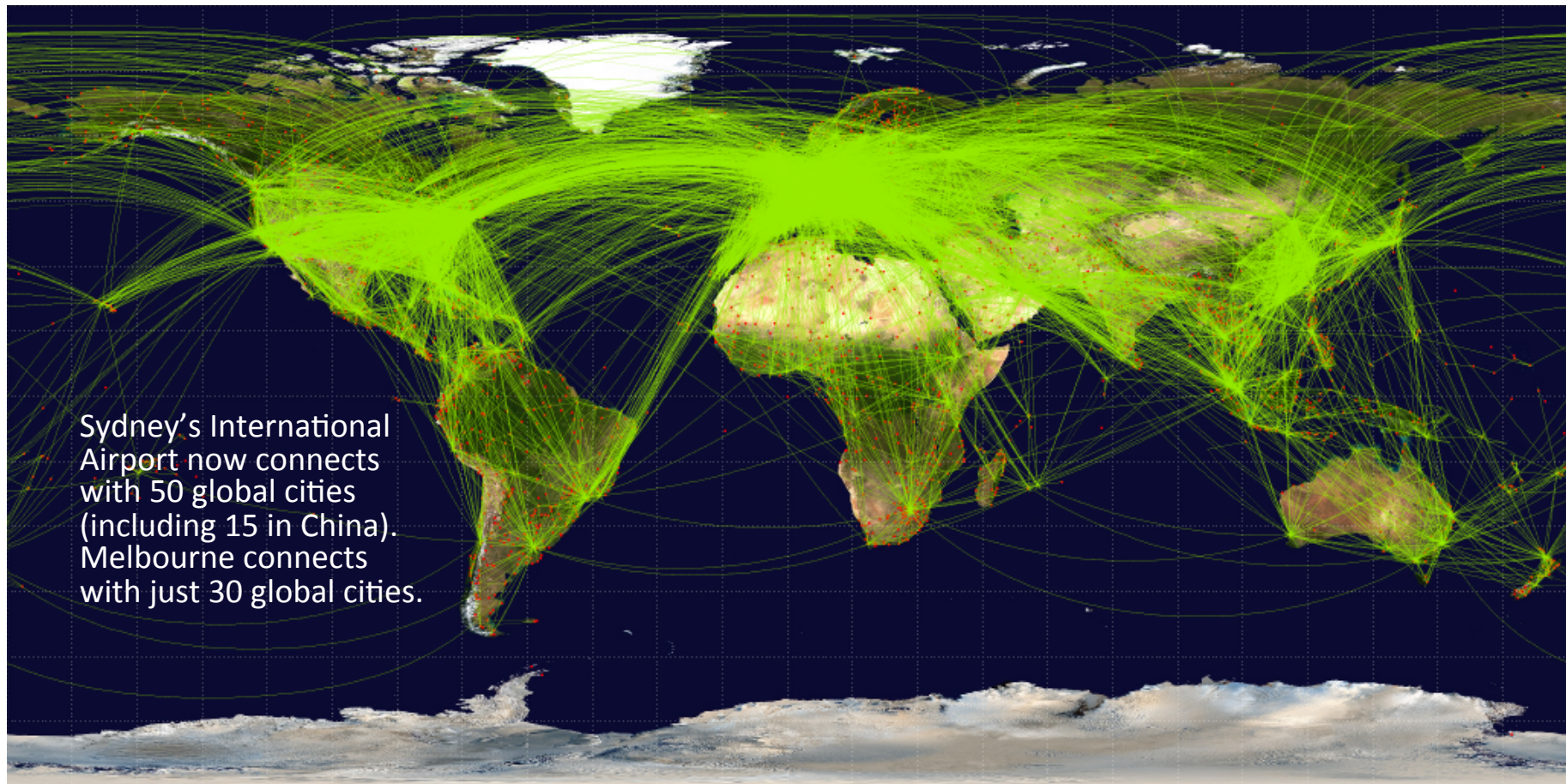
Showing 1 to 25 of 224 results

Price	Total Duration	Departure Time	Arrival Time
Adult \$1,577 per person including taxes			
Select 			
Flights Out			
	Departing Sydney (SYD) Sat 01 Apr 2017 22:15	China Southern Airlines CZ302 Economy Class Airbus A330	1 stop Duration 26h 50m
	Arriving Guangzhou (CAN) Sun 02 Apr 2017 05:25 (Next Day)		
	Departing Guangzhou (CAN) Sun 02 Apr 2017 09:30	China Southern Airlines CZ303 Economy Class 787	
	Arriving London (LHR) Sun 02 Apr 2017 15:05		
Flights Back			
	Departing London (LHR) Fri 07 Apr 2017 22:35	China Southern Airlines CZ304 Economy Class 787	1 stop Duration 36h 05m
	Arriving Guangzhou (CAN) Sat 08 Apr 2017 17:05 (Next Day)		

Sydney–Heathrow \$1,577 (return)!

Highlighting interconnectivity

Map of world airline routes. The map shows 59,036 airline routes between 3,209 airports by 531 airlines





Mapping the world's biggest airlines.

World's busiest airport hubs

Airport	Country	Passengers 2015
Atlanta International	USA	101,489,887
Beijing Capital International	China	89,938,628
Dubai	UAE	78,010,265
Chicago O'Hare International	USA	76,942,493
Tokyo International	Japan	75,316,718
London Heathrow	UK	74,989,914
Los Angeles International	USA	74,704,122
Hong Kong International	Hong Kong	68,342,785
Charles de Gaulle International	France	65,771,288
Dallas Forth Worth International	USA	64,072,468

Sydney: 39,721,619

Plane Finder


The screenshot displays the planefinder.net website interface. At the top left, there is a logo with an airplane icon and the text "planefinder.net". To its right is a search bar with the placeholder text "Search flights, airports and locations". Further right are navigation links for "Apps", "Explore", and "Login". The main content area is a world map densely populated with small airplane icons, color-coded in red and orange, indicating flight activity. The map includes labels for various countries and oceans. On the right side of the map, there is a vertical toolbar with icons for settings, a full-screen view, a funnel for filtering, a play button, and a share icon. At the bottom center of the map, a small box indicates "6265 of 6266 visible". The bottom of the page features a dark navigation bar with several promotional banners: "GET OUR APP on your mobile", "When will your new Apple TV arrive? Which plane is it on right now?", "REAL TIME ADS-B DATA", "5 MIN DELAY FAA DATA", and "Google Web Hosting".

<https://planefinder.net/>

Marine Traffic

The screenshot displays the MarineTraffic website interface. At the top, there is a navigation bar with the MarineTraffic logo, a 'Live Map' button, and several menu items: 'Vessels', 'Ports', 'Photos', 'Participate', and 'Services'. A search bar on the right contains the text 'Vessel/Port'. Below the navigation bar is a cookie consent banner. The main content area features a map of the Caribbean Sea with numerous colored icons representing different types of vessels. A sidebar on the left is titled 'Filters' and contains a list of vessel categories with checkboxes: Passenger Vessels, Cargo Vessels, Tankers, High Speed Craft, Tugs & Special Craft, Pleasure Craft, Fishing, Navigation Aids, Unspecified Ships, Ships Underway, and Anchored/Moored. The map shows labels for various countries and islands, including the Bahamas, Cuba, Haiti, Dominican Republic, Jamaica, Puerto Rico, and the British Virgin Islands. At the bottom of the page, there is a footer with a search bar, a 'Port Calls' button, and a 'Search for Port Cal...' input field. A small advertisement for 'FutureSuper' is visible in the bottom right corner of the map area.

<http://www.marinetraffic.com/>



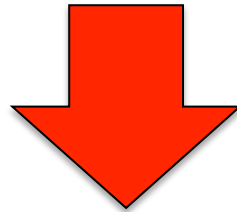
Demographic and Social Change

Demographic and social change

Increased life expectancy

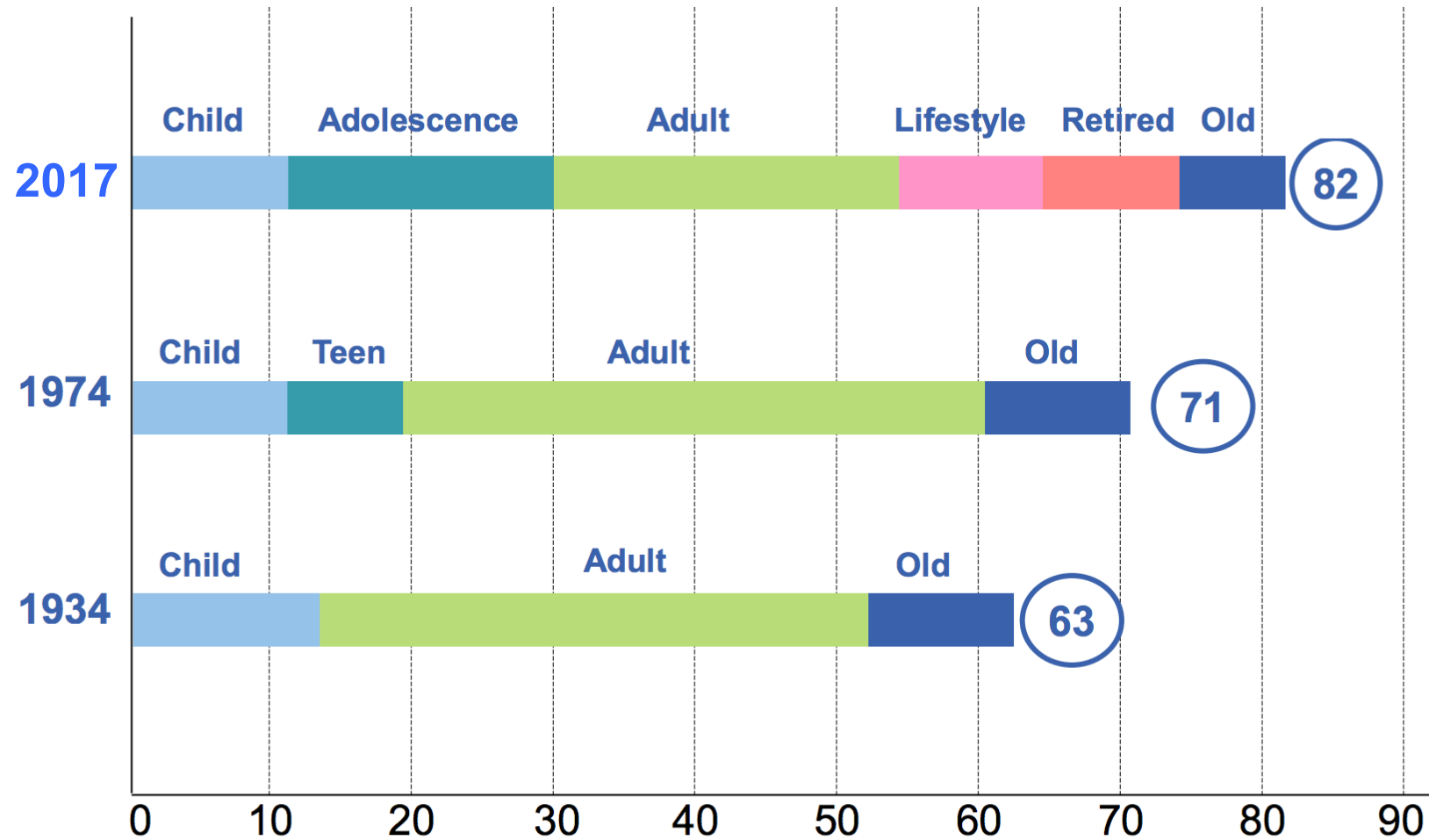
Increased age of marriage

Alternative household formation



Changing lifestyle expectations and
aspirations

Impacts of Social Change



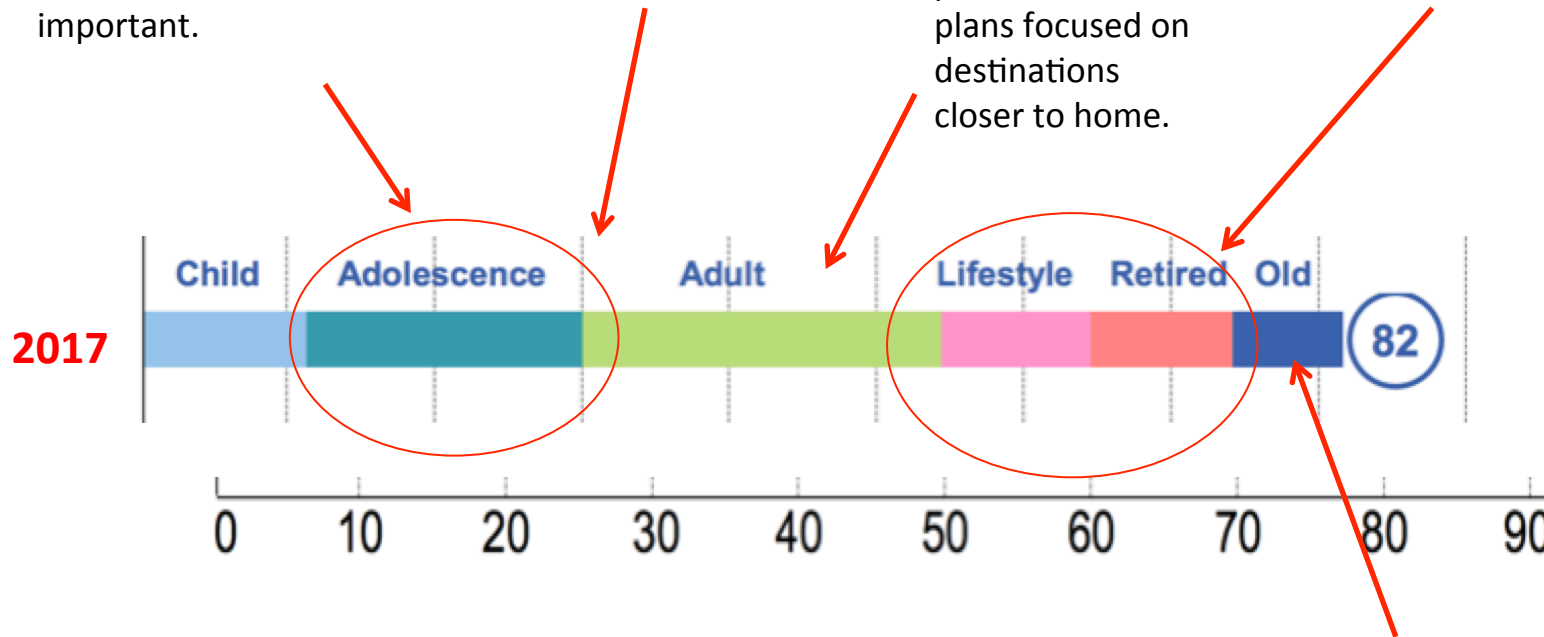
• Change in life expectancy over 80 years in Australia

The 20s – Life-style orientated stage with a focus on travel. Adventure and experiential travel is important.

Later age of marriage: Today's brides are older (on average 29.8 years of age) and the grooms are pushing 31.8.

The 30s and 40s are a time of consolidation, of children, and of work for both partners. Travel plans focused on destinations closer to home.

The baby boomers are remaking the 60s. A new narrative has been written on how to live this stage in the life cycle. They are busy spending their (often generous) superannuation benefits on travel and other life-style related activities.



'Middle age' now runs from 50 to 70. By this definition a third of Australians (almost 7 million people) are now 'middle aged'.

Changes to the life stage cycle and their impact on tourism

Opportunities for travel limited by increasing mobility issues. The cruise is one of the viable option.



Baby boomers: Households aged between 65 and 74 years today are \$400,000 (or 27 per cent) wealthier in real terms than households of that age 10 years ago.

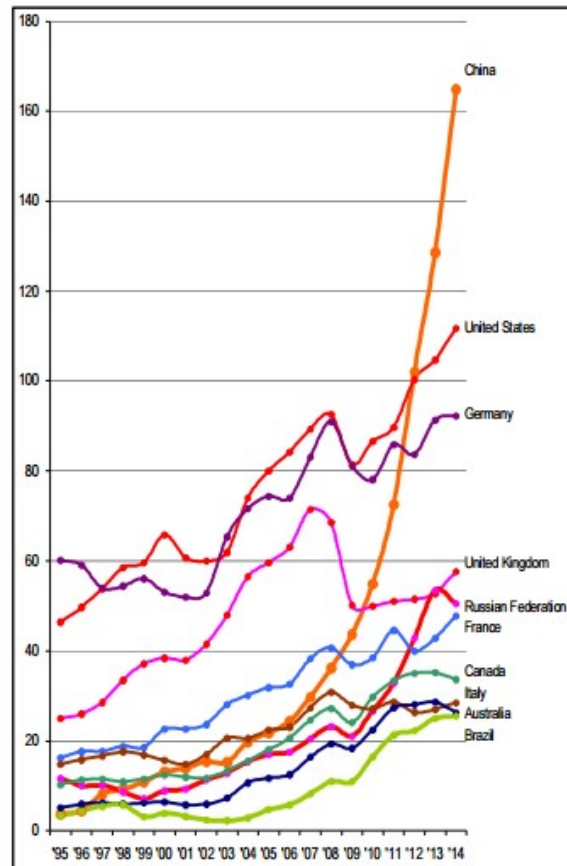
In the USA control over 80% of personal financial assets and more than 50% of discretionary spending power. They are responsible for more than half of all consumer spending including 80% of all leisure travel.

Economic change



Economic change

World and regions: Outbound Tourism
International Tourism Expenditure (US\$ billion)

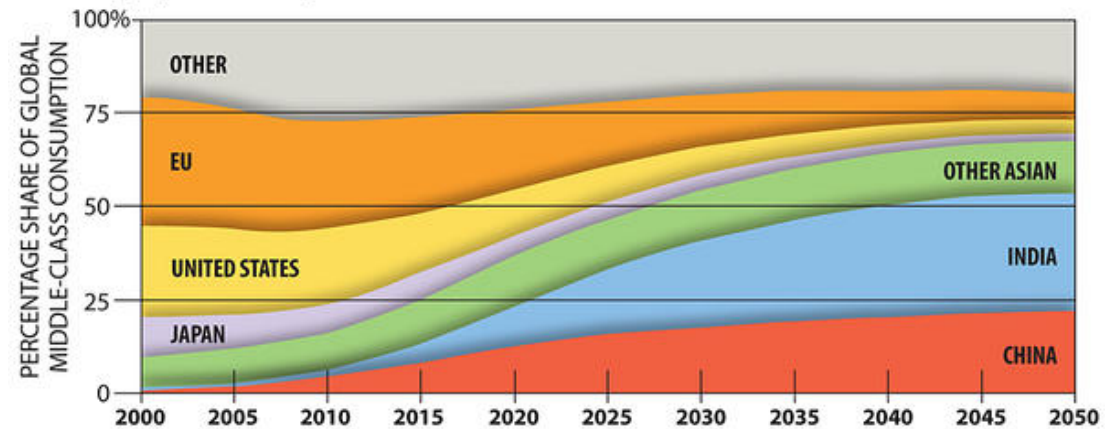


Source: World Tourism Organization (UNWTO) ©

Outbound tourism expenditure (selected countries): Note the rate on increase experienced by China and Russia

The global middle-class wave

Global middle-class consumption will shift heavily toward China, India, and other Asian countries (excluding Japan) as the high-income countries see their share decrease.



SOURCE: H. Kharas (2010), 'The Emerging Middle Class in Developing Countries,' OECD Development Centre Working Paper No. 285

RICH CLABAUGH/STAFF

Rising affluence in developing countries fueling growth in global tourism.

Economic factors in in Australia driving the growth in tourism

Rising affluence and wealth accumulation (for some)

- Sustained economic growth and increases in real wages (until recently)
- Generous superannuation schemes (especially for the baby boomers)
- Rising property prices (wealth effect)
- Inter-generational wealth transfers
- Generous leave provisions for employees
- The removal of barriers to international travel

Global tourism, because of its reliance on the discretionary spending decisions of consumers, is sensitive to factors that impact on consumer confidence.

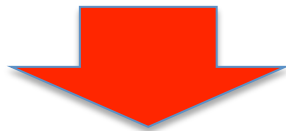


Discretionary spending

Source of uncertainty



Decline in consumer confidence

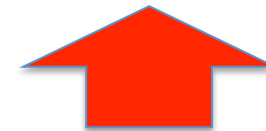


Reduced discretionary spending on non-essentials such as vacations

Discretionary spending and the impacts of an economic crisis, terrorism, war, political uncertainty, civil conflict.



Increased unemployment, underemployment and job insecurity



Significant declines in economic activity in affected sectors etc.

An industry dependent on discretionary spending – perceptions or political stability and personal safety

“US tourism experiences a 'Trump slump'”

'Trump slump': US tourism industry down \$US185 million since Trump took office.

“Trump slump? US tourism industry fears downturn.”



“Mounting signs' that Trump policies hurting U.S. tourism, say industry groups”

Impacts of currency movements



Currency exchange rates have a large impact. The appreciating US dollar, for example, has had a major impact the consumer behaviour. As has the depreciation of the British pound.

Inbound travel to the USA from Canada and Mexico has become relatively more expensive, while US outbound travel has become relatively cheaper.

Impacts of terrorism



Paris suffered a decline in the number of tourist arrivals resulting in a revenue loss of 750 million euros during the first six months of 2016.

One million fewer visitors – both nationals and internationals – arrived during the first six months of the year, a 6.4 per cent drop.

France is the most visited country in the world, with almost 85 million foreign visitors last year, including 16 million in Paris, according to the global tourism index.

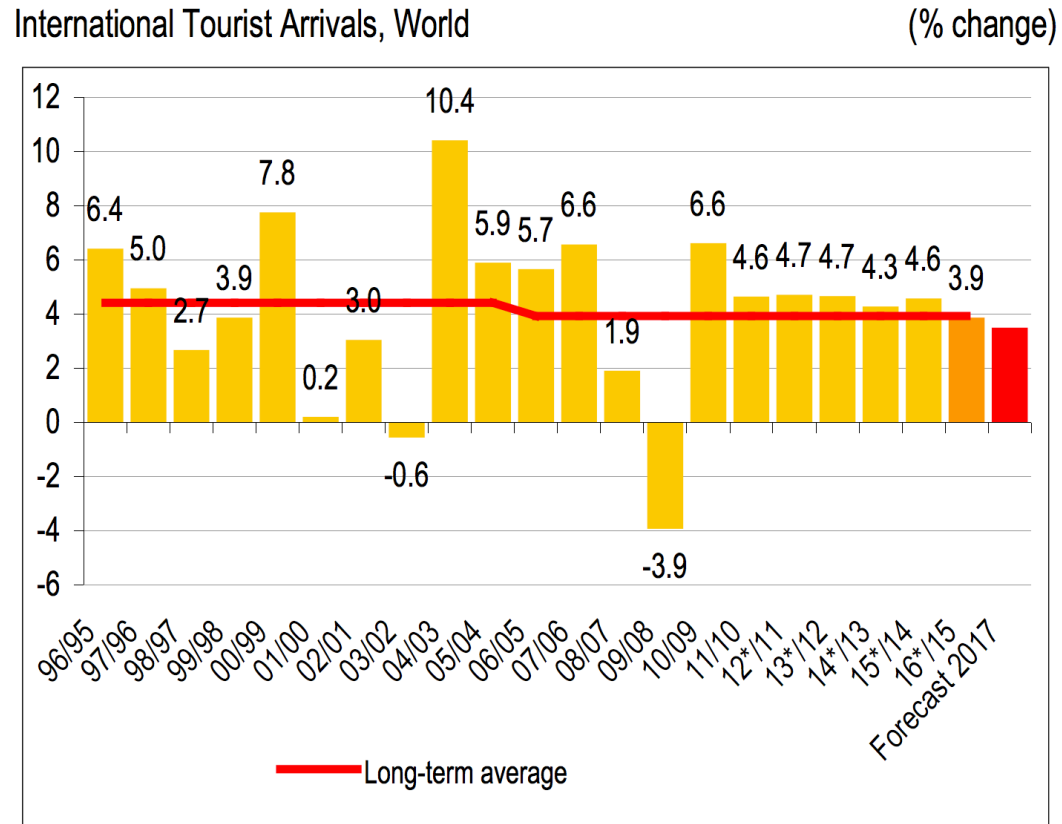
The French tourism sector employs nearly 2 million people and accounts for 7 per cent of the country's gross domestic product (GDP).



**A closer look at the nature and scope
of the global tourism industry**

Growth rates

2016 was the seventh consecutive year of sustained growth following the 2009 global economic and financial crisis.



Source: World Tourism Organization (UNWTO) ©

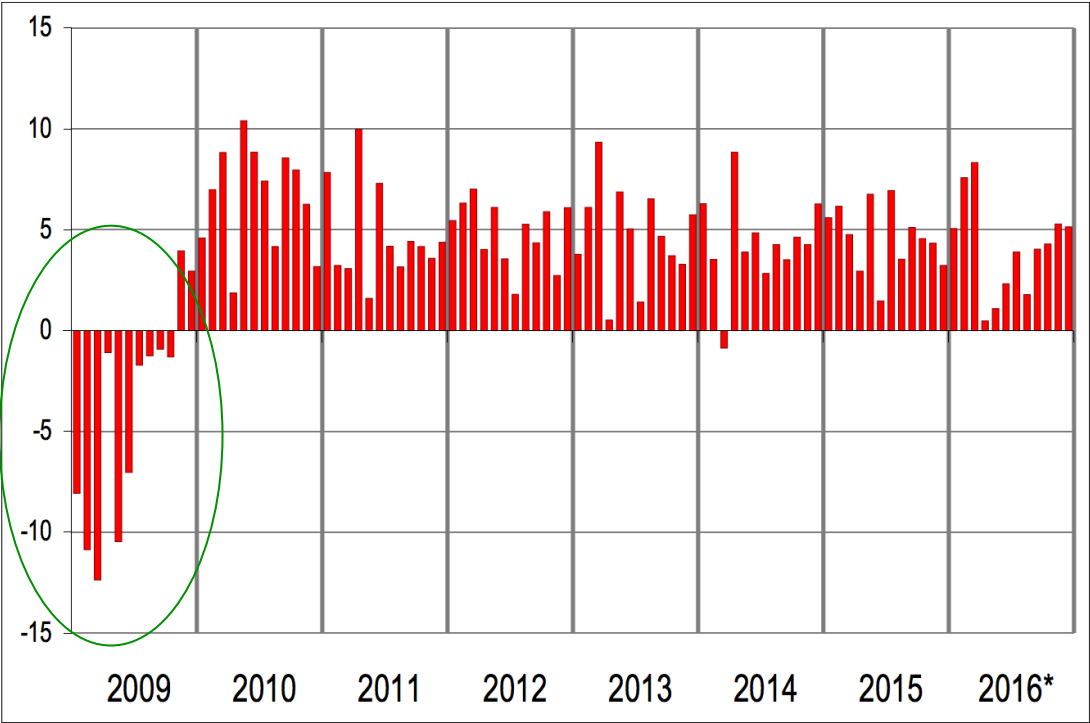
Growth rates by month

International Tourist Arrivals, monthly evolution

World

(% change)

GFC



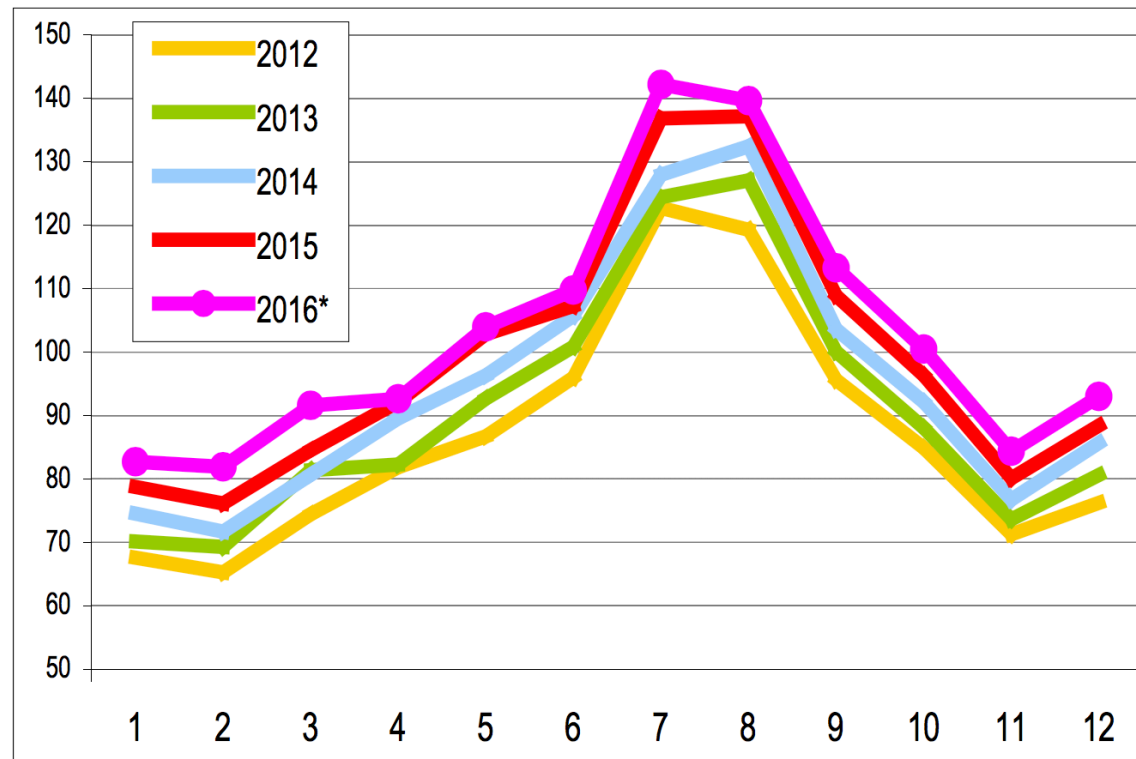
Source: World Tourism Organization (UNWTO) ©

Seasonal movements

International Tourist Arrivals, monthly evolution

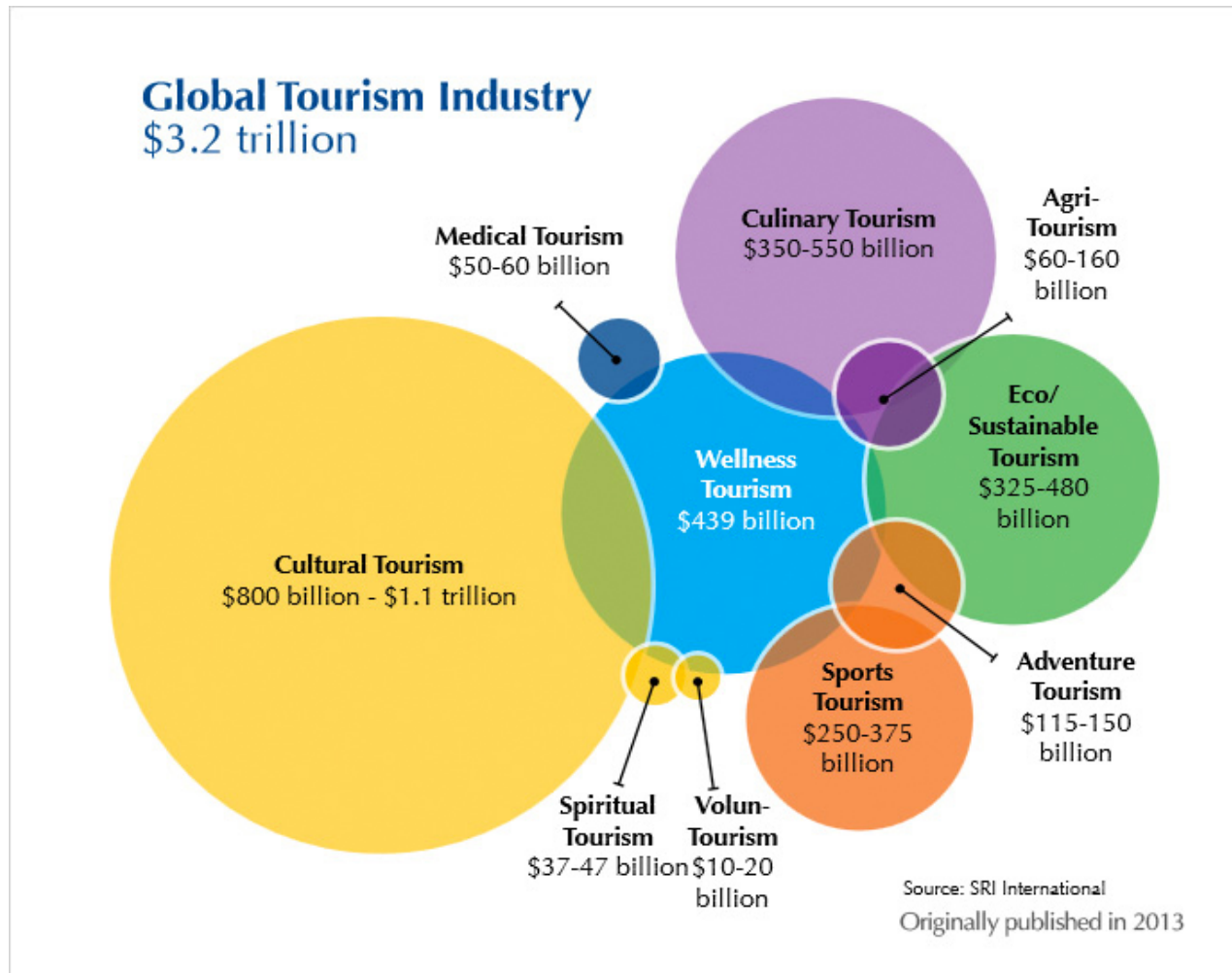
World

(million)



Source: World Tourism Organization (UNWTO) ©

Types of tourism

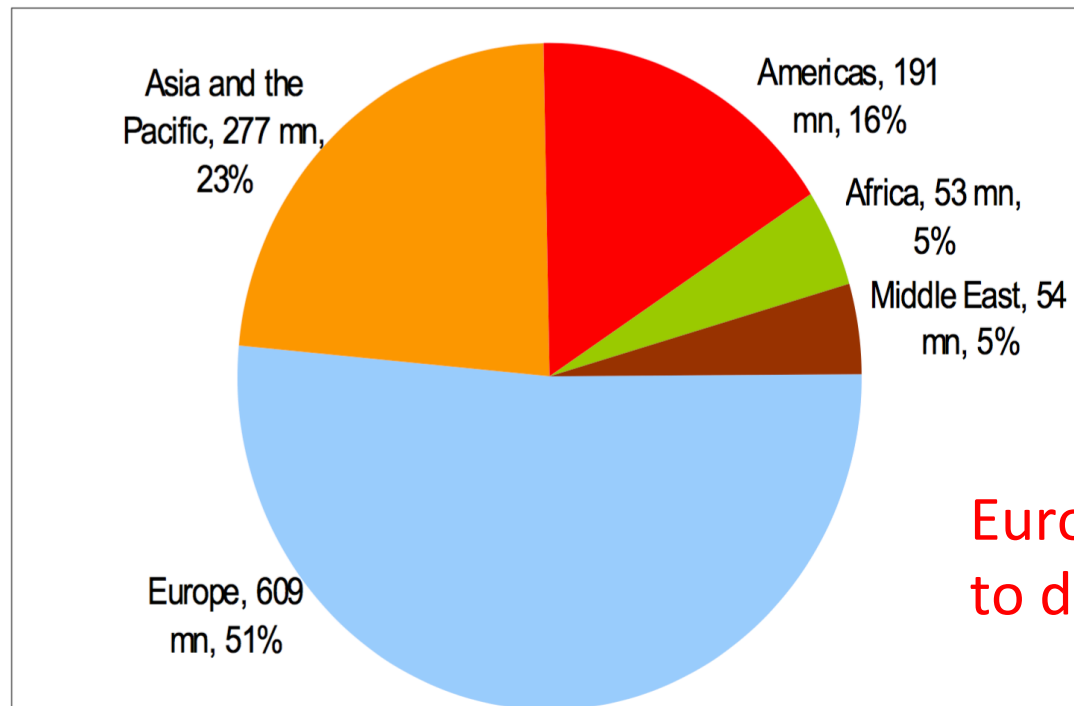


Inbound tourism by region, 2015

World Inbound Tourism

International Tourist Arrivals, 2015*

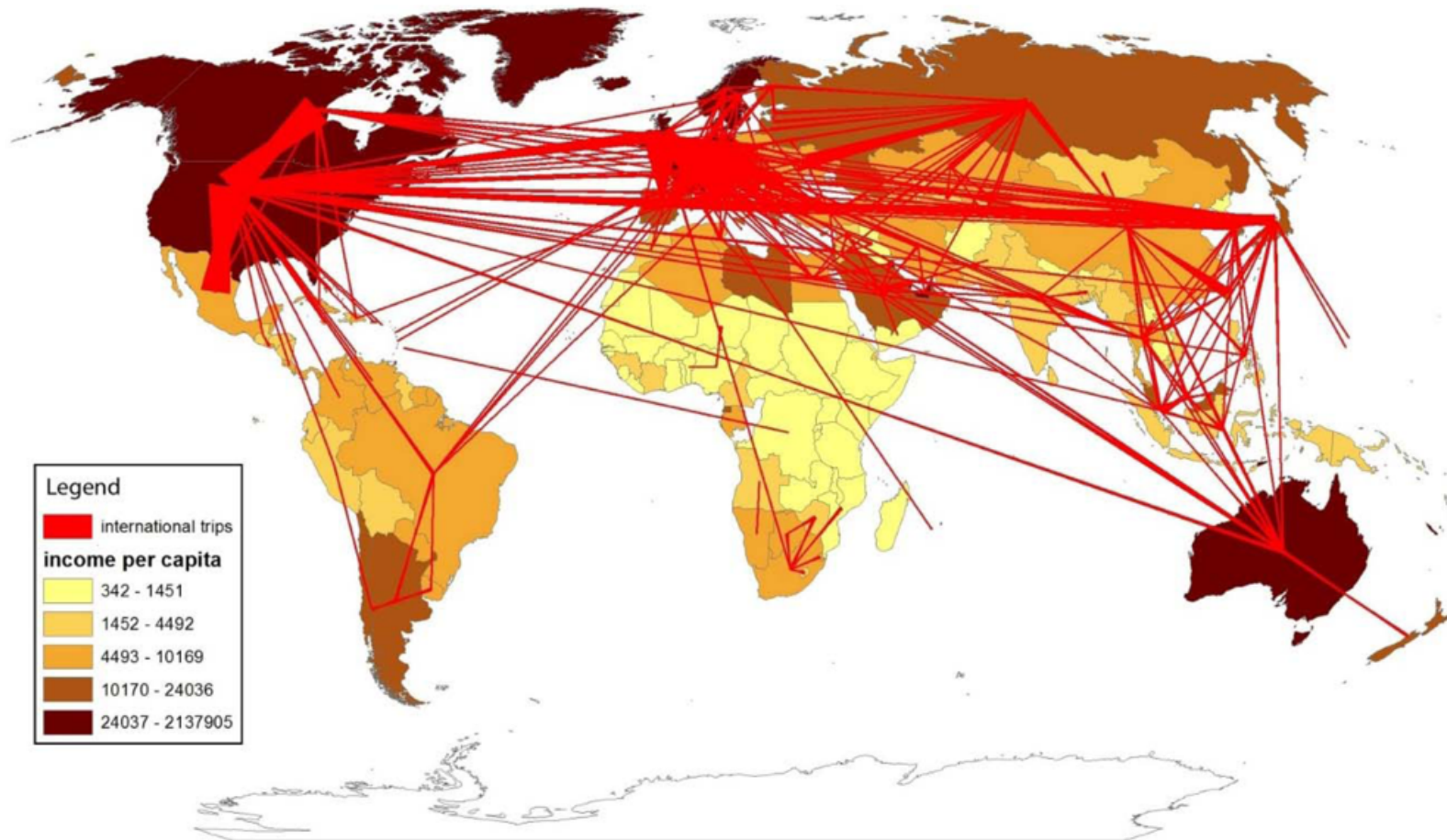
(million)



Europe continues to dominate!

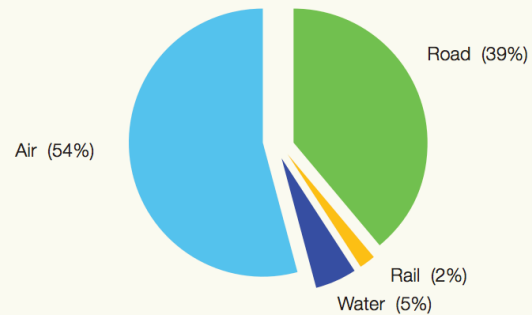
Source: World Tourism Organization (UNWTO) ©

International movement of tourists



Mode and purpose of inbound tourism

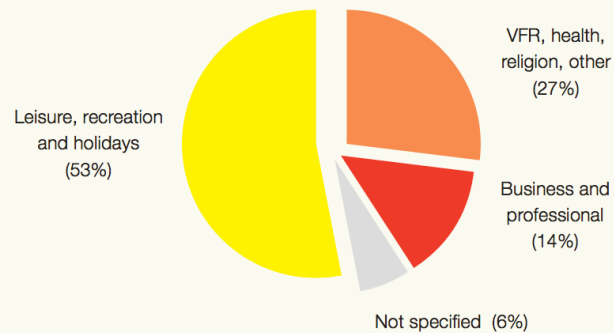
Inbound tourism by mode of transport, 2015* (share)



Source: World Tourism Organization (UNWTO) ©

Australia's graph would look quite different!

Inbound tourism by purpose of visit, 2015* (share)



Source: World Tourism Organization (UNWTO) ©

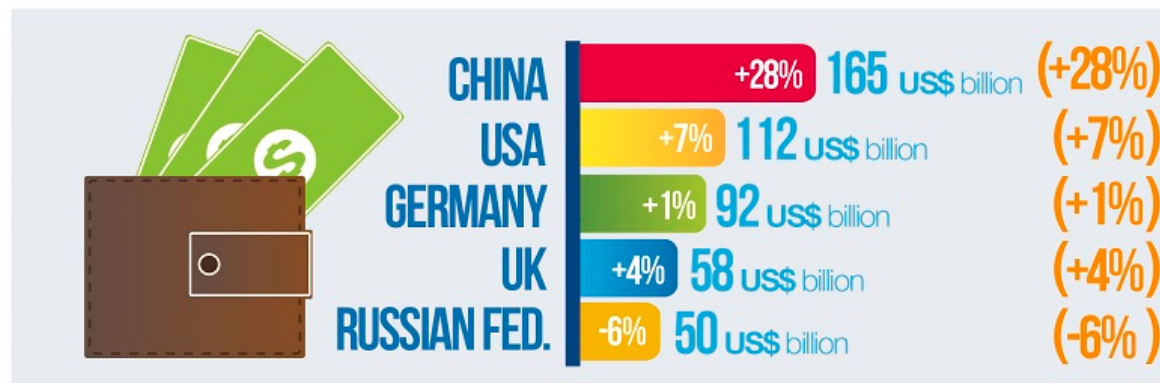


Tourisms big spenders

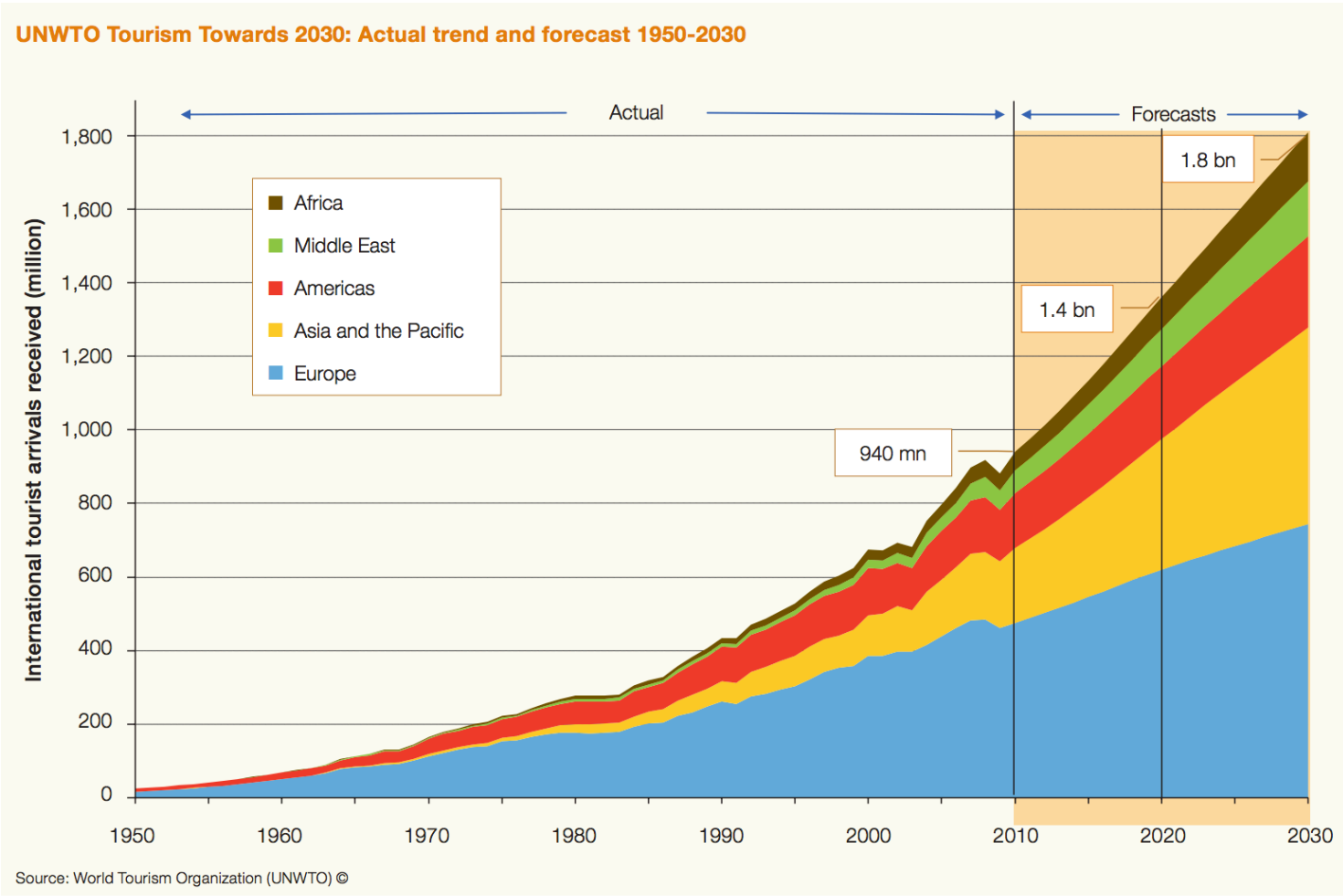


WORLD'S TOP TOURISM SPENDERS

INTERNATIONAL TOURISM EXPENDITURE 2014



Global tourism forecasts



Market differentiation

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)
- DINKs splash out on travel
- Peer-to-peer travel: Sharing and caring (
- Multi-generational vacations (the family Christmas cruise!)
- Chinese on the move!
- Here come the PANKS! - Professional Aunt, No Kids
- Going mobile

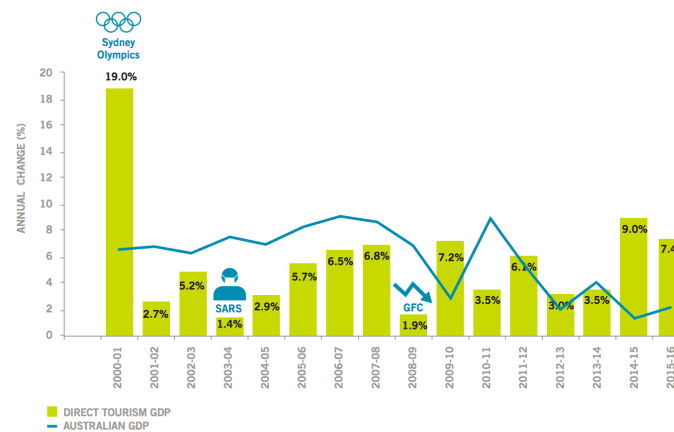
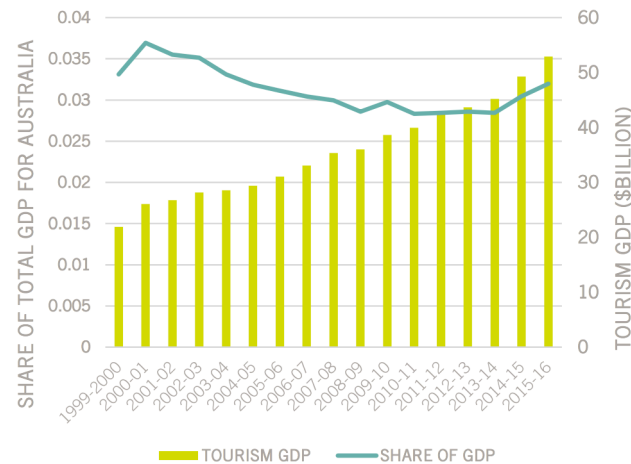
Global tourism: An Australian perspective!



Contribution of tourism to the Australian economy

In 2015–16, the GDP generated by tourism increased 7.4% (or \$3.7 billion) to reach a record of \$53 billion. It accounted for 3.2% share of Australia’s total GDP.

In 2015–16, the industry provided jobs for 580,200 workers directly – equivalent to 4.9% of Australia’s total workforce. In terms of workforce size, tourism is larger than mining (227,800 workers), agriculture (321,600 workers) and utilities services (144,000 workers).

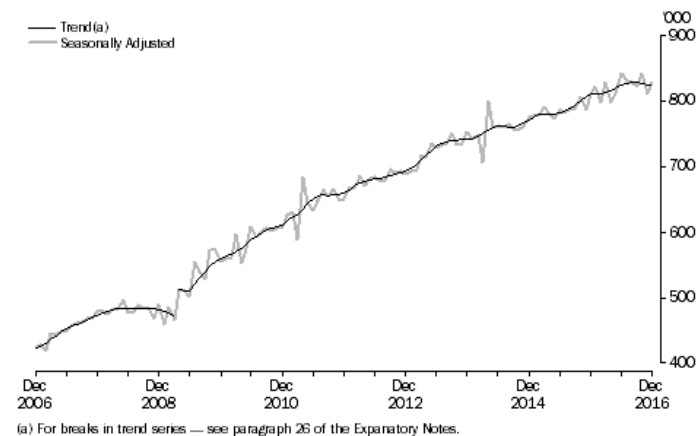


Australian's on the move

Record growth in international travel has sparked an unprecedented surge in the number of Australian passport holders. One in two (49%) Australians now has a passport, according to the Department of Foreign Affairs and Trade, an increase of 16% over 2015.

It reflects the growing tendency of Australians to holiday overseas rather than domestically. While this figure is well ahead of the United States (25%) it seriously lags European countries such as Germany with 90% passport ownership.

There were 9.9 million short-term resident departures from Australia in 2016.



Where do Australians travel to?

(Change over the decade 2006–2016)

SHORT-TERM RESIDENT DEPARTURES, Top 10 Countries in 2016 Calendar Year, Australia, Trend Series

Source countries	2016 Trend '000	2006 Trend '000	2006 to 2016 Trend % change
New Zealand	1 315.6	860.3	52.9
Indonesia	1 248.4	193.1	546.6
United States of America	1 053.4	441.4	138.7
UK, CIs & IOM(a)	587.6	422.6	39.0
Thailand	528.6	288.2	83.4
China	451.4	249.9	80.6
Singapore	377.1	195.9	92.5
Japan	362.5	99.5	264.3
Fiji	344.7	201.9	70.7
India	319.4	106.7	199.3
Total(b)	9 863.6	4 889.3	101.7

(a) United Kingdom, Channel Islands and Isle of Man.

(b) Total includes short-term resident departures from every source country so components will not add to the total.

Trend is clearly away from traditional destinations to those in the region (Indonesia, Japan and India) and North America.

Who visits?

Short-term Visitor Arrivals, Top 10 Source Countries in 2016

Source countries	2016 '000
New Zealand	1 340.2
China	1 213.1
United States of America	714.7
UK, CIs & IOM(a)	709.6
Singapore	443.6
Japan	411.6
Malaysia	388.0
Korea, South	286.0
India	260.4
Hong Kong	245.6
Total(b)	8 247.8

(a) United Kingdom, Channel Islands and Isle of Man.

(b) Total includes short-term arrivals from every source country so components will not add to the total.

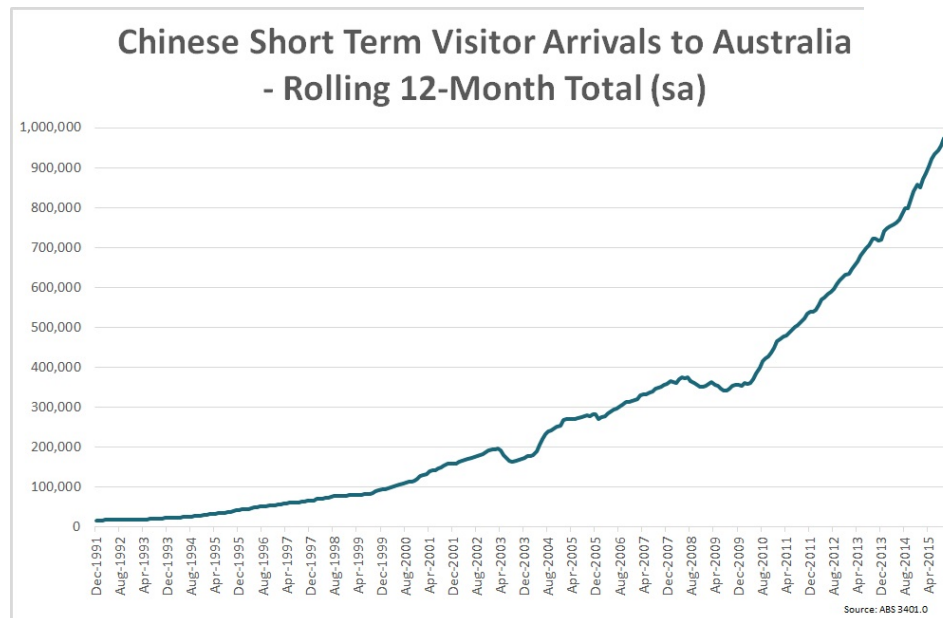


Chinese surge!

Chinese visitor arrivals hit 1.2 million in 2016

Chinese residents made a record number of visits to Australia in the 2016 calendar year, according to figures released today by the Australian Bureau of Statistics (ABS).

Short-term trips from China have grown from 500 in 1976 to 1.2 million in 2016, making it the country with the highest growth rate in that period.

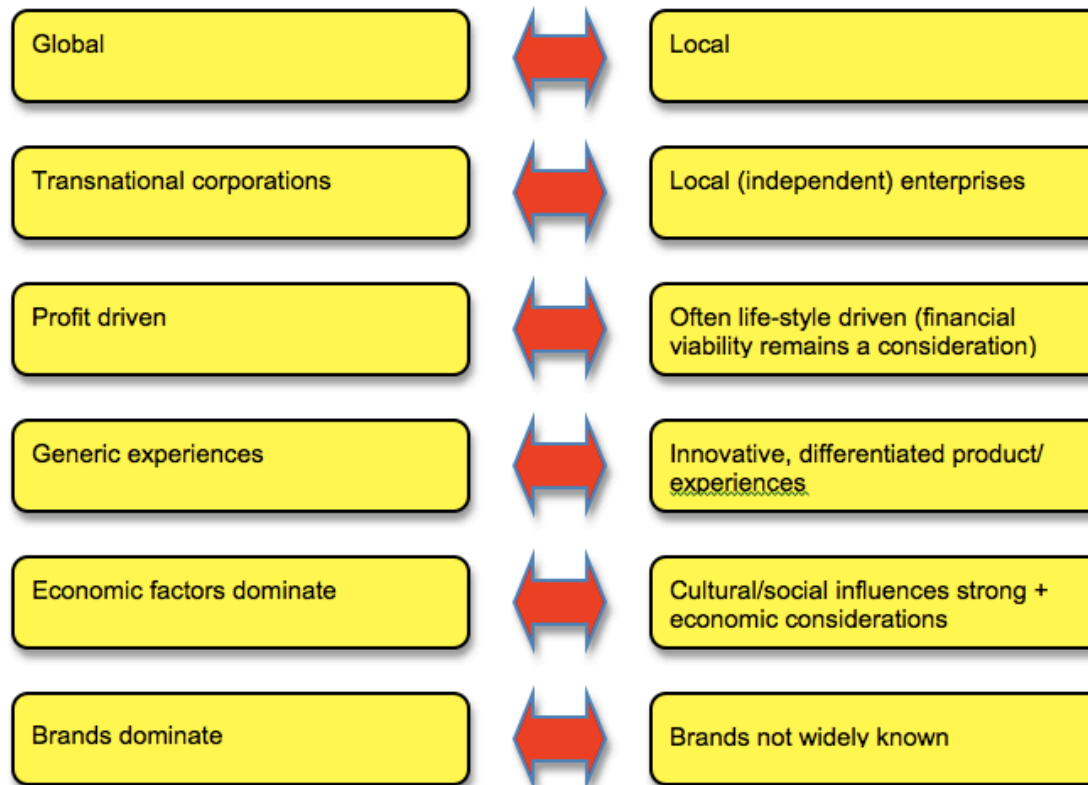


Mega trends in global tourism

Tendencies towards globalisation and localisations

Trends in global tourism

Tensions between globalisation and localization (global tourism)



Localisation: Locally-based enterprises take advantage of the commercial opportunities generated from the growth in international tourism and the investment in hotels and resorts by TNCs.





Impacts of tourism

Advantages and disadvantages of tourism

Advantages

- employment (tourism in labour intensive, few administrative positions, little opportunity for upward mobility)
- infrastructure development (roads, water, electricity, telecommunications)
- cultural preservation (economic incentives to preserve food, fashion, festivals and physical history, but these tend to be superficial elements of a culture.)
- environmental protection (economic incentive to protect the biophysical environment)
- foreign exchange (generates income),
- people gain access to pharmaceuticals, technology, consumer goods
- provision of health care services

Disadvantages

- loss of cultural diversity (language, religion, rituals, material culture often impacted)
- environmental impacts (impacts of resort developments: golf course, ski fields, coastlines.
- limited employment opportunities (often jobs are low skilled, low wage, prostitution, drug trade, gambling etc.)
- promotion of illegal and/or destructive economic activities (drug trading, species endangerment, child exploitation etc.)
- outside hiring (especially, skilled middle and senior management)
- concentration of employment opportunities (resort enclaves.)
- seasonal employment
- outside decision making (decisions made outside of the area by transnational corporations)
- corruption of local officials
- loss of productive land to resort developments and golf courses
- negative social impacts (STD's, substance abuse, begging, soliciting etc.)
- diverted and concentrated development at tourist destinations
- market uncertainty (fickle, affected by local and world events)

Impacts and responses to climate change

Tourism on the Move in a Changing Climate

Rising temperatures, higher sea levels and degraded habitats will have serious impacts on almost every sub-sector of the tourism industry. But options exist to help the industry adapt to climate change.

- IMPACTS** Changes already affecting the tourism sector
- RISKS** Likely impacts on tourism in the future
- ADAPTATION** How the industry can respond
- MITIGATION** What tourism can do to reduce its emissions

Mountain and Snow Tourism

ADAPTATION
Snow-making machines can help operators respond to less reliable snowfall, although they will face technological and economic limits as temperatures rise.

RISKS
Rising temperatures will mean that fewer resorts will be able to rely upon sufficient snowfall.

ADAPTATION
Winter sport resorts can adapt by marketing themselves as year round-destinations, with longer 'green seasons' helping to offset shorter skiing seasons.



Mountain and Snow Tourism

Snow sports are at obvious risk from rising temperatures, with lower-elevation resorts facing progressively less reliable snowfalls and shorter seasons. But other types of mountain tourism are also vulnerable, as infrastructure is put at risk from melting glaciers and thawing permafrost.

Forest and Lake Tourism

MITIGATION
Behavioural changes, such as holidaying locally in favour of long-haul destinations, would reduce the impacts of tourism.

IMPACTS
Severe droughts and pest infestation have led to widespread forest die-back in North America.

ADAPTATION
Winter sport resorts can adapt by marketing themselves as year round-destinations, with longer 'green seasons' helping to offset shorter skiing seasons.

RISKS
In Southern Europe, North America and Australia, fire seasons will lengthen, and there will be an increase in the number of high fire danger days.



Forest and Lake Tourism

Outdoor activities will be affected by large-scale forest dieback and more widespread wildfires, triggered by sustained drought and higher temperatures. Longer fire seasons will reduce access to national parks. Rising temperatures will change lake habitats, affecting fishing tourism.

Biodiversity and Agricultural Tourism

RISKS
Rising temperatures are seeing species shift towards the poles and to higher elevations where possible. Extinctions are increasingly likely as climate change progresses.

RISKS
In sub-Saharan Africa, up to 40% of species in national parks are likely to become endangered by 2080, assuming they are unable to migrate.

RISKS
The suitability of most existing wine regions for vine-growing is expected to decline, affecting wine tourism.



Biodiversity and Agricultural Tourism

As temperatures rise, the geographical dispersal of flora and fauna will change, as species shift to conditions to which they are better adapted. Given that many nature reserves are geographically isolated, this may prove difficult or impossible for many iconic species.

Cities and Urban Centre Tourism

RISKS
An estimated 150 million people currently live in cities with perennial water shortage, a figure which could rise to 1 billion by 2050.

IMPACTS
Half to two-thirds of Asia's cities with 1 million or more inhabitants are exposed to one or more climate-related hazards, with floods and cyclones the most important.

MITIGATION
The built environment accounts for 20% of the sector's climate impact; retrofitting or energy-efficient new builds would cut emissions.



Cities and Urban Centre Tourism

City visits account for a large percentage of the global tourism industry. Across the world, city infrastructure is exposed to a range of climate impacts, including extreme heat events, water shortages and flooding. Coastal cities, meanwhile, are at risk from sea-level rise.

Beach and Coastal Tourism

IMPACTS
Sea levels are estimated to rise 0.45–0.82m higher than present by the end of the century if emissions continue to rise at the current rate.

RISKS
Degraded beaches reduce the desirability of destinations, and beach erosion can reduce the prices that operators can charge for accommodation.

MITIGATION
New aircraft typically offer 20–30% improvement in efficiency. Shifting from kerosene to biofuels offers 30%+ cuts in direct greenhouse gas emissions.



Beach and Coastal Tourism

Rising sea levels and more extreme weather events threaten beaches and coastal infrastructure enjoyed by hundreds of millions of tourists each year. While adaptation can protect at-risk infrastructure, beaches are difficult to protect without reducing their attractiveness.

Ocean and Sea Life Tourism

ADAPTATION
The decline in sea ice is expected to add to an already rapid increase in Arctic cruises.

IMPACTS
Distributions of fish and other marine fauna are changing as the oceans warm, impacting recreational fishing and marine animal watching.

RISKS
2°C of global warming by 2050-2100 and ocean acidification would see reef structures degrade with serious consequences for tourism. Mass coral bleaching and mortality becomes an annual risk under all climate scenarios, with mass mortality events beginning to occur every 1–2 years by 2100.



Ocean and Sea Life Tourism

The combination of rising water temperatures and increasing ocean acidification, caused by the absorption of carbon dioxide, spell particular peril for reef ecosystems and the dive tourism they support. Warming sea temperatures will also change the distributions of fish and marine mammals.

Key Findings from the Intergovernmental Panel on Climate Change (IPCC) Fifth Assessment Report (AR5). For more information please visit cbs.com.au/ipcc



Thank you!