

What is tourism?

Who are the tourists?

**Where do they come from and
where are they going?**

Why is tourism important?

**Which are the major challenges in
tourism?**

“ I travel a lot for business, so tourism, for me, is about the things I get to do in a different place, somewhere around the world, around the time when I need to be working. So whether that's eating in a local restaurant, maybe having some time off to visit a local museum or some sort of architectural attraction that I'm interested in, and I need to fit that in around the times that I'm working. So that's what tourism is to me.”

“Tourism for me means more work and more interesting work. And it also means I'll get the chance to travel and see more places, and that'll expand my career as well.”

“Tourism means to me the opportunity to create a starting point for engagement with so many people across so many different parts of our community.”

“Tourism for me is really about broadening my understanding of the world. It's about exploring new places, it's about meeting new people and adding to this map that I have in my head of what the world looks like. It's also about stepping back from my life, getting a chance to relax, maybe a chance for adventure, doing things that I've never been able to do before, like snorkeling, going to a local art museum, or even just learning about the history of the place.”

Definition of tourism according to the United Nations World Tourism Organization:

Tourism can be defined as “the activities of people traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business or other purposes.”

Who are the tourists?

The UNWTO defines a tourist simply as “a visitor who spends at least one night away from home.” Visitors who spend less than a night away from home are called excursionists or *day trippers*.

international tourists / domestic tourists

domestic tourism / international tourism

Where do they come from and where are they going?

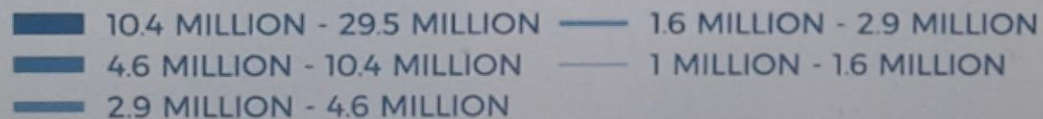
We know from statistics collected by the UNWTO that the top five largest source markets in the world include China, the USA, Germany, the United Kingdom and France.

MAJOR PASSENGER FLOWS

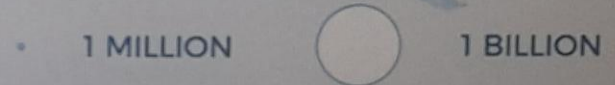


Travel within their own region

INTER-REGIONAL TRIPS



INTRA-REGIONAL TRIPS



INTERNATIONAL TOURISM 2016

INTERNATIONAL TOURIST ARRIVALS (ITA): 1.2 BILLION



INTERNATIONAL TOURISM 2016

INTERNATIONAL TOURIST ARRIVALS (ITA): 1.2 BILLION



Why is tourism important?

- >it influences the way we think, work and play
- >it is the world largest industry
- >it generates and supports a vast network of jobs and industries
- >on average, it generates almost 10% of the world's gross domestic product, or GDP
- >one in 11 jobs worldwide can be linked directly or indirectly to tourism

Which are the major challenges in tourism?

1. How do we manage the negative impacts of tourism and ensure that positive benefits are created?
2. How can we use technology to facilitate travel and tourism?
3. How can everyone with a stake in tourism work together to create a competitive destination?
4. How do businesses design tourist experiences that are engaging, educational and rewarding?
5. How can we attract, create and support a dedicated tourism workforce?
6. How do we manage tourism and tourists during times of risk and crises?

Questions for summative evaluation (next synchronous meeting):

The ones from the previous slide.

Each student will choose a different question, do some research on the topic, and come up with an oral summary of the issue (2-3 minutes), some statistical support (1-2 slides) and source reference.

Use the following expressions to comment your graph or

table: [https://www.cdu.edu.au/files/2022-](https://www.cdu.edu.au/files/2022-07/Useful%20language%20for%20data%20commentary.pdf)

[07/Useful%20language%20for%20data%20commentary.pdf](https://www.cdu.edu.au/files/2022-07/Useful%20language%20for%20data%20commentary.pdf)

Questions for final evaluation:

The ones stated in slide 1 and answered throughout this presentation.

Sources for review and further reflection:

<https://www.youtube.com/watch?v=IQQPTyDle3o>

<https://www.youtube.com/watch?v=Vyt1HdR4uLw>