

CONSIDERATIONS ON THE TRENDS OF INTERNATIONAL TOURIST FLOWS

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Abstract

The paper purpose was the purpose to analyze the flow of international tourists in the period 1980-2012 using the empirical data provided by UNWTO. In 2012, tourist arrivals reached 1,035 and in 2030 it is expected to exceed 1,800 million. The market share of main geographical regions in 2012 was the following one: Europe 51.61 %, Asia and the Pacific 22.57 %, the Americas 15.75 %, Africa 5.06 % and the Middle East 5.01 %. The top 10 countries receiving tourists and their market share at world level was the following one: France 8.21 %, the USA 6.63 %, China 5.71 %, Spain 5.71 %, Italy 4.59 %, Turkey 3.53 %, Germany 3 %, United Kingdom 2.90 %, Russia 2.54 %, Malayezia 2.47 %. All these 10 countries were visited by 457.9 million tourists in 2012, representing 45.75 % of the world tourist arrivals. Europe is the main source of international tourists, supplying over 50 % of the world tourists, followed by Asia and the Pacific with 23 %, the Americas with 17 %, the Middle East with 3 % and Africa with 3 %. Europe generates the most important tourism flows.

Key words: tourism flows, international tourism, trends

INTRODUCTION

Tourism is the most dynamic branch of the world economy with a deep impact on the development of other economic branches.

Nowadays, it is a real "industry" giving an important contribution to gross domestic product, employment, and payment balance in many countries.[14].

At global scale, the volume of tourism business exceeded the volume of oil, food and car exports [18].

The increased living standard, the longer free time and vacations, the higher income, the need to explore other destinations and extend culture and education of the people have stimulated the growth and diversification of the demand for tourism products and services and continuously developed and enlarged the tourism offer. As a result during the last decades tourism was facing as remarkable growth of tourism flows and receipts.[1, 7,9,10]

Tourism development is deeply influenced a large variety of factors such as: political, economic, social, environmental and

technological factors. [8,12]

Among the most important trends in the evolution of these factors could be mentioned:(a)*The economic trends* regarding the macroeconomic policies, transport liberalization, the growth of trade and investments, and fast extend of private business, (b)*The social trends* in terms of increased tourism demand and number of travelers, the need to "escape" of stress in week-ends and vacations, population aging, the seek of new experiences, the increased attention paid to health, well-being, culture, education, self improvement, (c)*The political trends* represented by the change in political forces at world level, the appearance of many regional conflicts, (d) *The environmental trends* regarding climate change, global warming, destroy of ozone cover, increased sun radiation, rise of the sea-water level, change of ocean streams, the melt of polar ice, loss of snow straw, will determine tourism movement to higher altitudes and latitudes [2], to destinations with the preferred climate by tourists according to their age, health status and income [3, 17], also the need to preserve

biodiversity and reduce pollution (e) *Technological trends* regarding the gains in information and communication technology, infrastructure, (f) *The change in natural resources* related to a higher food requirement, water diminished resources, high energy consumption, (g) *The travel safety and security* concerning more frontier control due to the increasing terror acts and danger for spreading infectious diseases. All these factors will have a deep influence on tourism flows, but also on tourism management and marketing of products and services, This imposes as tourism to be flexible and fast adapt to changes by establishing corresponding strategies. [4,5]

In 2013, tourism arrivals reached 1,087 billion by 52 billion more tourists than in 2012, reflecting a 5 % growth rate. The growth rate is different from a geographical region to another showing changes from the traditional destinations. Thus, the growth rate was +6% in Asia and the Pacific, +6% in Africa, +5% in Europe and + 4% in the Americas. (Fig.1).[13]



Fig.1. Growth rate in tourist arrivals in 2013
Source: UNWTO, Tourism Highlights, 2013 [16].

Comparing outbound and inbound tourism, domestic tourism is several times larger than international tourism.[6].

In this context, the paper aimed to analyze the dynamics of tourism flow during the last decades in order to identify the major trends regarding tourist arrivals at world level and by geographical area and sub regions, tourist structure by country of origin and destination

country, the most visited countries at world level and by geographical areas.

MATERIALS AND METHODS

The paper is based on a large documentation including the updated and well known UNWTO publications providing empirical data in the field of tourism such as: Tourism Highlights, Tourism Market Trends, World Tourism Barometer, as well as various articles regarding the evolution of tourism flows. [15,16,19,20,21].

The period of reference was 1980-2012 and mainly 1990-2012, and the specific indicators taken into consideration to characterize international tourism flow have been the following ones: tourist arrivals in million persons, tourist arrivals by geographical area in million persons, structure of tourist arrivals in percentage by geographical area, the market share of the geographical areas in the international tourism, the market share by subregion, average annual growth rate of tourist arrivals at world level and by geographical areas, tourist arrivals by destination country, the top 10 countries receiving tourists and their market share in the world tourism, tourist arrivals by country of origin.

The dynamics of tourism was studied based on fixed indices and structural indices allowing comparisons at world level and also by geographical areas and sub regions.

RESULTS AND DISCUSSIONS

World tourist arrivals. In the period 1980-2012, the number of tourist arrivals increased 3.72 times from 287 millions in the year 1980 to 1,035 millions in 2012 (Table 1).

Tourist arrivals vary according to the season, in general recording the highest level in the month of July, the period of vacations and the lowest level in January and February (Fig.2).

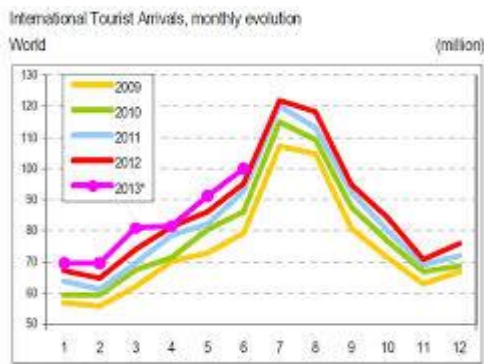
The growth of tourist arrivals by geographical areas. Asia and the Pacific registered the most dynamic growth, 10.15 times from 23 million arrivals in 1980 to 233.6 million arrivals in 2012. On the 2nd

position came Africa where the tourist arrivals increased 7.17 times from 7.3 million in 1980 to 52.4 million in 2012.

Table 1. International tourists arrivals, 1980-2012 (Millions)

	1980	1985	1990	1995	2000	2005	2010	2012	2012/1980 %
Arrivals of international tourists	277.6	319.5	437.7	539.4	686.8	806.3	949	1,035	372.83

Source: Tourism Highlights, 2013, UNWTO, [16]. Own calculations



Source: World Tourism Organization (UNWTO) ©

Fig.2. The monthly evolution of tourist arrivals

times from 7.5 million in 1980 to 52 million in 2012. In 2010, the Middle East was visited by 58.2 million tourists, but then, due to the political instability in the Arabian area, the number of tourists declined to 52 million in 2012. On the 4th position is situated Europe, where in 2012 it was registered a number of 534.2 million tourist arrivals, 3 times more than in the year 1980 (177.5 million). On the last position are situated the Americas where the tourist arrivals increased only 2.61 times from 62.3 million in 1980 to 163.1 million in 2012 (Table 2).

On the 3rd position is the Middle East where the number of tourist arrivals increased 6.93

Table 2. The dynamics of international tourist arrivals by geographical regions

	1980	1985	1990	1995	2000	2005	2010	2012	2012/1980 %
World	277.6	319.5	437.7	539.4	686.8	806.3	949	1,035	372.83
Africa	7.3	9.6	15.2	20.3	28.2	36.7	49.9	52.4	717.80
Americas	62.3	65.1	92.8	109.0	128.2	133.5	150.4	163.1	261.79
Asia and Pacific	23.0	32.9	56.1	82.7	111.4	155.5	205.1	233.6	1,015.65
Europe	177.5	203.4	263.6	313.1	393.8	441.5	485.5	534.2	300.95
Middle East	7.5	8.5	10.0	14.3	25.2	39.1	58.2	52.0	693.33

Source: Tourism Highlights, 2013, UNWTO, [16]. Own calculations

The structure of tourist arrivals by geographical area. In 2012, Europe preserved its top position regarding the number of tourist arrivals with a share of 51.61 % in the world tourist arrivals.

Table 3. The structure of tourist arrivals by geographical area, 1980-2012 (%)

	1980	1985	1990	1995	2000	2005	2010	2012
WORLD	100	100	100	100	100	100	100	100
Africa	2.62	3.00	3.47	3.76	4.10	4.55	5.25	5.06
The Americas	22.44	20.37	21.20	20.20	18.66	16.55	15.84	15.75
Asia and The Pacific	8.28	10.29	12.81	15.33	16.22	19.28	21.61	22.57
Europe	63.94	63.66	60.22	58.04	57.33	54.75	51.15	51.61
Middle East	2.72	2.68	2.30	2.67	3.69	4.87	6.15	5.01

Source: Own calculations

This weight is smaller compared to the one recorded in the year 1980 (63.94 %), reflecting a less importance of Europe in the world tourism. Also, in 2012, on the 2nd position are placed Asia and the Pacific with a share of 22.57 % in the world tourist arrivals, a higher weight compared to 8.28 % recorded in 1980, when this geographical area occupied the 3rd position in the world. Therefore, it was noticed a growth of the tourist flow in this geographical area. [11]. (Table 3)

On the 3rd position are situated the Americas, weighting 15.75 % in the world tourist arrivals in 2012 compared to 22.44 % in 1980, reflecting a decreasing trend in the number of international tourists visiting this geographical region. On the 4th position it is

situated Africa with a share of 5.06 % in 2012 in comparison with 2.62 % in 1980, showing a higher interest of tourists to visit the countries of this continent.

On the 5th position came the Middle East with a share of 5.01 % in the world tourist arrivals in 2012 compared to 2.72 % in 1980. It is important to notice that the Middle East enjoyed an increased number of tourist arrivals in 2010, when its weight accounted for 6.15 % placing this geographical area on the 4th position in the world, but, later it registered a decreasing trend because of the internal war in the Arabian area which positioned this geographical region on the last position in the world (Table 3).

Table 4. The market share of the geographical areas in the international tourism according to tourist arrivals flow

	1990	1995	2000	2005	2010	2012	2012/1990 %	Market share in 2012 %
WORLD	2. 437.7	3. 539.4	4. 686.8	5. 806.3	949	1,035	236.46	100
Europe	6. 263.6	7. 313.1	8. 393.8	9. 441.5	485.5	534.2	202.65	51.61
10. Northern Europe	30.3	39.4	44.6	52.9	62.8	64.9	214.19	6.27
11. Western Europe	108.6	112.2	139.7	142.7	154.3	166.6	153.40	16.09
12. Central and Eastern Europe	32.0	55.0	59.1	87.9	95.0	111.6	348.75	10.78
13. Southern and Mediterranean Europe	92.7	106.5	150.4	158.0	173.5	191.1	206.14	18.46
Asia and the Pacific	14. 56.1	15. 82.7	16. 111.4	17. 155.5	205.1	233.6	416.39	22.57
18. Northern-Eastern Asia	28.0	44.1	62.5	87.6	111.5	122.8	438.57	11.86
19. Southern-Eastern Asia	21.5	28.6	37.0	49.3	70.0	84.6	393.48	8.17
20. Oceania	5.2	8.1	9.2	10.5	11.6	12.1	232.62	1.16
38. Southern Asia	1.4	4.2	2.7	8.1	12.0	14.1	100.71	1.36
The Americas	21. 92.8	22. 109.9	23. 128.2	24. 133.5	150.4	163.1	175.75	15.75
42. Northern America	71.7	80.7	91.5	89.9	99.3	106.7	148.81	10.30
25. The Caribbean area	11.4	14.0	17.1	18.9	19.5	20.9	183.33	2.01
43. Central America	1.9	2.6	4.3	6.5	7.9	8.9	468.42	0.85
26. Southern America	7.7	12.6	15.3	18.2	23.6	26.7	346.75	2.57
Africa	15.2	27. 20.3	28. 28.2	29. 36.7	49.9	52.4	344.73	5.06
47. Northern Africa	8.4	7.3	10.2	13.7	18.8	18.5	220.23	1.78
30. Sub-Saharan Africa	6.8	13.0	18.0	23.0	31.1	33.8	497.05	3.26
The Middle East	31. 10.0	14.3	32. 25.2	33. 39.1	58.2	52.0	520.00	5.02

Source: Tourism Highlights, 2013, UNWTO, [16]. Own calculations

The market share of the geographical areas in the international tourism according to the tourist arrivals.

In 2012, the highest market share belonged to Europe, which preserved its top position in the world with 51.61 % of the total number of tourist arrivals.

On the next positions came Asia and the Pacific with 22.57 %, the Americas with 15.75 %, Africa with 5.06 % and the Middle East with 5.02 % (Table 4).

The market share by geographical sub regions. In 2012, *regarding Europe*, it was noticed that on the top position was situated the Southern Mediterranean area with a share of 18.46 % in the world tourist arrivals. Obviously, the shores of many Southern countries such as Spain, France, Italy, Monaco, Slovenia, Croatia, Cyprus etc have attracted and still attract numerous tourists looking for sun, beach, water sports, relaxation and entertainment.

On the 2nd position is situated the Western Europe with a share of 16.09 % in the world market. On the 3rd position there are the Central and Eastern European countries with 10.78 % market share and on the last position the Nordic countries having 6.27 % market share.

Also, in 2012, within *Asia and the Pacific region*, the highest market share was registered by Northern Asia 11.86 % and

Southern Asia 8.17 %, followed by Southern Asia with 1.36 % and Oceania with 1.16 %.

Within the Americas, the North area has the highest market share 10.30 %, followed by the Southern America with 2.57 %, then by the Caribbean region with 2.01 % and finally by the Central America with 0.85 %.

Within Africa, the sub-Saharan region has the highest market share 3.26 %, while the Northern Africa registered only 1.78 %.

The average annual growth rate of tourist arrivals at world level and by geographical areas. At world level, the average growth for a period of 5 years was very high, 6.5 % in the interval 1985-1990, but then, it recorded a decline to 2.7 % in the period 2000-2004, being even below the interval 1980-1985. After 2005, it was noticed a recover of the world tourism, the average annual growth rate being 3.6 % in the period 2005-2012.

By geographical areas, the highest average annual growth rate of the tourist arrivals was recorded by Asia and the Pacific, followed by the Middle East and Africa. In Europe, it was noticed a low average annual growth rate, 2.5 % in the period 2005-2012, and in the Americas 2.9 % (Table 5).

Tourist arrivals by destination in the period 1990-2012 are presented in the tables given below (Tables 6,7,8,9,10).

Table 5. Average annual growth rate of tourist arrivals at world level and by geographical regions, 1980-2012 (%)

Period/Region	WORLD	Africa	The Americas	Asia and the Pacific	Europe	The Middle East
1980-1985	2.8	5.1	0.9	7.4	2.8	2.5
1985-1990	6.5	9.6	7.3	11.3	5.3	3.5
1990-1995	4.3	6.0	3.3	8.1	3.5	7.3
1995-2000	4.9	6.8	3.3	6.1	4.7	12.0
2000-2004	2.7	4.4	0.5	6.9	1.8	9.5
2005-2012	3.6	6.0	2.9	6.2	2.5	5.2

Source: Tourism Market Trends, UNWTO, 2005. [19]. Tourism Highlights, UNTWO, 2013 [16].

The top 10 countries receiving tourists and their market share at world level. Among the countries situated in the top at international level, there are mentioned in the decreasing order: France with 8.21 % market share, the USA with 6.63 % market share, China with 5.71 % market share, Spain with

5.71 %, Italy with 4.59 %, Turkey with 3.53 %, Germany with 3 %, United Kingdom with 2.90 %, Russia with 2.54 %, Malaysia with 2.47 %.(Table 11).

These countries are followed by other 5 countries, which in the decreasing order are:

Mexico, Austria, Hong Kong China and Thailand.

Therefore, the 10 top countries in the world tourism, all together, have been visited in the year 2012 by 457.9 million tourists, representing 45.75 % of the total number of international tourists.

Their share reflects the tourists' interest for destinations of high attraction in the world.

The number of tourists is continuously increasing and it is close related to the variety of tourism offer, price and service quality.

In Africa, the most visited countries in the decreasing order are the following ones: Morocco, South Africa, Tunisia, Zimbabwe, Algeria, Kenya, Uganda, Namibia, Senegal and Mauritius (Table 12).

Table 6. Tourist arrivals in Africa by destination country, 1990-2012 (Thousand persons)

	1990	1995	2000	2004	2010	2012
Africa- Total	15,160	20,311	28,184	33,436	49,860	52,359
North Africa	8,398	7,271	10,240	12,770	18,756	18,536
Algeria	1,137	520	866	1,234	2,070	-
Morocco	4,024	2,602	4,278	5,477	9,288	9,375
Sudan	33	29	38	61	495	-
Tunisia	3,204	4,120	5,058	5,998	6,902	5,950
West Africa	1,352	1,913	2,444	3,142	-	-
Benin	110	138	96	174	199	-
Burkina Faso	74	124	126	222	274	-
Cape Verde	24	28	115	157	336	482
Cote d'Ivoire	196	188	-	-	-	-
Gambia	100	45	79	90	91	-
Ghana	146	286	399	584	931	-
Guinea	-	-	33	45	-	-
Mali	44	42	86	113	169	-
Mauritania	-	-	30	-	-	-
Niger	21	35	50	-	-	-
Nigeria	190	656	813	962	1,555	-
Senegal	246	280	389	363	900	-
Sierra Leone	96	38	16	44	39	60
Togo	103	53	60	83	202	235
Central Africa	365	357	666	729	1,406	-
Angola	67	9	51	194	425	-
Cameroon	-	100	277	190	573	817
Centr.Afr.Rep.	-	26	11	8	54	-
Chad	9	19	43	-	71	-
Congo	33	37	19	-	194	-
Dem.R Congo	55	35	103	30	81	-
Gabon	109	125	155	-	-	-
SaoTome Prn	3	6	7	-	8	-
East Africa	2,842	4,906	5,600	7,597	11,659	-
Burundi	109	34	29	-	142	-
Comoros	814	23	24	18	15	-
Djibouti	33	21	20	26	-	-
Eritrea	-	315	70	87	-	-
Ethiopia	79	103	136	210	468	-
Kenya	824	896	899	1,199	1,470	-
Madagascar	53	75	160	229	196	256
Malawi	130	192	228	471	746	-
Mauritius	292	422	656	719	935	965
Mozambique	-	-	-	470	1,718	-
Reunion	200	304	430	430	421	447
Rwanda	-	-	104	-	619	-
Seychelles	104	121	130	121	175	208
Tanzania	-	285	459	566	754	1,043
Uganda	68	160	193	512	946	-
Zambia	140	163	457	515	815	-
Zimbabwe	636	1416	1,957	1,854	2,239	1,794
Southern Africa	2,203	5,864	8,234	9,199	12,465	-
Botswana	543	521	1,104	-	2,145	-
Lesotho	171	87	-	-	414	-
Namibia	-	272	656	-	964	-
South Africa	1,025	4,684	6,001	6,815	8,074	8,339
Swaziland	263	300	281	459	868	-

Source: UNWTO Tourism Highlights, 2013 [16].

In the Middle East, the most visited countries are: Saudi Arabia, Egypt, United Arab Emirates, Syria, Jordan, Israel, Qatar, Lebanon, Yemen and Palestina, as their market share show at world level (Table 12).

Table 7. Tourist arrivals in the Americas by destination country, 1990-2012 (Thousand persons)

	1990	1995	2000	2004	2010	2012
America	92,804	109,029	128,164	125,739	150,364	163,115
<i>North America</i>	<i>71,744</i>	<i>80,663</i>	<i>91,500</i>	<i>85,854</i>	<i>99,305</i>	<i>106,683</i>
Canada	15,209	16,932	19,627	19,152	16,219	16,311
Mexico	57,172	20,241	20,641	20,617	23,290	23,403
United States	39,363	43,490	51,238	46,085	59,796	66,969
Caribbean	11,392	14,024	17,086	18,091	19,537	20,887
Anguilla	31	39	44	54	62	65
Antigua, Sasb	206	220	207	245	230	247
Aruba	433	619	721	728	824	904
Bahamas	1,562	1,598	1,544	1,561	1,370	1,419
Barbados	432	442	545	552	532	536
Bermuda	435	387	332	272	232	232
Bonaire	37	59	51	63	-	-
Br. Virgine Is.	160	219	272	305	330	351
Cayman Islands	253	361	354	260	288	322
Cuba	327	742	1,741	2,017	2,507	-
Curacao	219	224	191	223	342	420
Dominica	45	60	70	79	77	78
Dominican Rep.	1,305	1,776	2,978	3,450	4,125	4,563
Grenada	76	108	129	134	110	112
Guadaloupe	330	640	603	456	392	-
Haiti	144	145	140	96	255	-
Jamaica	988	1,147	1,323	1,415	1,922	1,986
Martinique	282	457	526	471	476	486
Montserrat	13	19	10	10	6	5
Puerto Rioo	2,560	3,131	3,341	3,541	3,186	3,069
Saba	-	10	9	11	-	-
Saint Lucia	141	231	270	298	306	307
St. Eustatius	-	9	9	11	-	-
St. Kitts-New	73	79	73	118	98	102
St. Maarten	545	449	432	475	443	457
St Vincent, Grenadines	54	60	73	87	72	74
Trinidad Tbg	195	260	-	443	386	-
Turks, Caicos	49	79	152	173	281	-
US.Virgin Is	463	454	546	544	590	-
<i>Central America</i>	<i>1,945</i>	<i>2,611</i>	<i>4,346</i>	<i>5,740</i>	<i>7,908</i>	<i>8,872</i>
Belize	197	131	196	231	242	277
Costa Rica	436	785	1,068	1,453	2,100	2,343
El Salvador	194	235	795	966	1,150	1,255
Guatemala	509	563	826	1,182	1,219	1,305
Honduras	250	271	471	672	863	906
Nicaragua	106	281	6	615	1,011	1,180
Panama	214	345	484	621	1,324	1,606
<i>South America</i>	<i>7,722</i>	<i>11,731</i>	<i>15,227</i>	<i>16,054</i>	<i>23,614</i>	<i>26,673</i>
Argentina	1,930	2 289	2,909	3,353	5,325	5,599
Bolivia	254	284	319	405	807	-
Brazil	1,091	1,991	5,313	4,794	5,161	5,677
Chile	943	1,540	1,742	1,785	2,801	3,554
Colombia	81.3	1,3991	557	791	2,385	2,175
Ecuador	362	440	627	819	1,047	1,272
French Guiana	-	-	-	-	-	-
Guyana	64	106	105	122	152	-
Paraguay	260	438	289	309	465	579
Peru	317	479	800	1,208	2,299	2,846
Suriname	46	43	57	138	204	240
Uruguay	-	2,022	1,968	1,756	2,349	2,695
Venezuela	525	700	469	492	526	710

Source: UNWTO Tourism Highlights, 2013 [16].

Table 8. Tourist arrivals in Asia and the Pacific by destination country , 1990-2012 (Thousand persons)

	1990	1995	2000	2004	2010	2012
Asia and the Pacific	56,138	82,747	111,372	145,491	205,060	233,564
<i>North East Asia</i>	<i>26,367</i>	<i>41,256</i>	<i>58,276</i>	<i>79,412</i>	<i>111,508</i>	<i>122,768</i>
China	10,484	20,034	31,229	41,761	55,665	57,725
Hong Kong (China)	-	-	8,314	13,655	22,085	23,770
Japan	3,236	3,345	4,757	6,138	8,611	8,368
Korea D P Rp	115	-	-	-	-	-
Korea Rep.	2,959	3,753	5,322	5,818	8,798	11,140
Macao (China)	2,583	4,202	5,197	8,324	11,926	13,577
Mongolia	147	108	37	301	456	476
Taiwan (pr. of China)	-	2,332	2,624	2,950	5,567	7,311
<i>South-East Asia</i>	<i>21,469</i>	<i>29,173</i>	<i>37,763</i>	<i>48,309</i>	<i>69,996</i>	<i>84,555</i>
Brunei	377	498	964		214	209
Daeusaalam						
Cambodia	17	220	465	1,055	2,508	3,584
Indonesia	2,178	4,324	5,064	5,321	7,003	8,044
Lao P.D.R.	14	60	191	236	1,670	-
Malaysia	7,446	7,469	10,222	15,703	24,577	25,033
Myanmar	21	117	2DB	242	311	593
Philippines	1,025	1,750	1,992	2,291	3,520	4,273
Singapore	4,842	8,422	6,9-7		9,161	-
Thailand	5,299	6,952	9,579	11,737	15,936	22,354
Vietnam	250	1,351	2,140	2,972	5,050	6,848
Oceania	5,152	8,085	9,247	10,157	11,556	12,138
American Samoa	26	34	44		23	-
Australia	2,215	3,726	4,530	4,774	5,885	6,146
Cock Is	34	48	73	83	104	122
Fiji	279	318	294	500	632	661
French Polynesia	132	172	252	212	154	169
Guam	780	1,362	1,287	1 160	1,197	1,308
Kinibat	3	4	5	3	5	5
Marshal Is	5	6	5	9	5	5
Micronesia (Fed Stof)			21	19		-
N Mariana Is	426	669	517	525	375	-
New Caledonia	87	86	110	100	99	112
New Zealand	976	1,409	1,787	2,348	2,525	2,565
Niue	1	2	2	3	6	5
Palau	33	53	58	95	86	119
Papua New Guinea	41	42	58	59	147	164
Samoa	48	68	88	98	122	126
Solomom Is	9	12			21	23
Tonga	21	29	35	4!	47	-
Tuvalu		1		1	2	
Vanuatu	35	44	5S	51	97	108
<i>South Asia</i>	<i>3,150</i>	<i>4,233</i>	<i>6,086</i>	<i>7,613</i>	<i>12,000</i>	<i>14,103</i>
Bangladesh	115	156		271	303	-
Bhutan	2	5	8	9	27	44
India	1,707	2,124	2,649	3,457	5,776	6,649
Iran	154	489	1,342	1 659	2,938	-
Maldives	196	315	467	617	792	958
Nepal	255	363	464	385	603	-
Pakistan	424	378	557	648	907	-
Sri Lanka	298	403	400	556	654	1,005

Source: UNWTO Tourism Highlights, 2013 [16].

Table 9. Tourist arrivals in Europe by destination country, 1990-2012 (Thousand persons)

	1990	1995	2000	2004	2010	2012
Europe	263,623	313,144	393,781	422,937	485,550	534,171
<i>Northern Europe</i>	<i>30,777</i>	<i>39,400</i>	<i>44,508</i>	<i>48,373</i>	<i>62,752</i>	<i>64,878</i>
Denmark	-	-	3,535	3,358	8,744	-
Finland	-	1 779	2,714	2,840	3,670	4,226
Iceland	142	190	634	836	489	-
Ireland	3,666	4,818	6,646	6,982	7,134	-
Norway	1,955	2,880	3,104	3,600	4,767	-
Sweden	-	2,309	2,746	3,003	4,951	10,914
United Kingdom	16,013	23,537	25,209	27,754	28,296	29,282
<i>Western Europe</i>	<i>108,626</i>	<i>112,184</i>	<i>139,659</i>	<i>138,821</i>	<i>154,347</i>	<i>166,579</i>
Austria	19,011	17,173	17,982	19,373	22,004	24,151
Belgium	-	5,580	6,457	6,710	7,186	7,505
France	52,497	60,033	77,190	75,121	77,648	83,018
Germany	17,045	14,838	18,992	20,137	26,875	30,408
Lichtenstein	78	59	62	49	50	54
Luxemburg	820	769	882	874	793	889
Monaco	245	233	300	250	279	-
Netherlands	5,795	6,574	10,003	9,646	10,883	11,880
Switzerland	7,963	6,946	7,821	-	8,628	8,566
<i>Central Eastern Europe</i>	<i>30,313</i>	<i>58,840</i>	<i>68,778</i>	<i>86,296</i>	<i>94,968</i>	<i>111,640</i>
Armenia	-	12	45	263	687	843
Azerbaijan	-	93	681	1,349	1,280	1,986
Belarus	-	161	60	67	120	119
Bulgaria	-	3,466	2,785	4,630	6,047	-
Czech Rep	-	3,391	4,666	6,061	8,629	8,908
Estonia	-	530	1,220	1,750	2,372	2,744
Former U.S.S.R.	2,20	-	-	-	-	-
Georgia	-	95	367	368	1,057	1,790
Hungary	-	-	-	12,212	9,510	10,353
Kazakhstan	-	-	1,471	3,073	3,393	4,438
Kyrgyzstan	-	35	59	398	1,316	-
Latvia	-	539	509	1,080	1,373	1,435
Lithuania	-	650	1,063	1,800	1,507	-
Poland	-	19,215	17,400	14,290	12,470	14,840
Rep Moldova	-	32	18	24	64	89
Romania	1,432	766	867	1,359	1,343	1,653
Russian Federation	-	-	-	19,892	20,271	25,736
Slovakia	822	903	1,053	1,401	1,327	1,511
Tajikistan	-	-	4	-	-	-
Turkmenistan	-	218	-	-	-	-
Ukraine	-	3,718	6,431	15,629	21,203	23,013
Uzbekistan	-	92	302	262	875	-
<i>Southern Mediter. Eu.</i>	<i>93,907</i>	<i>102,720</i>	<i>140,756</i>	<i>149,447</i>	<i>173,482</i>	<i>191,074</i>
Albania	30	40	32	42	2,347	-
Andorra	-	-	2,949	2,791	1,808	2,233
Bosnia & Herzg	-	-	171	190	365	439
Croatia	-	1495	5,831	7,312	9,111	10,369
Cyprus	1,561	2100	2,686	2,349	2,173	2,465
F Yug Rp Macedonia	-	147	224	165	262	351
Greece	8,873	11, 130	13,066	13,271	15,007	15,518
Israel	1,063	2,215	2,417	1,506	2,803	2,886
Italy	26,679	31,052	41,181	37,071	43,626	46,360
Malta	672	1,116	1,216	1,156	1,348	1,454
Portugal	8,020	9,511	12,097	11,617	6,832	7,696
San Marino	45	28	43	42	120	139
Serbia & Montenegro	-	228	239	583	683	810
Slovenia	-	732	1,090	1,439	1,869	2,156
Spain	34,055	34,920	47,805	52,430	52,677	57,701
Turkey	4,799	7,083	9,566	16,826	31,364	35,698
Yugoslav SFR	7,880	-	-	-	-	-

Source: UNWTO Tourism Highlights, 2013 [16].

Table 10. Tourist arrivals in the Middle East, 1990-2012 (Thousand persons)

	1990	1995	2000	2004	2010	2012
Middle East	10,040	14,300	25,238	36,272	58,181	51,986
Bahrain	1,376	1,396	2,420	3514	-	-
Egypt	2,411	2,971	5,126	7,795	14,051	11,196
Iraq	748	-	61	-	1,518	-
Jordan	572	1,075	1,560	2,953	4,207	4,162
Kuwait	15	72	78	91	207	-
Lebanon	-	450	742	1,278	2,168	1,365
Libian Arab.	96	56	174	149	-	-
Oman	149	279	571	-	-	-
Palestine	-	-	330	-	522	488
Qatar	136	329	375	732	1,519	-
Saudi Arabia	2,209	3,325	6,585	8,850	10,850	13,664
Syrian Arab Republic	562	815	1,416	3,032	8,546	-
United Arab Emirates	973	2,315	3,907	-	7,432	8,977
Yemen	52	81	73	274	1,025	-

Source: UNWTO Tourism Highlights, 2013 [16].

Table 11. The top 10 countries receiving tourists in 2012 (Million persons)

Country	Tourist arrivals	Market share(%)
France	83	8.21
USA	67	6.63
China	57.7	5.71
Spain	57.7	5.71
Italy	46.4	4.59
Turkey	35.7	3.53
Germany	30.4	3.00
United Kingdom	29.3	2.90
Russia	25.7	2.54
Malayezia	25	2.47
Total 10 countries	457,900	45.75
Totalworld	1,010	100

Source: http://en.wikipedia.org/wiki/World_Tourism_rankings UNWTO, 2012, [21]. www.indexmundi.com, [20].

Table 12. The top 10 countries receiving tourists in Africa and the Middle East in 2012 (Million tourists)

Africa	Tourist arrivals	The Middle East	Tourist Arrivals
Morocco	9.3	Saudit Arabia	17.4
South Africa	8.3	Egypt	9.4
Tunisia	4.7	Arabian Emirates	8.1
Zimbabwe	2.4	Syria	5.0
Algeria	2.3	Jordan	3.9
Kenya	1.7	Israel	2.8
Uganda	1.1	Qatar	2.5
Namibia	0.9	Lebanon	1.6
Senegal	0.9	Yemen	0.8
Mauritius	0.8	Palestina	0.4
Africa-Total	50.17	Middle East-Total	55.9
World	983	World	983

Source: www.indexmundi.com, [20]. www.en.wikipedia.org/wiki/World_Tourism_Rankings UNWTO, 2012, [21].

In America, the most visited countries are: the USA, Mexico, Canada, Brazil, Argentina, Dominican Republic, Chile, Puerto Rico, Peru, Uruguay (Table 13).

In Asia and the Pacific area, the most visited countries are: China, Malayesia, Hong Kong, Thailand, Macau, South Korea, Japan, Indonesia, Taiwan and Vietnam (Table13).

Table 13. The top 10 countries receiving tourists in the Americas and Asia and Pacific areas in 2012 (Million)

The Americas	Tourist arrivals	Asia and the Pacific	Tourist arrivals
The USA	67	China	57.7
Mexico	23.4	Malayesia	25
Canada	16.3	Hong Kong	23.7
Brazil	5.6	Thailand	22.3
Argentina	5.5	Macau	13.5
Dominicana Rep.	4.5	South Korea	11.1
Chile	3.5	Japan	8.3
Puerto Rico	3	Indonesia	8.0
Peru	2.8	Taiwan	7.3
Uruguay	2.6	Vietnam	6.8
The Americas-Total	163.1	Asia and the Pacific-Total	233.5
Total world	983	Total world	983

Sursa: www.indexmundi.com, [20] www.en.wikipedia.org/wiki/World_Tourism_Rankings UNWTO, 2012, [21]

In Europe, the most visited countries are France, Spain, Italy, Turkey, Germany, United Kingdom, Russia, Austria, Ukraine and Greece (Table 14).

Table 14. The top 10 countries in Europe receiving tourists in 2012 (Million)

Country	Tourist arrivals
France	83
Spain	57.7
Italy	46.4
Turkey	35.7
Germany	30.4
United Kingdom	29.3
Russia	25.7
Austria	24.1
Ukraine	23
Greece	15.5
EUROPE-TOTAL	233.5
TOTAL WORLD	983

Sursa: www.indexmundi.com, [20]
www.en.wikipedia.org/wiki/World_Tourism_Rankings
 UNWTO, 2012, [21]

Tourist arrivals by country of origin. The empirical data showed that the most numerous travels at international level are oriented to the regions of the tourists' origin. It is said that 4

of 5 arrivals have the origin in the same region.

The markets supplying international tourists are situated especially in the countries with advanced economies in Europe, Americas and Asia and the Pacific.

Therefore, Europe is the main source of international tourists, supplying over 50 % of the world tourists. It is followed by Asia and the Pacific with 23 %, the Americas with 17 %, the Middle East with 3 % and Africa also with 3 %.(Table 15).

Despite this, the increased available income for travels in many of the countries with emergent economy has determined a fast growth rate of the tourist flow during the last years and especially in the markets such as: Asia, Central and Eastern Europe, Middle East, Africa and Latin America.

Table 15. Tourist arrivals by region of origin, 1990-2012 (Million)

	1990	1995	2000	2005	2010	2012	Market share %	Annual growth rate %
World, of which:	436	529	677	807	949	1,035	100	3.6
Europe	251.9	303.4	388.6	449.7	497.1	539.8	52.1	2.6
Asia and the Pacific	58.7	86.4	114.2	153.2	206.4	236.4	22.8	6.4
The Americas	99.3	108.5	130.8	136.5	158.3	171.5	16.6	3.3
The Middle East	8.2	9.3	14.1	22.9	34.5	31.7	3.1	4.5
Africa	9.8	11.5	14.9	19.3	28.1	30.8	3.0	6.9
Unspecified origin	7.9	10.3	14.0	25.4	26.5	25.0	2.4	-
The same region	350.3	423.4	532.4	630.7	728.3	799.8	77.3	3.5
Other regions	77.6	95.7	130.3	151.0	194.2	210.4	20.3	4.9

Source: UNWTO, Tourism Highlights, 2013 [16]

Forecast of tourist arrivals for the year 2030. In the year 2020, it is expecting as the tourist arrivals to reach 1,360 millions and in 2030 about 1,800 millions, meaning 33.01 %

more than in the year 2010. The growth rate will account for 20 % in the advanced economies and for 44 % in the emerging economies.

Table 16. Forecast of International Tourist Arrivals towards 2030 by region of destination (Million)

	2010 Reference year	Forecast		2020/2010 %	2030/2020 %
		2020	2030		
World, of which:	940	1,360	1,809	144.68	133.01
- to Advanced economies	498	643	772	129.11	120.06
- to Emerging economies	442	717	1,037	162.21	144.63
By UNWTO regions:					
Europe	475.3	620	744	130.44	120.00
Asia and the Pacific	204.0	355	535	174.01	150.70
Americas	149.7	199	248	132.93	124.62
Middle East	60.9	101	149	165.84	147.52
Africa	50.3	85	134	168.98	157.64

Source: UNWTO Tourism Highlights, 2012, [22] Own calculations.

By region, the most substantial increase, more than 57 % is expected to be recorded by Africa, then over 50 % by Asia and the

CONCLUSIONS

In 2012, tourist arrivals increased accounted for 1,035 millions being 3.72 times higher than in the year 1980, reflecting that tourism is a very dynamic branch of the world economy. For this reason, it is expected as in 2030, to be recorded about 1,800 million tourist arrivals of which 1,037 million to emerging economies and 772 million to advanced economies.

The highest growth rate was registered by Asia and the Pacific, then by Africa, followed by the Middle East, Europe, and finally by Americas.

Europe is situated in the top position with 51.61 % of the world tourist arrivals. On the 2nd position comes Asia and the Pacific with 22.57 %, followed on the 3rd position by the Americas, weighting 15.75 % in the world tourist arrivals. On the 4th position it is situated Africa with 5.06 % and on the 5th position came the Middle East with 5.01 % of the world tourist arrivals.

The share of various European regions in the world tourist flow is the following one: the Southern Mediterranean area 18.46 %, the Western Europe 16.09 %, the Central and Eastern European countries 10.78 % and the Nordic countries 6.27 %. In Asia and the Pacific region, the market share of various regions is Northern Asia 11.86 %, Southern Asia 8.17 %, Southern Asia 1.36 % and Oceania 1.16 %. In America, the market share of various regions is: North America 10.30 %, Southern America 2.57 %, the Caribbean 2.01 % and the Central America 0.85 % of the world tourist arrivals. In Africa, the sub-Saharan region account for 3.26 %, and the Northern Africa for 1.78 % of the world tourist flow.

The top 10 countries receiving tourists and their market share at world level is the following one: France 8.21 %, the USA 6.63 %, China 5.71 %, Spain 5.71 %, Italy 4.59 %, Turkey 3.53 %, Germany 3 %, United

Pacific, over 47 % by the Middle East, 24 % by the Americas and about 20 % by Europe.(Table 16)

Kingdom 2.90 %, Russia 2.54 %, Malayezia 2.47 %.

All these 10 countries were visited by 457.9 million tourists in 2012, representing 45.75 % of the world tourist arrivals.

Europe is the main source of international tourists, supplying over 50 % of the world tourists. Asia and the Pacific provide 23 %, the Americas 17 %, the Middle East 3 % and Africa 3 %.

As a conclusion, Europe remain the region attracting the most numerous international tourists and also it is the most important provider of travellers around the world.

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