

CONSIDERATIONS ON THE TRENDS OF INTERNATIONAL TOURISM RECEIPTS

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Abstract

The paper aimed to analyze the evolution of tourism receipts at world level and by geographical area and in the main countries of tourist interest. In the period 1980-2012, the tourism income increased 10.14 times. In 2012, it accounted for USD Billion 1,075, to which Europe contributed by 42.58 %, Asia and the Pacific by 30.13 % and the Americas by 19.77 %. The USA, Spain, France, China, Macau, Italy, Germany, United Kingdom, Hong Kong and Australia are the top 10 countries according to the receipts, earning USD Billion 508.8, which represented 47.55 % of the world tourism income in 2012. The European countries with the highest contribution to tourism revenue are: Spain 12.21 %, France 11.72 %, Italy 8.99 %, Germany 8.32 %, United Kingdom 7.94 %, Turkey 5.60 %, Austria 4.12 %, Switzerland 3.62 %, Sweden 3.36 % and The Netherlands 3.03 %. Their contribution to Europe tourism receipts was 68.97 % in 2012. As a conclusion, international tourism is a very dynamic field of activity with a high contribution to the development of the world economy.

Key words: international tourism, receipts, trends

INTRODUCTION

The increase rate of tourist flows at international level has determined a growth of receipts coming from this field of activity. Also the changes registered in the tourist flows regarding the geographical areas are reflected by tourism receipts. [9]

All the incomes obtained from tourism products and services sold to domestic and foreign tourists are used, first of all, to create tourism profit, to pay its employees dealing with accommodation services, food products and services, entertainment services, transport and other services.

Secondly, the incomes have to be distributed to other economic branches, suppliers of products and services for tourism such as: building industry, financial-banking units, trade units, transport industry, food industry, cultural and sport institutions, etc.

Thirdly, the incomes are also used to pay taxes to the public and local budget, to create new jobs in the tourism network, to support the economic and social development in the areas where tourism attractions are found.

[10,11]

Also, but not finally, tourism receipts are destined to support the commercial trade balance of a country, because tourism is a component of the so called "invisible trade", besides transport, currency exchange, banking, insurance, license trade, know-how, cultural exchange.

The commercial trade balance is an "active one" when export exceeds import and a "passive one" when import is higher than export, and also when export is equal to import the trade balance is considered to be a "balanced one".

More than this, the payment balance is deeply influenced by external trade, meaning that tourism as a part of it brings an important contribution to this balance.[2, 6,7, 11, 12]

For this reason, international tourism is similar to international trade being a source of convertible currencies useful for the development of the economy of any country. Many of the countries with emergent economies make substantial efforts for the development of tourism aiming to increase their currency sources. [1,3,4,8]

A part of the incomes obtained in the field of tourism have to be spent for diminishing its negative effects on environment. Sustainable tourism involves the rational use of resources, environment protection, the minimization of negative effects, development of the local communities. [5]

In this context, the paper goal was to analyze the dynamics of tourism receipts during the last decades at world level and by geographical area in order to identify the major trends.

MATERIALS AND METHODS

In order to set up this paper, the empirical data supplied UNWTO in Tourism Highlights, recent publications were used. [13,14,15,16,17].

The period of analysis was 1980-2012 and mainly 1990-2012, and the main indicators taken into account characterizing tourism receipts flows have been the following ones: receipts in terms of USD Billion at world level, by geographical area and by country, the market share of the top 10 countries classified based on this criterion.

In this purpose, fixed indices and structural indices and comparison method were used.

RESULTS AND DISCUSSIONS

World tourism receipts.

The value of tourism receipts increased 10.14 times from USD Billion 106 in the year 1980 to USD Billion 1,075 in the year 2012, reflecting how dynamic is this branch of the world economy.

By geographical areas, in the year 1980, the highest tourism receipts were carried out in Europe, the Americas, Asia and the Pacific, the Middle East and Africa.

In the year 2012, the ranking of the geographical regions has been changed, the empirical data reflecting a different growth rate from an area to another. In the decreasing order, the situation was the following one: Europe USD Billion 457.8 (42.58 %), Asia and the Pacific USD Billion 323.9 (30.13 %), the Americas USD Billion 212.6 (19.77%), the Middle East USD Billion 47 (4.37 %) and Africa USD Billion 33.6 (3.15%) (Table 1).

Table 1. Dynamics of international tourism receipts (USD Billion)

	1980	1985	1990	1995	2000	2012	2012/1980 %
World	106	120.8	273.4	414.2	483.8	1,075	1,014.15
Africa	3.4	3.1	6.4	8.5	10.5	33.6	988.23
The Americas	24.7	33.3	69.3	98.4	130.8	212.6	860.72
Asia and the Pacific	11.3	16.3	46.8	82.5	91.3	323.9	2,866.37
Europe	63.7	63.9	145.6	212.2	232.5	457.8	718.68
The Middle East	3.5	4.2	5.2	12.5	18.7	47.0	1,342.85

Source: UNWTO, Tourism Highlights, 2006, 2013. [13, 15]Own calculations

Tourism receipts by geographical area and destination country.

In Africa, the highest receipts achieved in the year 2012 were recorded by South Africa, Morocco, Tunisia and Mauritius. In the same year, the Sub Saharan Africa registered USD Billion 24,220 (73.12%), being on the 1st position compared to North Africa which recorded only USD Billion 9,366 (27.88 %) (Table 2).

The market share of the top 3 countries in

Africa based on tourism receipts was the following one in the year 2012: South Africa 29.75 %, Morocco 19.98 % and Tunisia 6.49 %, all together accounting for 56.23 % of the total receipts obtained from tourism by Africa.(Table 3)

In the Americas, in the year 2012, the highest receipts were recorded by the USA, the Carribeans, Canada, Mexico, Brazil and Dominicana Rep. The North America registered the highest incomes USD Billion

156,355 (73.53 %) being situated on the 1st position, the South America USD Billion 23,705 (11.14%) coming on the 2nd position and the Central America USD Billion 8,028 (3.77%) being situated on the 3rd position (Table 4).

Table 2. Tourism receipts in Africa by destination country, 1990-2012 (USD Billion)

	1990	1995	2000	2012
Africa	6,402	8,500	10,505	33,585
North Africa	2,333	2,667	3,823	9,366
Algeria	105	33	96	209(2011)
Morocco	1,259	1,295	2,039	6,711
Sudan	21	8	5	185(2011)
Tunisia	948	1,530	1,683	2,183
West Africa	605	538	1,007	1,036
Benin	55	85	77	187(2011)
Bukina Faso	11		19	133(2011)
Cape Verde	6	10	41	414
Cote d' Ivoire	51	89	45	141(2011)
Gambia	26	28		96(2011)
Ghana	85	11	335	694(2011)
Guinea	30	1	12	2(2011)
Guinea Bissau				
Mali	47	25	40	227(2011)
Mauritania	9	11		
Niger	17	7	23	96(2011)
Nigeria	25	17	101	622
Senegal	167	168	144	484(2011)
Sierra Leone	19	57	11	44(2011)
Togo	53	13	8	79(2011)
Central Africa	93	133	181	
Angola	13	10	18	647(2011)
Cameroon	53	36		
Cent.Afr.Rep	3	4	5	
Chad	8	43	14	
Congo	6	14	12	
Dem.R.Congo	7			11(2011)
Ecuatorial Guinea	1	1	5	
Gabon	3	18	20	
Sao Tome Pm	2		10	
East Africa	1,285	2,323	2,377	5,528
Burundi	4	1		3(2011)
Comoros	2	22	15	42(2011)
Djibouti		4		19(2011)
Eritrea		58	36	
Ethiopia	25	16	£7	763(2011)
Kenya	443	486	283	901
Madagascar	40	53	121	
Malawi	16	17	25	34(2011)
Mauritius	244	430	542	1477
Mozambique			74	250
Reunion		233	296	434(2011)
Rwanda	10	2	4	282
Seychelles	126	129	13?	305
Tanzania	65	502	377	1564
Jgarda	10	78	165	
Zambia	41	47	111	146(2011)
Zimbabwe	60	145	125	749
Southern Africa	2,051	2,640	3,115	11,479
Botswana	117	152	222	
Lescena	17	27	24	
Namibia	85	278	160	485
South Africa	1,832	2,125	2,675	9,994
Swaziland	30	43	77	

Source: UNWTO, Tourism Highlights, 2006, 2012 [13, 14]Nota: The figure in the bracket represents the year 2011.

Table 3. The top 3 countries in Africa by tourism receipts and their market share in 2012

Crt. No.	Country	Tourism receipts (USD Billion)	Market share (%)
1.	South Africa	9,994	29.75
2.	Morocco	6,711	19.98
3.	Tunisia	2,183	6.49
Total 3 countries	-	18,888	56.23
Total Africa	-	33,585	100.00

Source: Own calculations

Table 4. Tourism receipts in the Americas by destination country, 1990-2012 (USD Billion)

	1990	1995	2000	2012
Americas	69,320	98,449	130,807	212,623
North America	54,872	77,491	101,472	156,355
Canada	6,339	7,917	10,778	17,401
Mexico	5,526	6,179	8,294	12,739
United States	43,007	61,395	82,400	126,214
Caribbean	6,731	12,246	17,157	24,536
Arquila	35	50	56	113
Arquila Barb	298	247	291	319
Anuba	350	521	814	1,404
Bahamas	1,333	1,348	1,734	2,367
Barbados	494	622	723	916
Bermude	290	488	431	441
Borane	18	37	59	
Br Virg. Is	132	211	345	397
Caiman Island	23b	394	559	
Cuba	243	963	1,737	2,283(2011)
Curacao	120	175	183	543
Dominica	25	42	46	210
Dominican Rep.		1,571	2,860	4,549
Grenada	38	76	93	110
Guadeloupe	197	458	418	583(2011)
Haiti	46	90	128	162(2011)
Jamaica	740	1,089	1,333	2,043
Martinique	240	384	302	516(2011)
Montserrat	7	17	9	5
Puerto Rico	1,366	1,828	2,388	3,193
Sant Lucia	154	230	279	335
St. Kiss Nev	58	63	58	94
St. Maarten	316	349	511	842
St. Vincent. Grenadines	56	53	75	93
Trinidad Tbg	95	77	213	472(2011)
Turks Caicos	37	53	285	
US Virgin Is	697	822	1,206	
Central America	755	1,523	2,964	8,028
Belize	44	78	116	299
Costa Rica	275	681	1,302	2,425
El Salvador	18	85	217	544
Guatemala	185	213	482	1,419
Honduras	29	107	260	661
Nicaragua	12	50	129	422
Panama	172	309	458	2,259
South America	4,982	7,189	9,215	23,705
Argentina	1,131	2,222	2,904	4,895
Bolivia	91	55	68	532
Brazil	1,492	972	1,810	6,645
Chile	540	911	819	2,201
Colombia	406	657	1,030	2,351
Ecuador	188	255	402	1,026
French Guiana				
Guyana	27	33	75	
Paraguay	128	137	73	239
Peru	217	428	837	2,657
Suriname	1	21	16	61(2011)
Uruguay	238	611	713	2,076
Venezuela	496	849	423	844

Source: UNWTO, Tourism Highlights, 2006, 2012 [13, 14]

The top countries in the Americas regarding the receipts from tourism have the following market shares: the USA 59.36 %, the Carribeans 11.53 %, Canada 8.18 %, Mexico 5.99 %, Brazil 3.12 %, Argentina 2.30 %, followed by Puerto Rico, Peru, Costa Rica and Bahamas, all these 10 countries together obtained USD Billion 203,072 representing 95.50 % of the total receipts registered by Americas.(Table 5).

Table 5.The top 10 countries in the Americas according to tourism receipts and their market share in 2012

Crt. No.	Country	Tourism receipts (USD Billion)	Market share (%)
1.	The USA	126,214	59.36
2.	The Carribeans	24,536	11.53
3.	Canada	17,401	8.18
4.	Mexico	12,739	5.99
5.	Brazil	6,645	3.12
6.	Argentina	4,895	2.30
7.	Puerto Rico	3,193	1.50
8.	Peru	2,657	1.24
9.	Costa Rica	2,425	1.14
10.	Bahamas	2,367	1.11
Total top 10		203,072	95.50
Total Americas	-	212,623	100.00

Source: Own calculations

Table 6. Tourism receipts in Asia and the Pacific by destination country, 1990-2012 (USD Billion)

	1990	1995	2000	2012
Asia and the Pacific		82,549	91,259	323,865
<i>North-East Asia</i>	23,001	38,015	46,025	166,843
China	2,218	8,730	16,230	50,028
Hong Kong (China)	5,032	9,604	7,495	32,089
Japan	3,578	3,224	3,373	14,576
Korea, DP Rep	29			
Korea, Republic of	3,559	5,150	6,811	14,231
Macao (China)	3,473	3,102	3,203	23,707
Mongolia	5	21	36	233
Taiwan (pr.of China)	1,740	3,286	3,738	11,707
<i>South-East Asia</i>	14,479	26,972	26,158	9,665
Cambodja		53	304	1,800
Indonesia	2,105	5,223	4,975	8,325
Lao PD.R.	3	51	114	506
Malaysia	2,667	3,989	5,011	20,250
Myanmar	9	151	162	281(2011)
Philippines	1,306	1,136	2,134	4,014
Singapore	4,937	7,646	5,142	19,261
Thailand	4,326	8,035	7,483	30,092
Vietnam	85			21(2011)
<i>Oceania</i>	7,316	14,159	14,246	41,201
American Samoa	10			
Australia	4,246		8,846	31,534
Cook Islands	16	29	36	
Fiji	202	291	182	728
French Polynesia	17!			385(2011)
Guam	936			
Kirbati	1	2	3	
Marshall Is		3	4	3
Micronesia (Fed.8t.cf)			15	
N. Mariana Is	455	655		
New Caledonia	94	108	111	154(2011)
New Zealand	1,030	2,318	2,267	5,454
Niue		2		
Palau			53	2(2011)
Papua New Guinea	41	25	21	3(2011)
Samoa	20	35	41	148
Solomon Is	7	16	4	73
Tonga	90	10	7	28(2011)
Vanuatu	39	45	56	226(2011)
<i>South Asia</i>	2,029	3,404	4,797	24,156
Bangladesh	11	25	50	
Bhutan	2	5	10	110
India	1,513	2,581	3,460	17,971
Iran	61	67	467	2,381(2011)
Maldives	89	211	321	1,873
Nepal	64	177	158	352
Pakistan	156	110	81	341
Sri Lanka	132	226	246	1,039

Source: UNWTO, Tourism Highlights, 2006, 2012. [13, 14]

In Asia and the Pacific, in 2012, the highest tourism receipts were achieved by China, Hong Kong, Thailand, Macao, Malaysia, Singapore, India, Japan, Khorea DR.Rep and Australia. The North Asia registered USD Billion 166,843 (51.51%), being placed on the 1st position, the South Eastern Asia gained USD Billion 91,665 (28.30 %), coming on the 2nd position, Oceania obtained USD Billion 41,201 (12.72 %) being situated on the 3rd position and the South Asia USD Billion 24,156 (7.45 %) coming on the 4th position. (Table 6).

The top 10 countries in Asia and the Pacific according to the income earned from tourism in the year 2012 were: China with a market share of 15.44%, Hong Kong China 9.90 %, Australia 9.73 %, Thailand 9.29 %, Macao China 7.32 %, Singapore 5.94 %, Japan 4.50 %, Korea Rep. 4.39 %, Taiwan 3.61 % and Indonesia 2.57%. All these 10 countries together earned USD Billion 235,550 representing 72.73 % of the total income coming from tourism in Asia and the Pacific (Table 7).

Table 7. The top 10 countries in Asia and the Pacific according to tourism receipts and their market share in 2012

Crt. No.	Country	Tourism receipts (USD Billion)	Market share (%)
1.	China	50,028	15.44
2.	Hong Kong China	32,089	9.90
3.	Australia	31,534	9.73
4.	Thailand	30,092	9.29
5.	Macao China	23,707	7.32
6.	Singapore	19,261	5.94
7.	Japan	14,576	4.50
8.	Korea Rep.	14,231	4.39
9.	Taiwan	11,707	3.61
10.	Indonesia	8,325	2.57
Total top 10	-	235,550	72.73
Total Asia and the Pacific	-	323,865	100.00

Source: Own calculations

In Europe, in the year 2012, the highest receipts were registered by the countries of high tourism attraction, in the decreasing order being the following ones: France, Spain, Italy, Germany, United Kingdom, Turkey, Austria, Switzerland, Sweden, The Netherlands and Greece (Table 8).

In Europe, in the year 2012, the market share of the top 10 countries was the following one: Spain 12.21 %, France 11.72 %, Italy 8.99 %, Germany 8.32 %, United Kingdom 7.94 %, Turkey 5.60 %, Austria 4.12 %, Switzerland 3.62 %, Sweden 3.36 % and The Netherlands 3.03 %.

All these 10 countries together earned USD Billion 315,727 representing 68.97 % of tourism receipts registered by Europe. (Table 9).

In the Middle East, in the year 2012, the highest receipts were registered by the United Arab Emirates, Egypt and Saudit Arabia (Table 10).

In the Middle East, in the year 2012, the market share of the main countries with high revenues

from tourism was the following one: United Arab Emirates 22.07 %, Egypt 21.13 %, Saudi Arabia 15.80 %, Lebanon 14.60 % and Jordan 7.35 %.

All these 5 countries together earned USD Billion 38,083, representing 80.91 % of the receipts received from tourism in the Middle East.(Table 11).

The top 10 countries in the world based on the tourism receipts registered in the year 2012 have been: the USA, Spain, France, China, Macau, Italy, Germany, United Kingdom, Hong Kong and Australia.

All these ten countries obtained USD Billion 508.8 from tourism, representing 47.55 % of the world receipts, which accounted for USD Billion 1,075.

The highest market share was recorded by the USA 11.79 %, being situated on the 1st position, followed by Spain with 5.22 % on the 2nd position, France with 5.01 % on the 3rd position, China with 4.67 % on the 4th position, Macau with 4.08 % on the 5th position, and Italy 3.85 % on the 6th position. (Table 12).

Table 8. Tourism receipts in Europe by destination country, 1990-2012 (USD Billion)

	1990	1995	2000	2012
Europe	145,637	212,157	232,483	457,832
<i>Northern Europe</i>	<i>26,267</i>	<i>33,016</i>	<i>35,932</i>	<i>7,384</i>
Denmark	3,645	3,673	3,694	6,162
Finland	1,167	1,641	1,406	4,139
Iceland	151	186	229	845
Ireland	1,453	2,208	2,633	4,078
Norway	1,570	2,238	2,050	5,359
Sweden	2,906	3,471	4,064	15,427
United Kingdom	15,375	20,500	21,857	36,373
<i>Western Europe</i>	<i>63,114</i>	<i>80,821</i>	<i>82,774</i>	<i>157,040</i>
Austria	13,417	12,827	9,931	18,894
Belgium		4,548	6,592	11,381
Belgium/Luxemburg	3,702			
France	20,184	27,587	30,757	53,697
Germany	14,265	18,031	18,693	38,114
Luxembourg		1,721	1,806	4,486
Netherlands	4,155	6,578	7,217	13,887
Switzerland	7,411	9,459	7,777	16,581
<i>Central Eastern Europe</i>	<i>4,849</i>	<i>19,633</i>	<i>20,372</i>	<i>5,971</i>
Armenia		1	38	451
Azerbaijan	228	70	63	2,433
Belarus		23	93	654
Bulgaria	320	473	1,074	3,748
Czech Rep	419	2,880	2,973	7,035
Estonia		557	505	1,226
Georgia			87	1,411
Hungary	824	2,953	3,757	4,845
Kazakhstan		122	356	1,347
Kyrgyzstan		5	15	698
Latvia		20	131	745
Lithuania		77	391	1,313
Poland	358	6,614	5,677	10,938
Rep Moldova		57	39	213
Romania	106	590	359	1,467
Russian Federation		4,312	3,430	11,187
Slovakia	70	623	433	2,299
Tajikistan				34, 1
Ukraine		131	394	4,842
Uzbekistan			27	28
<i>Southern Mediter Eu.</i>	<i>51,408</i>	<i>77,787</i>	<i>93,405</i>	<i>17,437</i>
Albania	4	85	389	1,471
Bosnia & Herzg			233	603
Croatia		1,349	2,782	8,774
Cyprus	1,258	1,798	1,941	2,600
F.Yug.Rp Macedonia		19	38	233
Greece	2,587	4,135	9,219	12,879
Israel	1,396	2,993	4,088	5,493
Italy	16,453	28,731	27,493	41,185
Malta	496	651	610	1,265
Portugal	3,555	4,831	5,243	11,056
Serbia & Montenegro		42	30	1,732
Slovenia		1,080	964	2,577
Spain	18,484	25,252	29,968	55,916
Turkey	3,225	4,957	7,636	25,653
Yugoslav SFR	2,774			

Source: UNWTO, Tourism Highlights, 2006, 2013 [13, 15]

Table 9. The top 10 countries in Europe according to tourism receipts and their market share in 2012

Crt. No.	Country	Tourism receipts (USD Billion)	Market share (%)
1.	Spain	55,916	12.21
2.	France	53,697	11.72
3.	Italy	41,185	8.99
4.	Germany	38,114	8.32
5.	United Kingdom	36,373	7.94
6.	Turkey	25,653	5.60
7.	Austria	18,894	4.12
8.	Switzerland	16,581	3.62
9.	Sweden	15,427	3.36
10.	The Netherlands	13,887	3.03
Total top 10	-	315,727	68.97
Total Europe	-	457,832	100.00

Source: UNWTO, Tourism Highlights, 2006, 2013 [13, 15]

Table 10. Tourism receipts in the Middle East by destination country, 1990-2012 (USD Billion)

	1990	1995	2000	2012
<i>Middle East</i>	6,185	12,503	18,703	47,031
Bahrain	135	247	573	1,035(2011)
Egypt	1,100	2,684	4,345	9,940
Iraq	173	18	2	1,544(2011)
Jordan	512	680	723	3,460
Kuweit	132	121	98	425
Lebanon				6,871(2011)
Lybian Arab J.	6	2	75	
Oman	89		221	1,095
Palestine			226	795(2011)
Gaza			126	
Saudi Arabia				7,432
Syrian Arab. Republic	320	1,258	1,082	
United Arab Emirates	315	532	1,063	10,380
Yemen	20	50	73	783(2011)

Source: UNWTO, Tourism Highlights, 2006, 2013 [13, 15]

Table 11. The top 5 countries in the Middle East according to tourism receipts and their market share in 2012

Crt. No.	Country	Tourism receipts (USD Billion)	Market share (%)
1.	United Arab Emirates	10,380	22.07
2.	Egypt	9,940	21.13
3.	Saudi Arabia	7,432	15.80
4.	Lebanon	6,871	14.60
5.	Jordan	3,460	7.35
Total top 5	-	38,083	80.91
Total the Middle East	-	47,031	100.00

Source: Own calculations

Table 12. The top 10 countries in the world according to their tourism receipts and their market share in 2012

Country	Tourism receipts (USD Billion)	Market share (%)
The USA	126.2	11.79
Spain	55.9	5.22
France	53.7	5.01
China	50.0	4.67
Macau, China	43.7	4.08
Italy	41.2	3.85
Germany	38.1	3.56
United Kingdom	36.4	3.40
Hong Kong China	32.1	3.00
Australia	31.5	2.94
Total top 10 countries	508.8	47.55
Total World	1,070	100.00

Source: http://en.wikipedia.org/wiki/World_Tourism_rankings

UNWTO World Tourism Barometer for the full rankings [16, 17]

CONCLUSIONS

The tourism receipts registered an important growth in the period 1980-2012, increasing 10.14 times. Thus, in 2012, the revenues coming from world tourism accounted for USD Billion 1,075.

The highest contribution to the international tourism receipts is given by Europe 42.58 %, which is situated on the 1st position. On the 2nd position it is situated Asia and the Pacific with 30.13 % and on the 3rd position are placed the Americas with 19.77 %.

A number of 10 countries are situated in the top at world level: the USA, Spain, France, China, Macau, Italy, Germany, United Kingdom, Hong Kong and Australia, whose receipts accounted for USD Billion 508.8, representing 47.55 % of the world tourism income.

The leading countries of Europe from the point of view of their contribution to tourism receipts are: Spain 12.21 %, France 11.72 %, Italy 8.99 %, Germany 8.32 %, United Kingdom 7.94 %, Turkey 5.60 %, Austria 4.12 %, Switzerland 3.62 %, Sweden 3.36 % and The Netherlands 3.03 %. Their contribution to Europe revenue from tourism is 68.97 %.

As a conclusion, the growth rate of tourism receipts was very dynamic and reflect a continuous trend to develop in the coming years confirming the high contribution of tourism to the world economy.

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