

TRENDS IN THE DEVELOPMENT OF INTERNATIONAL TOURISM*

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ÖZET

Turizm: "İnsanların kendi ülkelerinde ve diğer ülkeler arasında hareketidir" diye tanımlanabilir. Tarihçesi çok eski sanılan turizm, bir ekonomik olgu şeklinde, ancak 2. Dünya Savaşı'ndan sonra ortaya çıkmıştır. Uluslararası turizmin büyük bir kısmı OECD ülkeleri arasında gerçekleşmekte, az gelişmiş ülkelerde kalkınmalarını sağlayabilmek için ihtiyaç duydukları dövizlerin önemli bir kısmını turizmden elde etmeye çalışmaktadırlar. Özellikleri ve etkisi açısından, uluslararası turizm 21. yüzyılda önemli bir ekonomik varlık olma yolundadır. Bu durumda, sağlıklı bir gelişme için, ülkelerin kendilerine uygun olacak kontrol, organizasyon ve pazarlama tekniklerine önem vermeleri gerekecektir.

SUMMARY

Tourism is defined as "the movement of people within their own country and across national boundaries". It is a fairly recent economic phenomenon emerging in its international flow virtually after The Second World War. Most of the international journeys take place in the OECD area. Many countries, including developing ones, recognise the economic and social forces of the industry and utilise their tourism resources for national development. International tourism may become the greatest economic entity by the twenty-first century. If that is the case, countries have to institute proper control, organisation and marketing techniques to ensure a healthy development of the tourism industry.

I. DEFINITION

What is tourism? What is a tourist? These questions raise the problem of definition. Tourism is defined as the movement of people within their own country (domestic tourism), and across national boundaries (international tourism). Broadly

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speaking, a tourist is someone who travels away from home. Up to 1963, The Tourism Committee of the *Organisation for Economic Co-Operation and Development (O.E.C.D.)*, recommended to the member countries this definition of a "foreign tourist": "any person visiting a country other than that in which he usually resides, for a period of at least 24 hours"¹. The following are therefore considered as tourists:

- a) Persons travelling for pleasure, for family reasons, for health etc.;
- b) Persons travelling to meetings, or in a representative capacity of any kind (scientific, administrative, diplomatic, religious, athletic etc.);
- c) Persons travelling for business reasons;
- d) Persons arriving in the course of a sea cruise, even when they stay less than 24 hours (The latter should be recognised as a separate group, if necessary disregarding their usual place of residence).

The above definition could also apply to domestic tourism. A tourist is then: "Any person visiting a place for a period of at least 24 hours". In 1963, The United Nations Conference on International Travel (Rome), considered a definition and recommended that "visitor" which, for statistical purposes "describes any persons visiting a country other than that in which he has his usual place of residence, for any reasons other than following an occupation remunerated from within the country visited"². This definition covered the following:

- 1- "Tourists", i.e. temporary visitors staying at least 24 hours in the country visited and the purpose of whose journey can be classified under one of the following headings:
 - a) Leisure (recreation, holiday, health, study, religion and sport);
 - b) Business, family, mission, meeting;
- 2- "Excursionists", i.e. temporary visitors staying less than 24 hours in the country visited (including travellers on cruises).

Although all member countries recognise the value of these definitions, it is not always possible for them in practice to count the tourists defined in this way. Normally, they count not the number of tourists but the number of tourist arrivals and departures of "nights". The statistics collected by the Member countries and other countries through these different systems are not easily comparable; it is thus difficult to group them together and only a very rough assessment can be made of the aggregate growth of tourism in the Member countries in particular.

II. THE HISTORY OF TOURISM

Even if it is often said to the contrary, tourism is a fairly recent economic phenomenon. In the history of economic thought, one can find but rare instances of authors who have made use of examples of tourism in order to justify their

1 Organisation for Economic Co-operation and Development (O.E.C.D.), "Tourism Policy and International Tourism in O.E.C.D. Member-countries, 1979", O.E.C.D., Paris, 1979, p. 5.

2 World Tourism Organisation (W.T.O.), "Guidelines for the Collection and Presentation of International Travel Statistics", W.T.O., Madrid, 1974.

theories. Thomas Mun in his "England's Treasury by Foreign Trade, 1620"³, on the subject of money spent by travellers, speaks of "petty things" with reference to England's balance of payments; and it can not be argued that he was wrong. Even Mun, however, as in the case of many who devote themselves to the study of the history of tourism, starts with this simple equation; that he who travels is a tourist: and going back in time, such research always concludes with the discovery that tourism has always existed and that it is born with man.

In the definition of the tourist phenomenon, spatial displacement is, however, a necessary condition but is not sufficient in itself: it should be accompanied by a transfer of income which is to be spent on "Leisure" and which accompanies the traveller.

Within this kind of framework, the history of tourism is probably much more recent than it is usually supposed to be: it is true that popular tradition recorded in written form only a few centuries ago, is full of merchants and sailors who travel the world, and slaves transported from one country to another, or of damsels seduced by foreigners to faraway lands, but in our time no-one would ever say that a phenomenon similar to that of tourism can be seen in any of these above-mentioned examples, or indeed in any others connected with belligerence, and so too it would be a bitter irony to name as tourists, emigrants in search of work or those who are driven to leave their own country in order to enrich their cultural background or to improve their professional skills.

Among all the forms of tourism known from ancient times, only that connected with sport or religion seems to have attained a relative importance in the economic and social fields, and this only in rather special circumstances; in Roman times in a somewhat limited number there are cases of a "second home"; meanwhile in the case of thermal tourism (spa resorts), which has been known for a very long time, one can speak of real tourism only if one is to insist on the total inefficiency of the cures which are administered in these resorts.

In short, tourism has lost its character of a typical literary (phenomenon) after the period of The Industrial Revolution; it has acquired the aspects of an economically significant phenomenon, particularly in its international flow virtually after The Second World War.

III. THE SCALE AND NATURE OF INTERNATIONAL TOURISM

Tourism, that is, travel away from home for business, health, religion, or pleasure, first became popular in the late 18th century⁴. It was made possible by the increasing wealth and leisure time of people in the industrialised world, and by the new means of mass movement-railways, ships, then mechanised road transport, and finally the airlines.

Up to The Second World War, International Tourism (i.e. travel between countries) was largely confined to North America, Europe and The Mediterranean.

3 This is quoted by G. Young in "Tourism-Blessing or Blight?", Pelican, London, 1973, p. 1.

4 Though Large-scale religious pilgrimages have taken place over two or more thousand years.

The last 20 to 30 years, however, have seen both a phenomenal growth in the total volume of tourism, and in its geographical spread so that almost every country in the world now receives significant numbers of visitors.

International Tourism has been one of the fastest growing industries in the world. It has grown in scale from 55 million individual journeys in 1958 to 265 million in 1978, a more than forefold increase in two decades; and is expected to continue to grow in the years ahead, the prospect thus being that it may double its present volume by the early 1990's.

According to W.T.O.'s reports, in 1978, International Tourist Arrivals reached 265 million in the world, an increase of between 8 and 10 % since 1977. The corresponding rise in International Tourist Receipts was 11 % - to a 1978 level in excess of \$ 60 billion. Over the last two decades, between 1958 and 1978, International tourist Arrivals arose at an annual average rate of 8 % whilst receipts from International Tourism recorded an average growth of 13 % annually in current terms. The impact of the O.P.E.C. decision to boost oil prices to the extent that the price of aviation fuel quadrupled between March 1973 and March 1974⁵. This, as can be seen in the following table, Table 1., caused a decline in tourist arrivals in 1974 (the first for over two decades), followed by a year of slow recovery was complete and new record levels of tourism were being established.

Table: 1
International Tourist Arrivals and Receipts

Year	Tourist Arrivals No (Mn.)	Annual Increase (%)	Tourist Receipts (a)	
			AMT. (U.S. Dollar)	Annual Increase (%)
1958	55	—	5.4 bn.	—
1968	140	—	13.8	—
1969	154	10.3	15.4	11.6
1970	168	9.3	17.9	16.2
1971	182	7.8	20.9	16.8
1972	198	9.1	24.2	15.8
1973	215	8.6	27.6	14.0
1974	209	— 2.8	29.0	5.1
1975	213	2.0	34.0	17.2
1976	219	2.8	43.5	27.9
1977	240	9.6	54.0	24.1
1978 (b)	265	10.4	62.5	15.7

(a) Current prices

(b) Provisional

Source: W.T.O.

Clearly, a different picture emerges when international tourist receipt figures are examined. Growth has been consistent through out the last decade and the rate

5 R. Cleverdon, "The Economic and Social Impact of International Tourism on Developing Countries", E.I.U., *Special Report No. 60*, London, May 1979, p. 11.

of growth only slightly hindered by the oil price increases, however, the data in Table 1. relate to receipts in current terms, not at constant prices, and the high rates of growth are principally due to inflation particularly in 1975 when 2 % increase in tourist arrivals produced a 17 % rise in tourist receipts and in 1976 when a 2.8 % volume growth was accompanied by a 28 % value increase.

In order to analyse the character of world tourism one should break down the arrival figures in four segments:

- a) Long-haul or intercontinental movements, between Europe and Asia, North America and The Pacific, or traffic over the North Atlantic;
- b) Short-haul traffic which may be defined as inter-regional or intraregional, between South Asia and the ASEAN or East Asia or within each regional group like Africa, Latin America, Western Europe and Eastern Europe;
- c) Movements across the borders, as between Belgium and France, Germany, and Austria;
- d) Domestic tourism within national borders.

Of the "domestic" or "national" tourism (i.e. journeys which do not cross national boundaries), the majority falls within countries in the developed world. These countries and particularly those of North America, Europe, Japan and Australasia - are also the origin of the overwhelming bulk of international journeys. For instance, of the 243.6 million international tourists counted in 1977 nearly 153 million crossed - crossed frontiers within Europe, 24.5 million travelled between the U.S.A. and Canada, 4.5 million between The U.S.A. and Mexico. The world figures of international tourism are thus slightly deceptive because inter - regional and intra-regional tourism is the predominant component. Even the most high density long-haul route of the world, the North Atlantic, in 1979 carried only 5.5 million tourists including cruise passengers⁶. Moreover, most of the international journeys also have their destination in the developed world: Thus Europe now attracts 73 % of the world total of international journeys (See Table 2).

Table: 2
International Tourist Arrivals by Region, 1974-78

Regions	1974	1975	1976	1977	1978
Europe	144.4	148.0	165.0	178.3	194.3
Americas	40.0	41.6	43.5	45.1	48.2
Asia Pasific	7.5	8.1	9.2	10.2	12.4
Africa	3.9	4.3	4.1	4.5	5.0
Middle East	4.3	3.4	3.6	3.5	4.0
South Asia	1.3	1.5	1.6	2.0	1.9
TOTAL	201.4	206.9	227.0	243.6	265.8

Source; W.T.O. 1979.

6 S. N. Chib, "Tourism and The Third World", *Third World Quarterly*, Vol. II, No: 2, April 1980, p. 284.

IV. TOURISM IN THE O.E.C.D. AREA AND ITS ECONOMIC SIGNIFICANCE

A common feature of O.E.C.D. Member countries has been the similarity of the economic thinking and social aims which have gradually come to underline most of their tourism policy decisions over the last two decades.

In most O.E.C.D. countries tourism has become an important service industry which attracts substantial amounts of foreign exchange and generates a considerable volume of employment, both for their nationals and for migrant workers.

Table: 3
International Tourist Receipts in O.E.C.D.
(rounded figures in million of U.S. Dolar)

O.E.C.D. MEMBER COUNTRIES	1977	1978	%
Austria	3,748	4,716	+ 25,8
Belgium-Luxembourg	1,163	1,249	+ 7,4
Denmark	940	1,125	+ 19,7
Finland	355	419	+ 18,0
France	4,384	5,903	+ 34,6
Germany	3,972	4,813	+ 21,2
Greece	981	1,326	+ 35,2
Iceland	15	19	+ 26,7
Ireland	345	463	+ 34,2
Italy	4,762	6,285	+ 32,0
Netherlands	1,110	1,254	+ 13,0
Norway	485	558	+ 15,1
Portugal	405	600	+ 48,0
Spain	4,003	5,488	+ 37,1
Sweden	466	538	+ 20,6
Switzerland	1,943	2,446	+ 25,9
Turkey	205	230	+ 12,2
United Kingdom	3,803	4,464	+ 17,4
A. TOTAL EUROPE	33,065	41,896	+ 26,7
Canada	1,616	1,722	+ 6,6
U.S.A.	6,164	7,070	+ 14,7
B. TOTAL NORTH AMERICA	7,780	8,972	+ 13,0
Australasia	346	393	+ 13,6
New Zealand	155	166	+ 7,1
Japan	425	470	+ 10,6
C. TOTAL AUSTRALASIA-JAPAN	926	1,029	+ 11,1
D. TOTAL (A + B + C) O.E.C.D. COUNTRIES	41,771	51,717	+ 23,8
TOTAL WORLD	54,000	62,500	+ 15,7

Source; W.T.O., O.E.C.D.

Business trips and private travel combine to give tourism a major role in the economies of many countries in the O.E.C.D. Totalling almost \$ 52 billion in 1978, international receipts from tourism of the O.E.C.D. countries accounted for some 80 % of world tourism receipts as against 77 % in 1977. (See Table 3.)

International tourist receipts in terms of United States Dollars on the whole, showed particularly high growth rates in 1978 over the preceding year, both at individual Member-country level and for the O.E.C.D. area as a whole. This high growth rate is partly attributable to the persistence of inflation at various levels in the O.E.C.D. area (averaging 7 %) and fluctuations in the exchange rates for the U.S. Dollar used as money of account and for the national currencies of the other Member-countries.

Moreover, in 1978 for all O.E.C.D. countries foreign tourists from other Member-countries accounted for a large percentage of both arrivals at frontiers and nights spent.

The 6 % increase in these receipts over the previous year (in real terms) was higher than the rate of growth of G.N.P. in the O.C.E.D. area as a whole (3.7 %)⁷. The share of international tourist receipts in exports of goods and services and the share of expenditure in imports for the O.E.C.D. area continued to increase in 1978 to reach 4.5 % and 4.9 % respectively. (See Table 4.)

One noteworthy development is that O.E.C.D. countries are prospecting for customers throughout the O.E.C.D. area, not considering as an obstacle the distance between Europe, North America and Japan-Australasia. Air transport can considerably increase the share of each of these three groups in the tourist market of the other two.

The North Atlantic can be seen as a testing ground; new developments on this run in 1978 and in the following years could lead to major changes in the concept of international air transport. Popularisation of this type of transport through a substantial of fares and the streamlining of ground and air services should, in the long run, lead to a sharp expansion of international tourism throughout the O.E.C.D. area.

As a consequence, the competition that now takes place is between tourist receiving regions as well as between countries. The increasing role of regions in promoting their tourism has, in turn, strengthened local co-operation between the public and the private sectors. The most remote and least developed regions are thus more easily integrated into the overall economic activity of the O.E.C.D. area.

Given the range of motivation age group and income level of tourists, Member countries have sought to improve the quality/price ratios of their facilities to cater for the very different social economic categories of tourists however they travel. They have also tried to make their tourism more internationally competitive. These two types of action explain in part the expansionary trend of both domestic and international tourism in the O.E.C.D. area.

7 O.E.C.D., "The OECD Observer" No. 101, Paris, November 1979, p. 35.

Table: 4
Share of International Tourist Receipts in Exports of Goods and Services
and The Share of Expenditure in Imports (1977-78)

O.E.C.D. MEMBER-COUNTRIES	Receipts in exports (%)		Expenditure in imports (%)	
	1977	1978	1977	1978
EUROPE	5,4	(5,7)	4,9	(5,3)
Austria	21,7	22,0	10,0	9,9
Belgium-Luxembourg	2,0	2,4*	3,3	3,9*
Denmark	6,5	6,6	5,7	6,1
Finland	4,1	4,2*	4,0	4,3*
France	5,1	5,5*	4,6	4,3*
Germany	2,7	2,8	8,3	9,2
Greece	19,2	21,6*	2,2	2,9*
Iceland	2,1	(2,4)	4,4	(4,6)
Ireland	5,2	(4,4)	3,7	(2,6)
Italy	8,2	8,7*	1,6	1,8
Netherlands	2,1	2,0	4,7	5,5
Norway	3,3	3,3*	5,5	6,7*
Portugal	13,8	16,6*	2,4	2,7*
Spain	22,5	23,8*	2,5	2,5*
Sweden	1,9	2,0*	4,9	5,3*
Switzerland	9,7	(8,9)	6,3	(6,7)
Turkey	8,0	(6,9)	3,8	(1,6)
United Kingdom	4,6	4,8	2,4	3,1
NORTH AMERICA	3,5	3,4	4,4	4,2
Canada	3,8	3,8	6,5	6,1
U.S.	3,4	3,2	3,8	3,7
AUSTRALASIA - JAPAN	0,8	0,8*	2,8	3,9*
Australia	2,3	2,3*	3,2	3,4*
New-Zealand	4,3	3,6	6,6	7,3*
Japan	0,4	0,4	2,6	3,8
O.E.C.D.	4,4	(4,5)	(4,5)	(4,9)

Source: O.E.C.D. Balance of Payments Division.

* = provisional figures

() = estimates

V. CONCLUSION

From the present forecast for international tourism development and the preparation of the industry in various countries to increase the tourism sector, world tourism in general and tourism in the O.E.C.D. area has been continuing its dimensions.

Tourism is thus a phenomenon which, having spread through the social classes and income groups of the wealthier countries, is now a growing influence throughout the World.

In social terms, it has become a major element of leisure activity. Already a quarter of the world's population travels away from home on holiday or for other purposes each year. This massive migration represents for most of them, "a refreshment of mind and body and spirit, a change from the home environment, a contribution to the quality of life"⁸.

Many countries recognise the economic and social forces of the industry and utilise their tourism resources for national development. International and domestic tourism together make in many countries large contributions to regional and local economies and to employment. This economic dimension provides the major impetus behind the continuing powerful growth and geographical spread of tourism and is the major reason why developing countries have been so keen to add tourism to their economic base. Countries with large natural resources may have other equally viable alternatives available to them, but for those which have no other possibility of economic development, a significant level of international tourism should be regarded as essential.

With new technology, increases in disposable income and time, and rapid industrialisation, world tourism may become the greatest economic entity by the twenty-first century.

If that is the case, mass tourism will assume such dimensions that countries have to institute proper control, organisation, and marketing techniques to ensure a healthy development of the tourism industry in their country.

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