



Dr. Yogesh Hole  
Lecturer

**Cihan University, Erbil**  
**Public Administration Department**

# *Tourism: An Engine for Economic Development*



# Introduction to Tourism

## Definition of Tourism:

“Tourism is deemed to include any activity concerned with the temporary short-term movement of people to destinations outside the places where they normally live and work, and their activities during the stay at these destinations.”

- The British Tourism Society, 1979

# Introduction to Tourism Source: UNWTO, Annual Report 2015

## Tourism at International Level

**9 %** % of GDP Direct,  
Indirect & Induced impact

**1 in 11** jobs

**US \$ 1.4** trillion in exports

**6%** of the worlds  
export

from **25** million international  
tourists in 1950

to **1087** million in 2013

**5 to 6** billion domestic tourists

**1.8** billion international tourists  
forecasted for 2030

Source:  
UNWTO

# Key types of the tourism

1. Adventure Tourism
2. Business Tourism
3. Leisure tourism
4. Pilgrimage / Religious tourism
5. Medical Tourism
6. Agriculture Tourism





1. ***Domestic tourism:*** activities of a resident visitor within the region of reference.
2. ***Inbound tourism:*** activities of a non-resident visitor within the region of reference.
3. ***Outbound tourism:*** activities of a resident visitor travelling to other regions of the world.
4. ***In transit tourism:*** activities of a visitor while passing by or crossing a region which is neither the region of origin nor the region of destination.

# Flows of Tourism

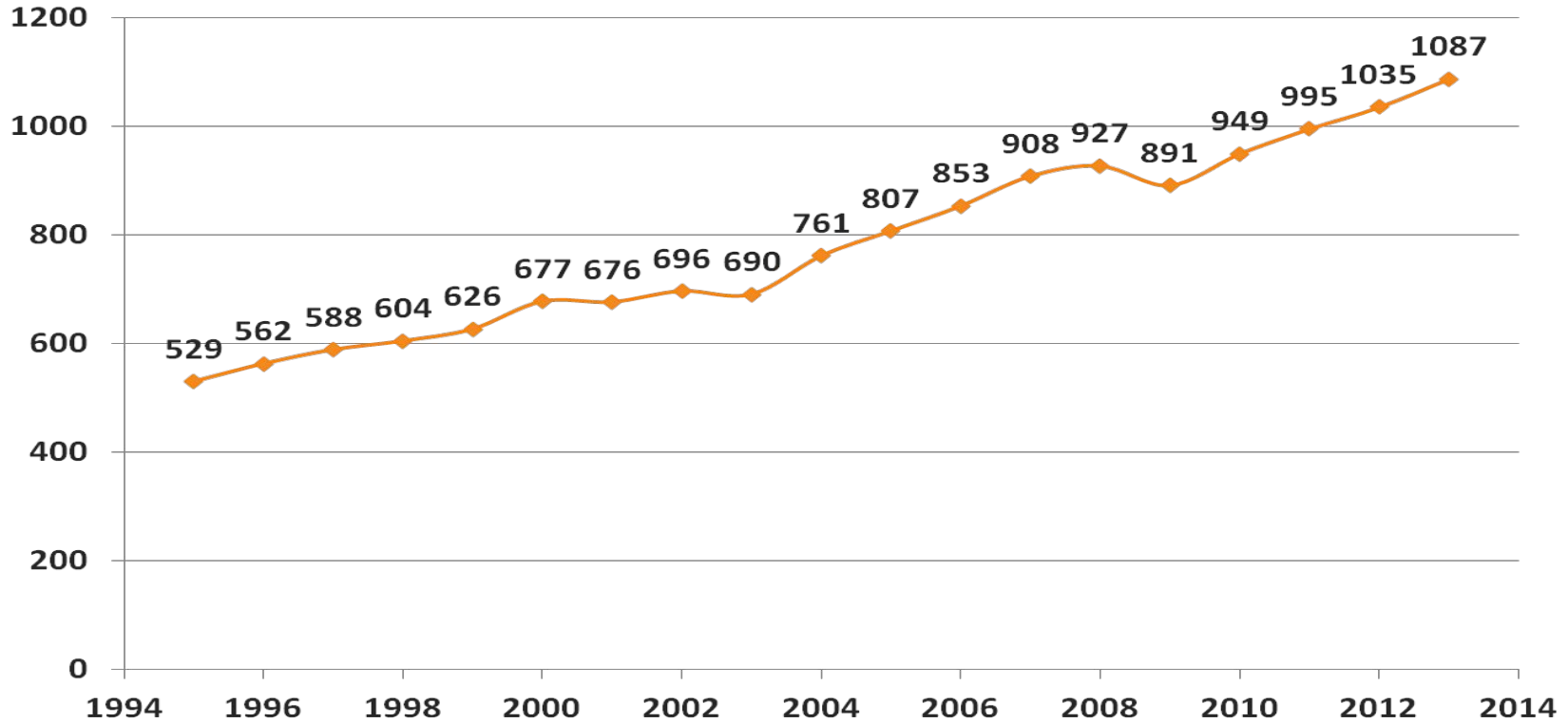
	Origin within the region	Origin outside the region
Destination within the region	1. Domestic tourism	2. Inbound tourism
Destination outside the region	3. Outbound tourism	4. Transit tourism

# Growth of International Tourism in terms of arrivals of Tourist 1995 – 2013 *(Source: UNWTO Annual Report)*

<b>Year</b>	<b>International Tourist Arrival (in Millions)</b>	<b>Annual Growth / Change rate over previous year (%)</b>
1995	529	0.00
1996	562	6.24
1997	588	4.63
1998	604	2.72
1999	626	3.64
2000	677	8.15
2001	676	-0.15
2002	696	2.96
2003	690	-0.86
2004	761	10.29
2005	807	6.04
2006	853	5.70
2007	908	6.45
2008	927	2.09
2009	891	-3.88
2010	949	6.51
2011	995	4.85
2012	1035	4.02
2013	1087	5.02

# Growth of International Tourism in terms of arrivals of Tourist 1995 – 2013 (Source: UNWTO)

International Tourist Arrival (million)





# Growth of International Tourism Receipt 1995-2013

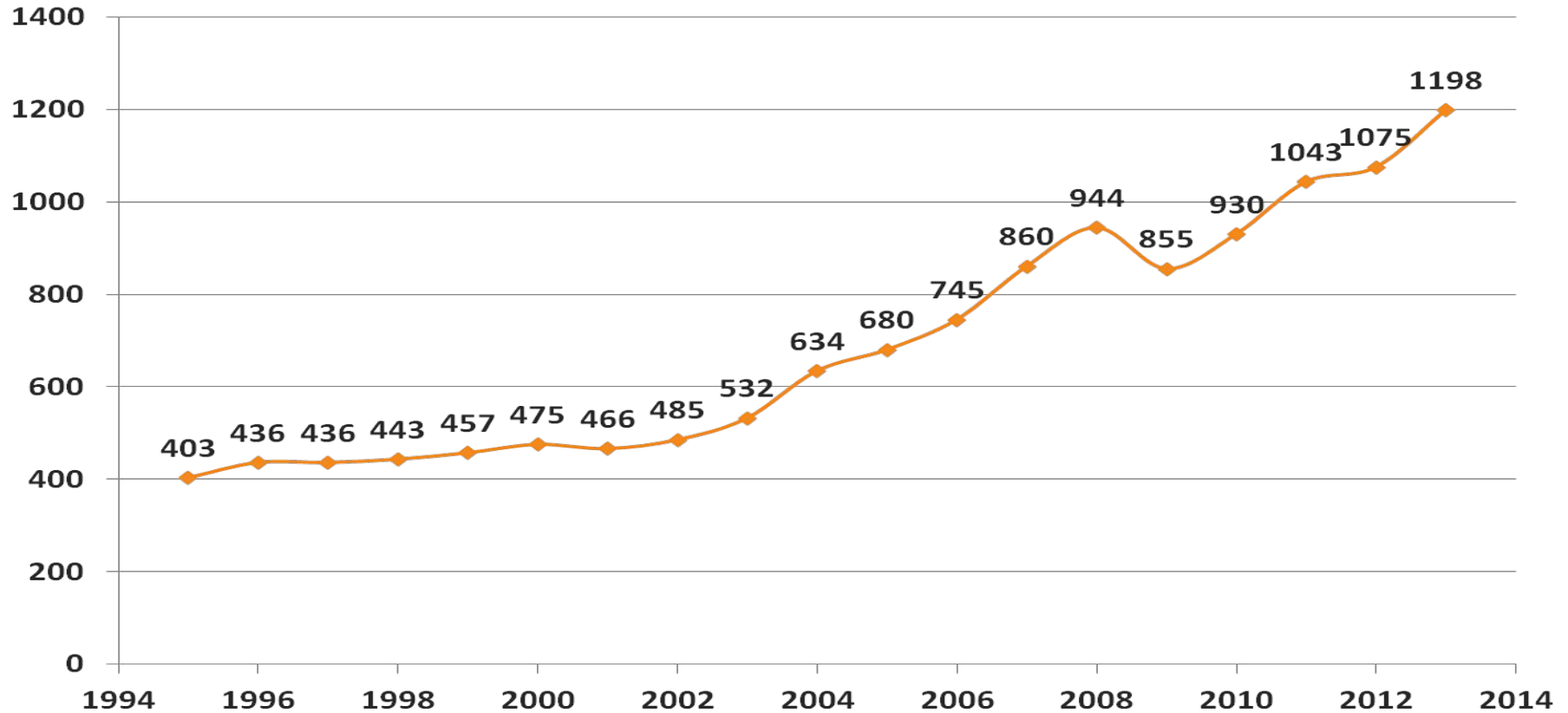
(Source: UNWTO)

Year	International Tourism Receipt (in million\$)	Annual Growth/ Change Rate %
1995	403	0.00
1996	436	8.19
1997	436	0.00
1998	443	1.61
1999	457	3.16
2000	475	3.94
2001	466	-1.89
2002	485	4.08
2003	532	9.69
2004	634	19.17
2005	680	7.26
2006	745	9.56
2007	860	15.44
2008	944	9.77
2009	855	-9.43
2010	930	8.77
2011	1043	12.15
2012	1075	3.07
2013	1108	11.44

# Growth of International Tourism Receipt 1995-2013

(Source: UNWTO)

International Tourism Receipt (in million\$)



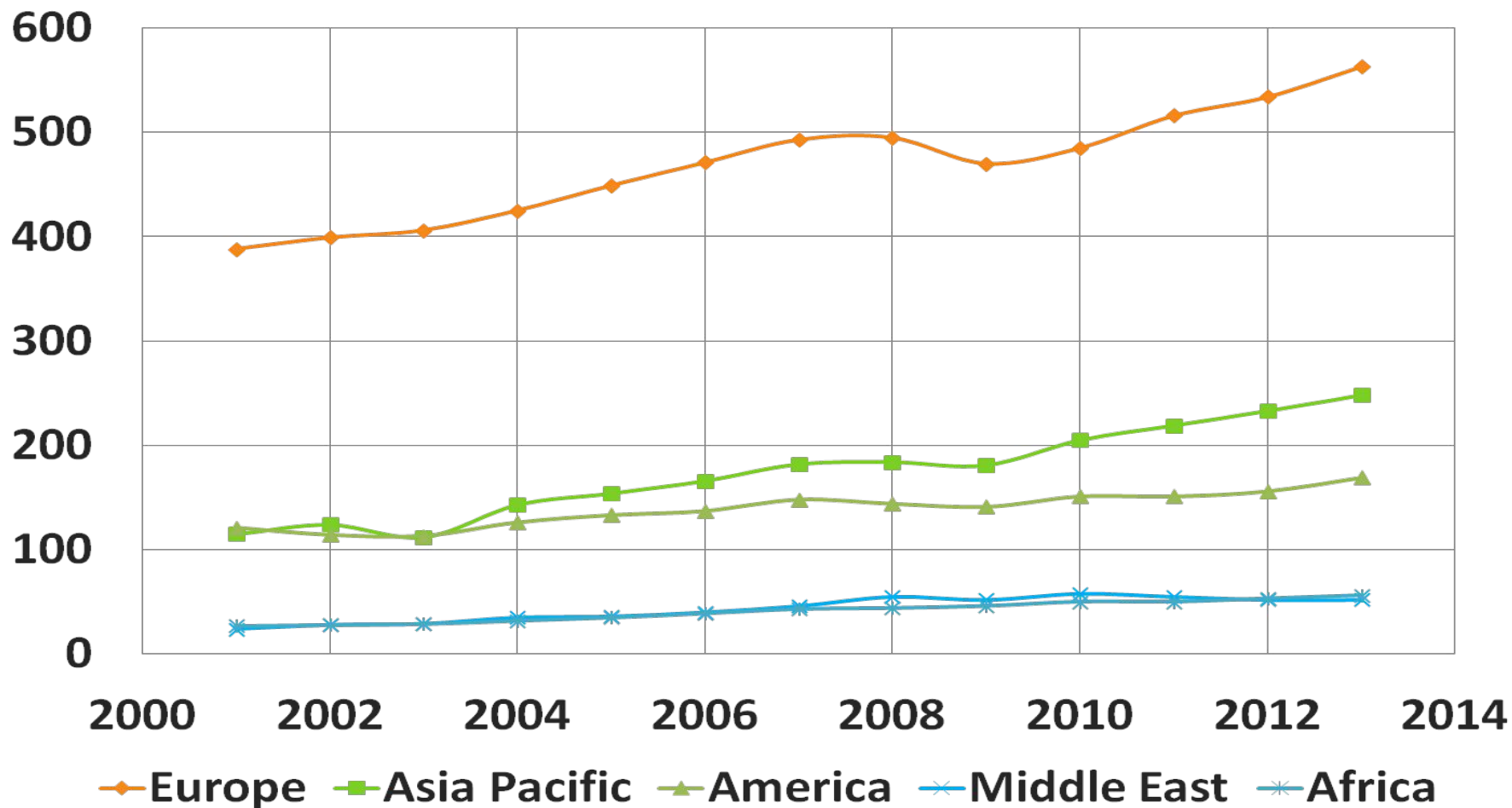
# International tourist arrivals (Region Wise)

(Source: UNWTO)

<b>Year</b>	<b>Europe</b>	<b>Asia Pacific</b>	<b>America</b>	<b>Middle East</b>	<b>Africa</b>
<b>2001</b>	<b>388</b>	<b>115</b>	<b>121</b>	<b>24</b>	<b>27</b>
<b>2002</b>	<b>399</b>	<b>124</b>	<b>114</b>	<b>28</b>	<b>28</b>
<b>2003</b>	<b>406</b>	<b>112</b>	<b>113</b>	<b>29</b>	<b>29</b>
<b>2004</b>	<b>425</b>	<b>143</b>	<b>126</b>	<b>35</b>	<b>32</b>
<b>2005</b>	<b>449</b>	<b>154</b>	<b>133</b>	<b>36</b>	<b>35</b>
<b>2006</b>	<b>471</b>	<b>166</b>	<b>137</b>	<b>40</b>	<b>39</b>
<b>2007</b>	<b>493</b>	<b>182</b>	<b>148</b>	<b>46</b>	<b>43</b>
<b>2008</b>	<b>495</b>	<b>184</b>	<b>144</b>	<b>55</b>	<b>44</b>
<b>2009</b>	<b>470</b>	<b>181</b>	<b>141</b>	<b>52</b>	<b>46</b>
<b>2010</b>	<b>485</b>	<b>205</b>	<b>151</b>	<b>58</b>	<b>50</b>
<b>2011</b>	<b>516</b>	<b>219</b>	<b>151</b>	<b>55</b>	<b>50</b>
<b>2012</b>	<b>534</b>	<b>233</b>	<b>156</b>	<b>52</b>	<b>53</b>
<b>2013</b>	<b>563</b>	<b>248</b>	<b>169</b>	<b>52</b>	<b>56</b>

# International tourist arrivals (Region Wise)

(Source: UNWTO)



# Top ten international tourist arrivals countries in the world

(Source: UNWTO)

Rank	Country	UNWTO Region	International tourist arrivals (2013)	International tourist arrivals (2012)	Change (2012 to 2013) (%)	Change (2011 to 2012) (%)
1	<b>France</b>	Europe	84.7 million	83.0 million	2.0	1.8
2	<b>United States</b>	North America	69.8 million	66.7 million	4.7	6.3
3	<b>Spain</b>	Europe	60.7 million	57.5 million	5.6	2.3
4	<b>China</b>	Asia	55.7 million	57.7 million	3.5	0.3
5	<b>Italy</b>	Europe	47.7 million	46.4 million	2.9	0.5
6	<b>Turkey</b>	Europe	37.8 million	35.7 million	5.9	3.0
7	<b>Germany</b>	Europe	31.5 million	30.4 million	3.7	7.3
8	<b>United Kingdom</b>	Europe	31.2 million	29.3 million	6.4	0.1
9	<b>Russia</b>	Europe	28.4 million	24.7 million	11.2	13.5
10	<b>Thailand</b>	Asia	26.5 million	22.4 million	8.8	9.1

# Travel & Tourism Total Contribution to World

**GDP**

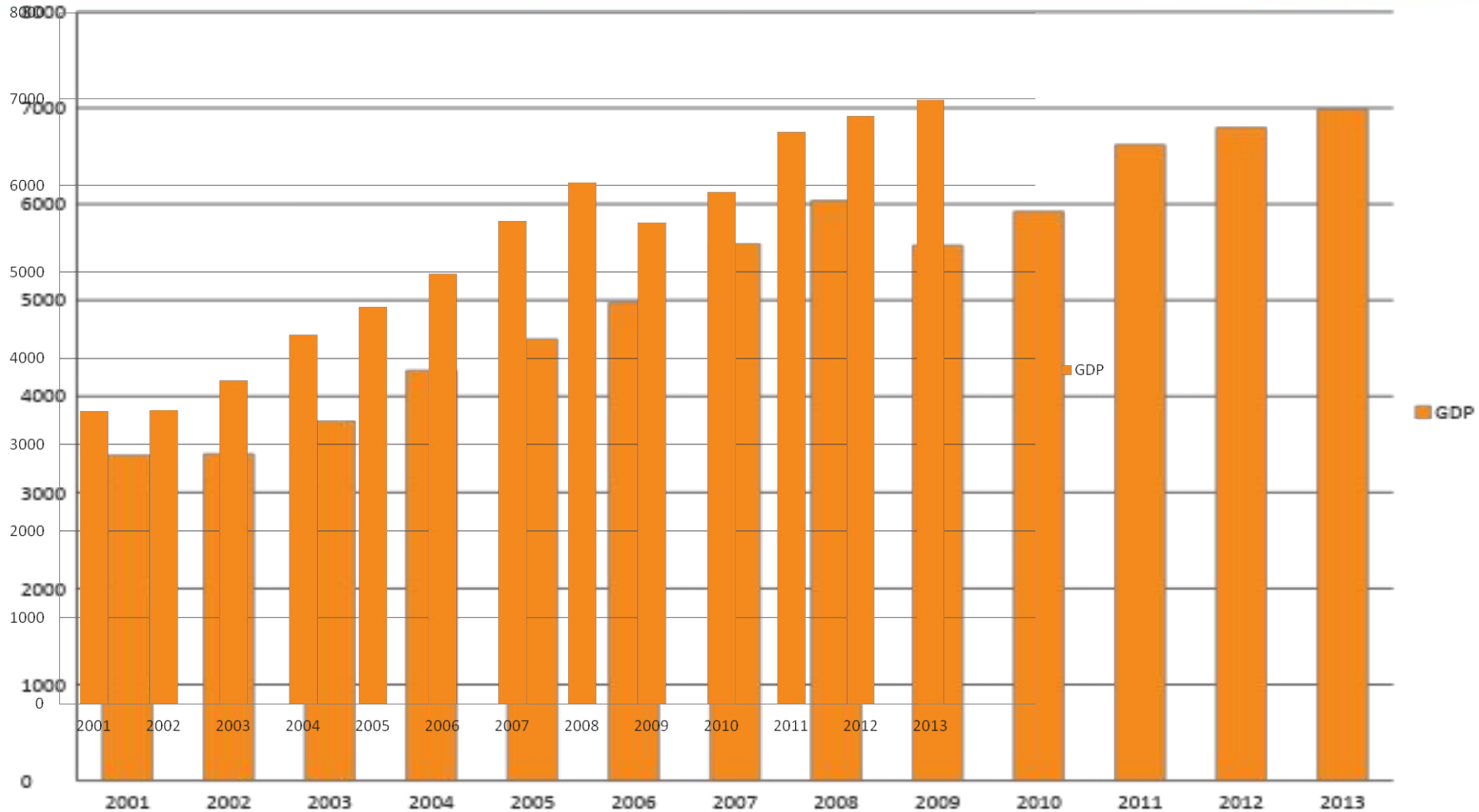
Source: <http://www.wttc.org/focus/research>

Annual Growth / Change rate over previous

Year	GDP (US\$ billions)	Annual Growth / Change rate over previous year (%)
2001	3385.01	0
2002	3401.15	0.4768
2003	3746.28	10.1475
2004	4270.16	13.984
2005	4596.36	7.6391
2006	4975.42	8.247
2007	5592.07	12.3939
2008	6037.86	7.9718
2009	5570.87	-7.74
2010	5926.2	6.3784
2011	6619.75	11.7031
2012	6800.6	2.732
2013	6999.54	2.926



# Travel & Tourism Total Contribution to World GDP:



# Travel & Tourism Total Contribution to World

## Employment *Source: <http://www.wttc.org/focus/research>*

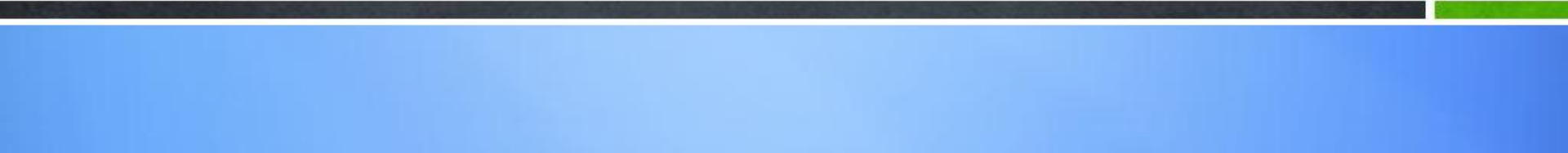
<b>Year</b>	<b>Employment (Units: '000)</b>	<b>Annual Growth / Change rate over previous year (%)</b>
<b>2001</b>	<b>236295</b>	<b>0.00</b>
<b>2002</b>	<b>239337</b>	<b>1.29</b>
<b>2003</b>	<b>242619</b>	<b>1.37</b>
<b>2004</b>	<b>255103</b>	<b>5.15</b>
<b>2005</b>	<b>258171</b>	<b>1.20</b>
<b>2006</b>	<b>266252</b>	<b>3.13</b>
<b>2007</b>	<b>273160</b>	<b>2.59</b>
<b>2008</b>	<b>262457</b>	<b>-3.92</b>
<b>2009</b>	<b>254666</b>	<b>-2.97</b>
<b>2010</b>	<b>251604</b>	<b>-1.2</b>
<b>2011</b>	<b>256757</b>	<b>2.05</b>
<b>2012</b>	<b>261152</b>	<b>1.71</b>
<b>2013</b>	<b>265855</b>	<b>1.80</b>


# Socio-Economic Importance of Tourism

1. **Contribution to the Balance Of Payments (BOP)**
2. **Foreign Exchange Earning**
3. **Effect on general economic development**
4. **Employment Opportunities:** *Skilled and unskilled*
5. **Social Benefits**
  - social exchange with the local inhabitants
6. **Cultural Enrichment**
  - encourages governments to preserve historical sites and heritage in the form of dance, music, and artifacts.



# Summary





➤ Tourism is the temporary movement of people to destination outside their normal environment.

Tourism has economic significance in terms of *Employment, foreign reserve, economic development, Per - capita income, Infrastructure growth, literacy etc.*

---

# Summary



*We have arrived at the end of the tour, thank you for joining! Come with me to the next travel (Seminar No. 02)!*