

# CGG30 Unit 1: What is Travel and Tourism?

## Activity 5: Global Patterns in Travel and Tourism

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### Overview

You will further develop their understanding of regions by examining the impact of tourism on five global regions: Europe, the Americas, Asia and the Pacific, Africa, and the Middle East. You will also make hypotheses about the future of tourism in the emerging (Asia and the Pacific) and less developed regions of Africa and the Middle East.

### Lesson

Tourist destinations are constantly changing. Backpacking through Europe gave way to major theme parks in developed countries that in turn gave way to all-inclusive resorts in the sunny Caribbean. So where will tourists go next? Examining statistics and looking at why tourists travel to world regions may answer that question.

#### ***REGIONAL TRAVEL***

Regions, although uniquely separate from their surrounding areas, are not necessarily independent. Regions are connected through a variety of means both natural and human-made. For example a river does not simply stop at a region's boundary, or when an animal migrates they do not stop at an imaginary regional boundary. Likewise, humans and manufactured products cross regional boundaries everyday. The most significant connector between regions is travel. Travel within a region is known as **INTRA-TRAVEL**, while travel between regions is known as **INTER-TRAVEL**.

In order to study travel patterns, it is easiest to group like regions together. The five major travel regions recognized by the World Tourism Organization are: Europe, Asia and the Pacific, America (including the Caribbean), Africa and the Middle East. Each of these regions has their own motivators for tourists to come and spend their time and money.

Historically Europe and the Americas receive the most visitors and the most money from tourism. Tourism has flourished in these areas because of their "head start". Europe's rich cultural and historical activities bring many tourists to visit. The Americas offer a variety of experiences for tourists from sandy beaches and warm water in the Caribbean, wilderness and beauty of Canada to the urban landscape of the United States. The Asia and Pacific region is emerging as a new global destination but because of the distance and time required to travel, it has become a deferred destination (a someday destination). Africa and the Middle East lag far behind the other global regions. These two regions are troubled with war, extreme poverty, drought, inhospitable climate and security issues. Priorities in these regions are not with developing tourist facilities but with basic life necessities.

## Assignment

Examine the chart below and consider the following questions while examining the statistics:

1. Group the destinations below into the 5 major global tourist regions and calculate how much money each region has earned.
2. Which world region has earned the most in tourist dollars? What are possible motivators for tourists to visit this region?
3. Which world region has earned least amount? What are some possible barriers to travel in this region?

WORLD'S TOP TOURISM EARNERS, 2006		
	Destination	\$ in Billions (US)
1	United States	85.7
2	Spain	51.1
3	France	42.9
4	Italy	38.1
5	China	33.9
6	United Kingdom	22.7
7	Germany	32.8
8	Australia	17.8
9	Turkey	16.9
10	Austria	16.7

Source: World Tourism Organization, 2006.