

CGG30 Unit 1: What is Travel and Tourism?

Activity 6: Tourism Trends

Overview

You will interpret statistics and answer questions about the current trends in the tourism industry.

Lesson

In the past century, the tourism industry has exploded in popularity. After WWII, and into the 1950's, more and more people began traveling. The move was made up mostly of **mass tourism** such as cruises and vacation packages. It wasn't until recently, though, that alternative tourism began to grow.

Alternative tourism is the opposite of mass tourism. It involves people arranging their own trips and traveling in fewer numbers on such adventures as biking trips, hiking trips and camping trips. This shift from mass tourism to alternative tourism has forced developing nations who relied on mass tourism to start marketing themselves in other areas.

Let's examine some statistics about the top ten international tourist destinations from 2003 and 2009.

Rank	Country	Arrivals 2003 (Millions)
1	France	75.1
2	Spain	53.6
3	United States	46.1
4	China	41.8
5	Italy	37.1
6	United Kingdom	27.0
7	Hong Kong	21.8
8	Mexico	20.6
9	Germany	20.1
10	Austria	19.4

Rank	Country	Arrivals 2009 (Millions)
1	France	74.2
2	United States	54.9
3	Spain	52.2
4	China	50.9
5	Italy	43.2
6	United Kingdom	28.0
7	Turkey	25.5
8	Germany	24.2
9	Malaysia	23.6
10	Mexico	21.5

Assignment

1. What is the difference between mass tourism and alternative tourism?
2. Which country has had the highest number of tourist arrivals in both 2003 and 2009?
3. Which countries had a decrease in tourist arrivals when comparing 2003 and 2009?
4. Which 2003 countries failed to make the top ten in 2009?
5. Which **continent** controls most of the tourism market? Why do you think this is the case?
6. Which **continent** seems to be growing the fastest in tourist arrivals when looking at the data? Why do you think this is the case?
7. How do you think the shift from mass tourism to alternative tourism will affect the tourism trends in the next 10 years?