

# المركز الجامعي لميلة



## محاضرات في التسويق السياحي

الأستاذ: غيشي عبد العالي  
السنة الدراسية 2018 - 2017

# المحاضرة الأولى

# معاني التسويق في السياحة و السفر

# الطلب على السياحة و السفر

أساسا ، هناك ثلاث فئات مختلفه من الطلب تمثل الزوار أو الزائرون ، ويمثل كل واحد قطاع مختلف من السوق الإجمالي:

- **الزوار القادمون (الزوار الدوليون):** هم الذين يسافرون إلى بلد ما، ولكنهم يقيمون في بلدان أخرى. ويمكن أن نسمي هذا النوع من السفر **بالسياحة الداخلة**.

- **الزوار المغادرون (الزوار الدوليون):** المقيمون في بلد ما ، الذين يسافرون كزوار إلى بلدان أخرى. يمكن أن نسميهم **بالسياحة الصادرة**.

- **الزوار المحليون (المقيمون):** هم المقيمون الذين يزورون الوجهات داخل حدود بلدهم. يمكن أن نسميهم **بالسياحة المحلية**.

من خلال جميع التعاريف التي وضعتها منظمه السياحة العالمية للسياحة ،  
نقدم المصطلحات المبدئية التالية، والتي من المهم جدا ان نعرفها.

- **زوار أو زائرون:** جميع المسافرين الذين يقعون ضمن التعاريف المتفق عليها للسياحة.
- **السياح أو الزوار المقيمون:** هم الزوار الذين يبيتون ليلتهم في الوجهة.
- **زوار نفس اليوم، أو المتنزهون:** هم الزوار الذين يصلون، ثم يغادرون في نفس اليوم.

# السياحة الدولية

يصنف الأشخاص الذين يسافرون ويمكنثون لمدة تقل عن سنة في بلدان غير بلد إقامتهم الأصلية، **بالتسيح الدوليون**، وسوق السياحة الدولية أكثر اهمية من الأسواق المحلية بسبب أن التسيح الدوليون:

- ينفقون أكثر
- يمضون فترات أطول في الوجهة
- يستخدمون النقل والاقامة الأكثر تكلفة
- يجلبون العملة الاجنبية

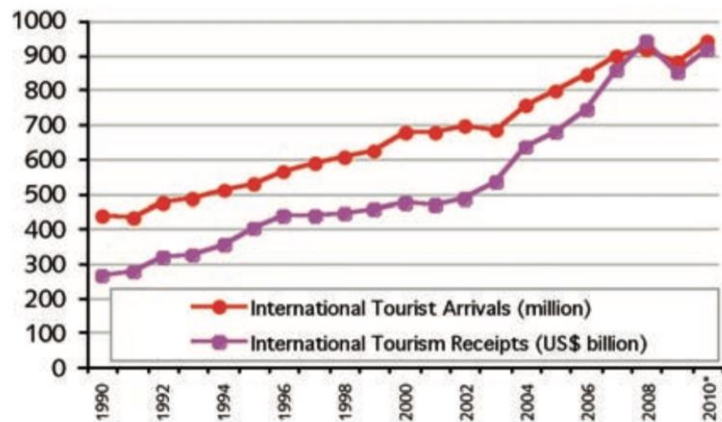
في الصفحات الموالية سنعرض بعض البيانات حول السياحة الدولية  
من خلال الوثائق التي تقدمها منظمة السياحة العالمية

## UNWTO Tourism Highlights

- [http://mkt.unwto.org/sites/all/files/docpdf/unwtohighlights11enlr\\_1.pdf](http://mkt.unwto.org/sites/all/files/docpdf/unwtohighlights11enlr_1.pdf)

# إحصائيات 2010

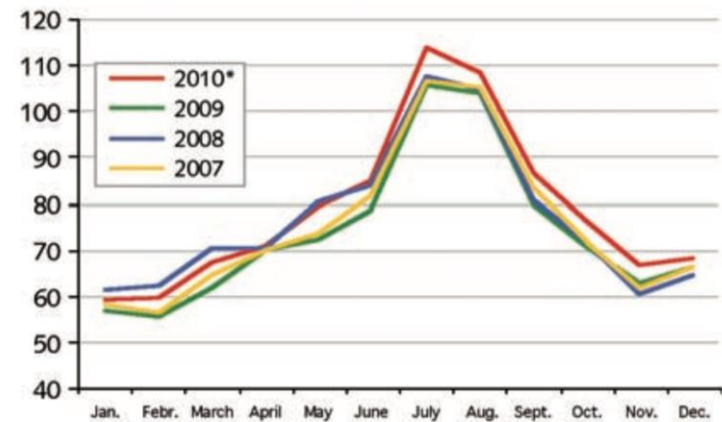
## Inbound tourism 1990-2010\*



Source: World Tourism Organization (UNWTO) ©

## Inbound tourism by month

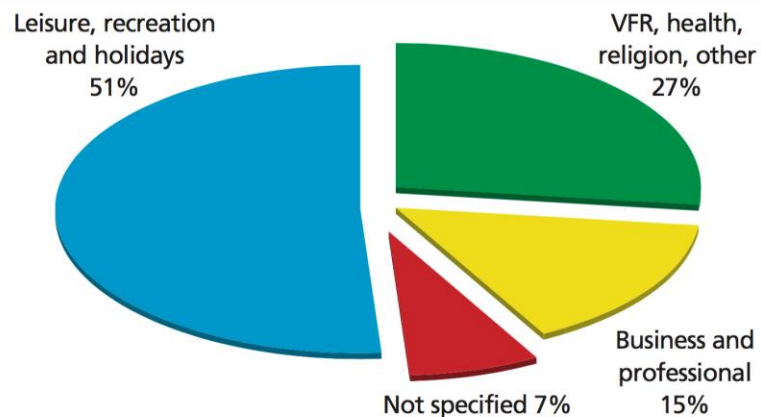
International Tourism Arrivals (million)



Source: World Tourism Organization (UNWTO) ©

## Inbound tourism by purpose of visit, 2010\*

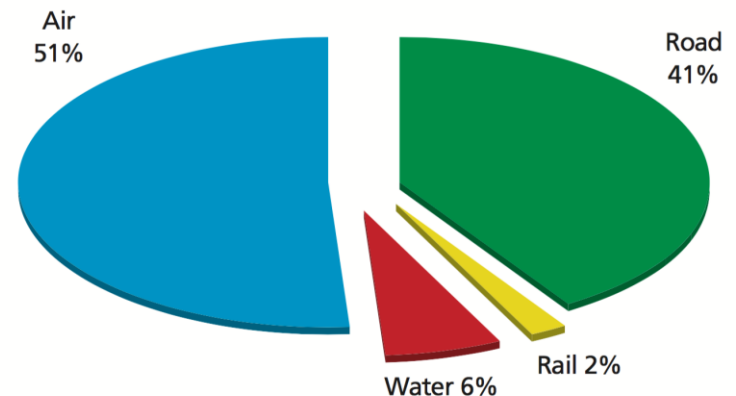
(share)



Source: World Tourism Organization (UNWTO) ©

## Inbound tourism by mode of transport, 2010\*

(share)



Source: World Tourism Organization (UNWTO) ©

|                                       | International Tourist Arrivals<br>(million) |              |              |              |              |              |              | Market<br>share (%) | Change<br>(%) |             | Average annual<br>growth (%) |
|---------------------------------------|---------------------------------------------|--------------|--------------|--------------|--------------|--------------|--------------|---------------------|---------------|-------------|------------------------------|
|                                       | 1990                                        | 1995         | 2000         | 2005         | 2008         | 2009         | 2010*        | 2010*               | 09/08         | 10*/09      | '00-'10*                     |
| <b>World</b>                          | <b>435</b>                                  | <b>528</b>   | <b>675</b>   | <b>798</b>   | <b>917</b>   | <b>882</b>   | <b>940</b>   | <b>100</b>          | <b>-3.8</b>   | <b>6.6</b>  | <b>3.4</b>                   |
| <b>Advanced economies<sup>1</sup></b> | <b>296</b>                                  | <b>334</b>   | <b>417</b>   | <b>453</b>   | <b>495</b>   | <b>474</b>   | <b>498</b>   | <b>53.0</b>         | <b>-4.3</b>   | <b>5.1</b>  | <b>1.8</b>                   |
| <b>Emerging economies<sup>1</sup></b> | <b>139</b>                                  | <b>193</b>   | <b>257</b>   | <b>345</b>   | <b>421</b>   | <b>408</b>   | <b>442</b>   | <b>47.0</b>         | <b>-3.2</b>   | <b>8.3</b>  | <b>5.6</b>                   |
| <b>By UNWTO regions:</b>              |                                             |              |              |              |              |              |              |                     |               |             |                              |
| <b>Europe</b>                         | <b>261.5</b>                                | <b>304.1</b> | <b>385.6</b> | <b>439.4</b> | <b>485.2</b> | <b>461.5</b> | <b>476.6</b> | <b>50.7</b>         | <b>-4.9</b>   | <b>3.3</b>  | <b>2.1</b>                   |
| Northern Europe                       | 28.6                                        | 35.8         | 43.7         | 57.3         | 60.8         | 57.7         | 58.1         | 6.2                 | -5.1          | 0.8         | 2.9                          |
| Western Europe                        | 108.6                                       | 112.2        | 139.7        | 141.7        | 153.2        | 148.6        | 153.7        | 16.3                | -3.0          | 3.4         | 1.0                          |
| Central/Eastern Europe                | 33.9                                        | 58.1         | 69.3         | 8.5          | 100.0        | 90.2         | 95.1         | 10.1                | -9.9          | 5.4         | 3.2                          |
| Southern/Mediter. Eu.                 | 90.3                                        | 98.0         | 133.0        | 153.0        | 171.2        | 165.1        | 169.7        | 18.1                | -3.6          | 2.8         | 2.5                          |
| <b>Asia and the Pacific</b>           | <b>55.8</b>                                 | <b>82.0</b>  | <b>110.1</b> | <b>153.6</b> | <b>184.1</b> | <b>180.9</b> | <b>203.8</b> | <b>21.7</b>         | <b>-1.7</b>   | <b>12.7</b> | <b>6.3</b>                   |
| North-East Asia                       | 26.4                                        | 41.3         | 58.3         | 85.9         | 100.9        | 98.0         | 111.6        | 11.9                | -2.9          | 13.8        | 6.7                          |
| South-East Asia                       | 21.2                                        | 28.4         | 36.1         | 48.5         | 61.8         | 62.1         | 69.6         | 7.4                 | 0.5           | 12.1        | 6.8                          |
| Oceania                               | 5.2                                         | 8.1          | 9.6          | 11.0         | 11.1         | 10.9         | 11.6         | 1.2                 | -1.7          | 6.1         | 1.9                          |
| South Asia                            | 3.2                                         | 4.2          | 6.1          | 8.1          | 10.3         | 9.9          | 11.1         | 1.2                 | -3.6          | 11.9        | 6.2                          |
| <b>Americas</b>                       | <b>92.8</b>                                 | <b>109.0</b> | <b>128.2</b> | <b>133.3</b> | <b>147.8</b> | <b>140.6</b> | <b>149.8</b> | <b>15.9</b>         | <b>-4.9</b>   | <b>6.4</b>  | <b>1.6</b>                   |
| North America                         | 71.7                                        | 80.7         | 91.5         | 89.9         | 97.7         | 92.2         | 98.2         | 10.5                | -5.7          | 6.6         | 0.7                          |
| Caribbean                             | 11.4                                        | 14.0         | 17.1         | 18.8         | 20.1         | 19.5         | 20.1         | 2.1                 | -2.8          | 3.0         | 1.6                          |
| Central America                       | 1.9                                         | 2.6          | 4.3          | 6.3          | 8.2          | 7.6          | 7.9          | 0.8                 | -7.4          | 3.8         | 6.2                          |
| South America                         | 7.7                                         | 11.7         | 15.3         | 18.3         | 21.8         | 21.3         | 23.5         | 2.5                 | -2.3          | 9.7         | 4.4                          |
| <b>Africa</b>                         | <b>14.8</b>                                 | <b>18.9</b>  | <b>26.5</b>  | <b>35.4</b>  | <b>44.4</b>  | <b>46.0</b>  | <b>49.4</b>  | <b>5.2</b>          | <b>3.7</b>    | <b>7.3</b>  | <b>6.4</b>                   |
| North Africa                          | 8.4                                         | 7.3          | 10.2         | 13.9         | 17.1         | 17.6         | 18.7         | 2.0                 | 2.5           | 6.2         | 6.2                          |
| Subsaharan Africa                     | 6.4                                         | 11.6         | 16.2         | 21.5         | 27.2         | 28.4         | 30.7         | 3.3                 | 4.4           | 8.0         | 6.6                          |
| <b>Middle East</b>                    | <b>9.6</b>                                  | <b>13.7</b>  | <b>24.1</b>  | <b>36.3</b>  | <b>55.2</b>  | <b>52.9</b>  | <b>60.3</b>  | <b>6.4</b>          | <b>-4.3</b>   | <b>14.1</b> | <b>9.6</b>                   |

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO, June 2011)

<sup>1</sup> Based on the classification by the International Monetary Fund (IMF), see Statistical Appendix at [www.imf.org/external/pubs/ft/weo/2011/01](http://www.imf.org/external/pubs/ft/weo/2011/01).

|                                 | International Tourism Receipts    |       |        |           | US\$      |             |       | Euro      |             |       |
|---------------------------------|-----------------------------------|-------|--------|-----------|-----------|-------------|-------|-----------|-------------|-------|
|                                 | Local currencies, constant prices |       |        | Share (%) | Receipts  |             |       | Receipts  |             |       |
|                                 | change (%)                        |       |        |           | (billion) | per arrival |       | (billion) | per arrival |       |
|                                 | 08/07                             | 09/08 | 10*/09 | 2010*     | 2009      | 2010*       | 2010* | 2009      | 2010*       | 2010* |
| World                           | 1.7                               | -5.6  | 4.7    | 100       | 851       | 919         | 980   | 610       | 693         | 740   |
| Advanced economies <sup>1</sup> | 1.8                               | -6.5  | 4.4    | 63.1      | 547       | 580         | 1,160 | 392       | 437         | 880   |
| Emerging economies <sup>1</sup> | 1.5                               | -3.8  | 5.1    | 36.9      | 304       | 339         | 770   | 218       | 256         | 580   |
| By UNWTO regions:               |                                   |       |        |           |           |             |       |           |             |       |
| Europe                          | -0.9                              | -6.7  | -0.4   | 44.2      | 410.9     | 406.2       | 850   | 294.6     | 306.4       | 640   |
| Northern Europe                 | -2.5                              | -4.0  | -1.3   | 6.4       | 58.6      | 59.2        | 1,010 | 42.0      | 44.6        | 760   |
| Western Europe                  | -2.2                              | -7.1  | 1.5    | 15.5      | 143.8     | 142.0       | 920   | 103.1     | 107.1       | 700   |
| Central/Eastern Europe          | 4.3                               | -8.0  | -2.8   | 5.2       | 47.4      | 47.7        | 500   | 34.0      | 36.0        | 380   |
| Southern/Mediterranean          | -0.6                              | -6.9  | -1.1   | 17.1      | 161.3     | 157.4       | 930   | 115.6     | 118.7       | 700   |
| Asia and the Pacific            | 4.6                               | -0.7  | 12.8   | 27.1      | 203.1     | 248.7       | 1,220 | 145.6     | 187.6       | 920   |
| North-East Asia                 | 8.2                               | 1.9   | 15.9   | 13.3      | 101.2     | 122.4       | 1,100 | 72.5      | 92.3        | 830   |
| South-East Asia                 | -0.8                              | -7.4  | 14.4   | 7.4       | 53.5      | 68.0        | 980   | 38.4      | 51.3        | 740   |
| Oceania                         | 3.2                               | 5.3   | -0.6   | 4.3       | 33.5      | 39.4        | 3,400 | 24.0      | 29.7        | 2,570 |
| South Asia                      | 7.7                               | -4.9  | 16.5   | 2.1       | 14.9      | 18.9        | 1,710 | 10.7      | 14.2        | 1,290 |
| Americas                        | 4.9                               | -9.9  | 5.0    | 19.8      | 166.2     | 182.2       | 1,220 | 119.1     | 137.4       | 920   |
| North America                   | 6.9                               | -12.4 | 6.2    | 14.3      | 119.2     | 131.2       | 1,340 | 85.4      | 98.9        | 1,010 |
| Caribbean                       | -3.2                              | -5.3  | 2.1    | 2.6       | 22.6      | 23.6        | 1,180 | 16.2      | 17.8        | 890   |
| Central America                 | 0.3                               | -3.4  | 4.1    | 0.7       | 6.1       | 6.8         | 850   | 4.4       | 5.1         | 640   |
| South America                   | 3.1                               | -0.3  | 1.2    | 2.2       | 18.3      | 20.6        | 880   | 13.1      | 15.5        | 660   |
| Africa                          | -2.5                              | -4.1  | 4.0    | 3.4       | 28.8      | 31.6        | 640   | 20.6      | 23.9        | 480   |
| North Africa                    | -3.9                              | -4.7  | 3.6    | 1.1       | 9.9       | 10.0        | 540   | 7.1       | 7.5         | 400   |
| Subsaharan Africa               | -1.8                              | -3.8  | 4.2    | 2.4       | 18.9      | 21.6        | 710   | 13.5      | 16.3        | 530   |
| Middle East                     | 5.5                               | 0.8   | 14.4   | 5.5       | 42.0      | 50.3        | 830   | 30.1      | 37.9        | 630   |

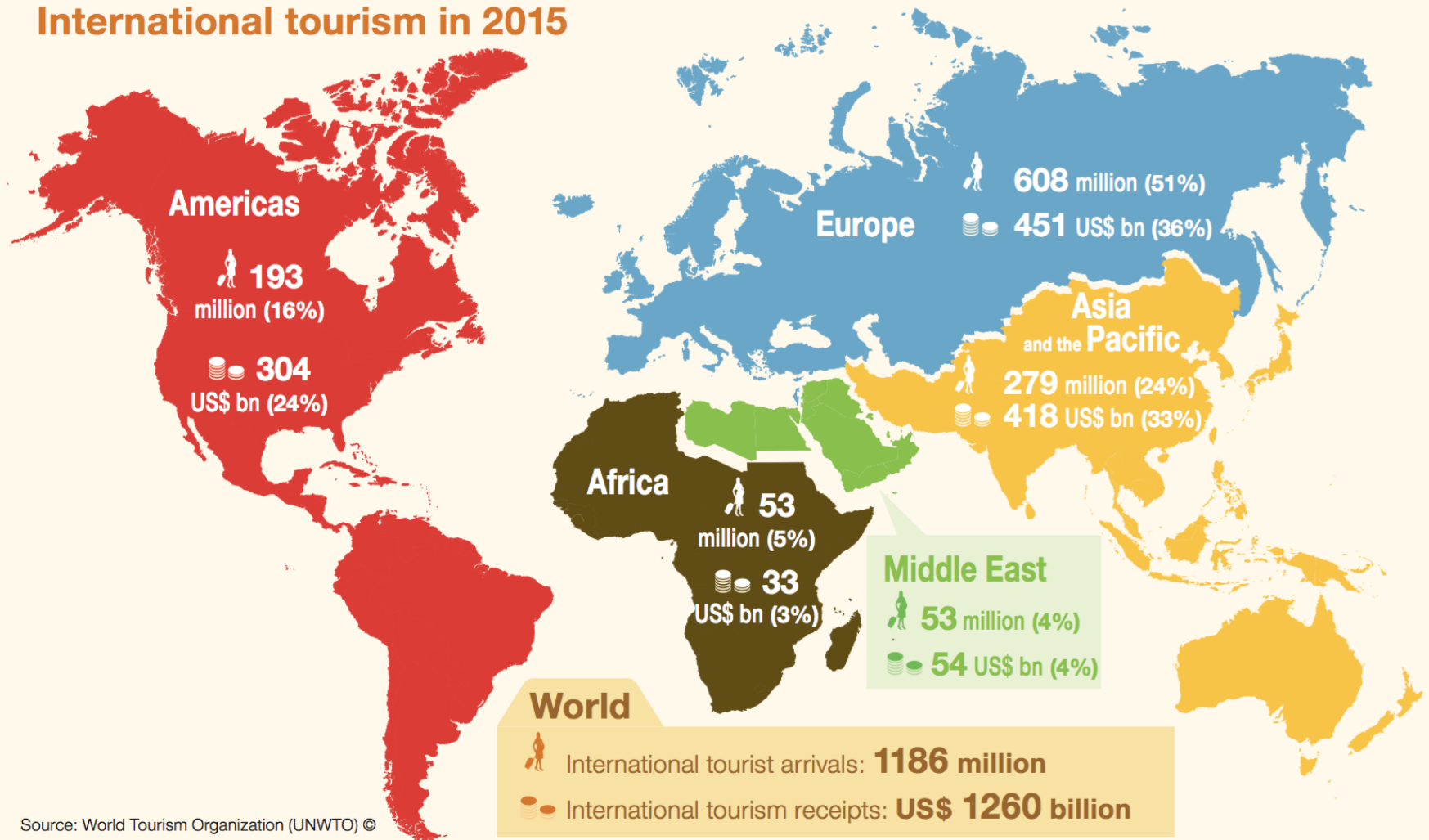
Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO, June 2011)

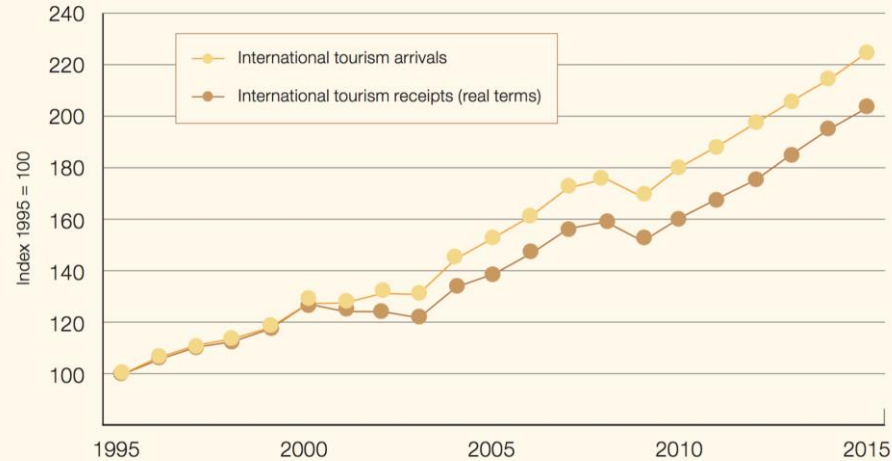
<sup>1</sup> Based on the classification by the International Monetary Fund (IMF), see Statistical Appendix at [www.imf.org/external/pubs/ft/weo/2011/01](http://www.imf.org/external/pubs/ft/weo/2011/01).

# إحصائيات 2015

## International tourism in 2015

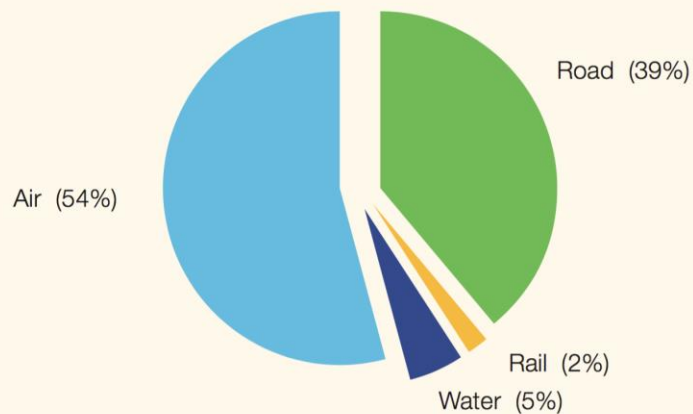


### World inbound tourism



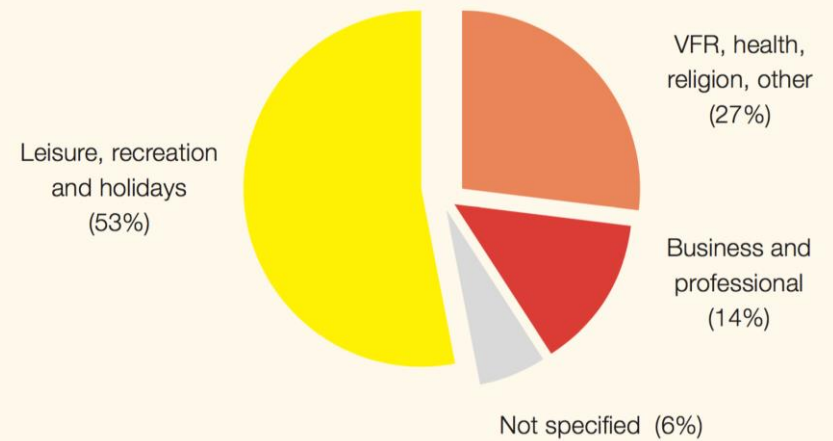
Source: World Tourism Organization (UNWTO) ©

### Inbound tourism by mode of transport, 2015\* (share)



Source: World Tourism Organization (UNWTO) ©

### Inbound tourism by purpose of visit, 2015\* (share)



Source: World Tourism Organization (UNWTO) ©

|                                 | International tourist arrivals<br>(million) |              |              |              |              |              |              | Market<br>share (%) | Change<br>(%) |            |             | Average<br>a year (%) |
|---------------------------------|---------------------------------------------|--------------|--------------|--------------|--------------|--------------|--------------|---------------------|---------------|------------|-------------|-----------------------|
|                                 | 1990                                        | 1995         | 2000         | 2005         | 2010         | 2014         | 2015*        | 2015*               | 13/12         | 14/13      | 15*/14      | 2005-'15*             |
| <b>World</b>                    | <b>435</b>                                  | <b>527</b>   | <b>674</b>   | <b>809</b>   | <b>950</b>   | <b>1,134</b> | <b>1,186</b> | <b>100</b>          | <b>4.6</b>    | <b>4.2</b> | <b>4.6</b>  | <b>3.9</b>            |
| Advanced economies <sup>1</sup> | 299                                         | 339          | 424          | 470          | 516          | 622          | 653          | 55.0                | 4.6           | 5.7        | 5.0         | 3.3                   |
| Emerging economies <sup>1</sup> | 136                                         | 188          | 250          | 339          | 434          | 512          | 533          | 45.0                | 4.6           | 2.4        | 4.1         | 4.6                   |
| <b>By UNWTO regions:</b>        |                                             |              |              |              |              |              |              |                     |               |            |             |                       |
| <b>Europe</b>                   | <b>261.5</b>                                | <b>304.5</b> | <b>386.6</b> | <b>453.2</b> | <b>489.4</b> | <b>580.2</b> | <b>607.7</b> | <b>51.2</b>         | <b>4.8</b>    | <b>2.3</b> | <b>4.7</b>  | <b>3.0</b>            |
| Northern Europe                 | 28.7                                        | 36.4         | 44.8         | 59.9         | 62.8         | 70.8         | 75.9         | 6.4                 | 2.4           | 5.3        | 7.3         | 2.4                   |
| Western Europe                  | 108.6                                       | 112.2        | 139.7        | 141.7        | 154.4        | 174.4        | 180.0        | 15.2                | 2.8           | 2.1        | 3.2         | 2.4                   |
| Central/Eastern Europe          | 33.9                                        | 57.9         | 69.6         | 95.3         | 98.9         | 120.2        | 126.6        | 10.7                | 7.7           | -6.2       | 5.3         | 2.9                   |
| Southern/Medit. Europe          | 90.3                                        | 98.0         | 132.6        | 156.4        | 173.3        | 214.8        | 225.2        | 19.0                | 5.6           | 6.9        | 4.8         | 3.7                   |
| -of which EU-28                 | 230.1                                       | 268.0        | 330.5        | 367.9        | 384.3        | 454.1        | 478.4        | 40.3                | 3.9           | 4.8        | 5.4         | 2.7                   |
| <b>Asia and the Pacific</b>     | <b>55.9</b>                                 | <b>82.1</b>  | <b>110.4</b> | <b>154.0</b> | <b>205.5</b> | <b>264.3</b> | <b>279.2</b> | <b>23.5</b>         | <b>6.9</b>    | <b>5.7</b> | <b>5.6</b>  | <b>6.1</b>            |
| North-East Asia                 | 26.4                                        | 41.3         | 58.3         | 85.9         | 111.5        | 136.3        | 142.1        | 12.0                | 3.4           | 7.3        | 4.3         | 5.2                   |
| South-East Asia                 | 21.2                                        | 28.5         | 36.3         | 49.0         | 70.5         | 97.3         | 104.6        | 8.8                 | 11.3          | 3.0        | 7.6         | 7.9                   |
| Oceania                         | 5.2                                         | 8.1          | 9.6          | 10.9         | 11.4         | 13.3         | 14.2         | 1.2                 | 4.6           | 6.1        | 7.4         | 2.7                   |
| South Asia                      | 3.2                                         | 4.2          | 6.1          | 8.2          | 12.1         | 17.5         | 18.3         | 1.5                 | 12.1          | 9.6        | 4.4         | 8.4                   |
| <b>Americas</b>                 | <b>92.8</b>                                 | <b>108.9</b> | <b>128.2</b> | <b>133.3</b> | <b>150.2</b> | <b>181.9</b> | <b>192.6</b> | <b>16.2</b>         | <b>3.0</b>    | <b>8.5</b> | <b>5.9</b>  | <b>3.7</b>            |
| North America                   | 71.8                                        | 80.5         | 91.5         | 89.9         | 99.5         | 120.9        | 127.6        | 10.8                | 3.6           | 9.7        | 5.5         | 3.6                   |
| Caribbean                       | 11.4                                        | 14.0         | 17.1         | 18.8         | 19.5         | 22.3         | 23.9         | 2.0                 | 2.7           | 5.5        | 7.4         | 2.4                   |
| Central America                 | 1.9                                         | 2.6          | 4.3          | 6.3          | 7.9          | 9.6          | 10.3         | 0.9                 | 2.6           | 5.6        | 7.1         | 5.0                   |
| South America                   | 7.7                                         | 11.7         | 15.3         | 18.3         | 23.2         | 29.1         | 30.8         | 2.6                 | 1.4           | 7.1        | 5.8         | 5.3                   |
| <b>Africa</b>                   | <b>14.8</b>                                 | <b>18.7</b>  | <b>26.2</b>  | <b>34.8</b>  | <b>50.4</b>  | <b>55.3</b>  | <b>53.5</b>  | <b>4.5</b>          | <b>4.4</b>    | <b>1.1</b> | <b>-3.3</b> | <b>4.4</b>            |
| North Africa                    | 8.4                                         | 7.3          | 10.2         | 13.9         | 19.7         | 20.4         | 18.0         | 1.5                 | 5.8           | -1.4       | -11.7       | 2.6                   |
| Subsaharan Africa               | 6.4                                         | 11.5         | 16.0         | 20.9         | 30.7         | 34.9         | 35.4         | 3.0                 | 3.6           | 2.7        | 1.6         | 5.4                   |
| <b>Middle East</b>              | <b>9.6</b>                                  | <b>12.7</b>  | <b>22.4</b>  | <b>33.7</b>  | <b>54.7</b>  | <b>52.4</b>  | <b>53.3</b>  | <b>4.5</b>          | <b>-2.9</b>   | <b>6.7</b> | <b>1.7</b>  | <b>4.7</b>            |

Source: World Tourism Organization (UNWTO) ©. Please see page 9 for symbols and abbreviations.

(Data as collected by UNWTO, July 2016)

<sup>1</sup> Classification based on the International Monetary Fund (IMF); see the Statistical Annex of the IMF *World Economic Outlook* of April 2016, page 146, at [www.imf.org/external/ns/cs.aspx?id=29](http://www.imf.org/external/ns/cs.aspx?id=29).

| Destinations        | Series | International tourist arrivals |               |               |               |            |             |              |             | International tourism receipts |               |               |               |             |
|---------------------|--------|--------------------------------|---------------|---------------|---------------|------------|-------------|--------------|-------------|--------------------------------|---------------|---------------|---------------|-------------|
|                     |        | (1000)                         |               |               |               | Change (%) |             |              | Share (%)   | (US\$ million)                 |               |               |               | Share (%)   |
|                     |        | 2010                           | 2013          | 2014          | 2015*         | 13/12      | 14/13       | 15*/14       | 2015*       | 2010                           | 2013          | 2014          | 2015*         | 2015*       |
| <b>Africa</b>       |        | <b>50,426</b>                  | <b>54,693</b> | <b>55,309</b> | <b>53,466</b> | <b>4.4</b> | <b>1.1</b>  | <b>-3.3</b>  | <b>100</b>  | <b>31,183</b>                  | <b>35,562</b> | <b>36,125</b> | <b>33,069</b> | <b>100</b>  |
| <b>North Africa</b> |        | <b>19,682</b>                  | <b>20,722</b> | <b>20,431</b> | <b>18,031</b> | <b>5.8</b> | <b>-1.4</b> | <b>-11.7</b> | <b>33.7</b> | <b>9,662</b>                   | <b>10,063</b> | <b>10,640</b> | <b>8,555</b>  | <b>25.9</b> |
| Algeria             | VF     | 2,070                          | 2,733         | 2,301         | 1,710         | 3.7        | -15.8       | -25.7        | 3.2         | 220                            | 250           | 258           | ..            | ..          |
| Morocco             | TF     | 9,288                          | 10,046        | 10,283        | 10,177        | 7.2        | 2.4         | -1.0         | 19.0        | 6,703                          | 6,849         | 7,056         | 6,003         | 18.2        |
| Sudan               | TF     | 495                            | 591           | 684           | ..            | 2.9        | 15.7        | ..           | ..          | 94                             | 773           | 967           | 949           | 2.9         |
| Tunisia             | TF     | 7,828                          | 7,352         | 7,163         | 5,359         | 5.0        | -2.6        | -25.2        | 10.0        | 2,645                          | 2,191         | 2,359         | 1,354         | 4.1         |

| Destinations       | Series | International tourist arrivals |               |               |               |             |            |            |            | International tourism receipts |               |               |               |            |
|--------------------|--------|--------------------------------|---------------|---------------|---------------|-------------|------------|------------|------------|--------------------------------|---------------|---------------|---------------|------------|
|                    |        | (1000)                         |               |               |               | Change (%)  |            |            | Share (%)  | (US\$ million)                 |               |               |               | Share (%)  |
|                    |        | 2010                           | 2013          | 2014          | 2015*         | 13/12       | 14/13      | 15*/14     | 2015*      | 2010                           | 2013          | 2014          | 2015*         | 2015*      |
| <b>Middle East</b> |        | <b>54,699</b>                  | <b>49,127</b> | <b>52,440</b> | <b>53,330</b> | <b>-2.9</b> | <b>6.7</b> | <b>1.7</b> | <b>100</b> | <b>52,150</b>                  | <b>46,580</b> | <b>51,566</b> | <b>54,380</b> | <b>100</b> |
| Bahrain            | THS    | 995                            | 1,069         | 838           | ..            | 5.4         | -21.6      | ..         | ..         | 1,362                          | 1,165         | 1,197         | ..            | ..         |
| Egypt              | TF     | 14,051                         | 9,174         | 9,628         | 9,139         | -18.1       | 5.0        | -5.1       | 17.1       | 12,528                         | 6,047         | 7,208         | 6,065         | 11.2       |
| Iraq               | VF     | 1,518                          | 892           | ..            | ..            | -19.7       | ..         | ..         | ..         | 1,660                          | ..            | ..            | ..            | ..         |
| Jordan             | TF     | 4,207                          | 3,945         | 3,990         | 3,763         | -5.2        | 1.1        | -5.7       | 7.1        | 3,585                          | 4,117         | 4,375         | 4,065         | 7.5        |
| Kuwait             | THS    | 207                            | 307           | 198           | ..            | 2.0         | -35.4      | ..         | ..         | 290                            | 298           | 369           | 499           | 0.9        |
| Lebanon            | TF     | 2,168                          | 1,274         | 1,355         | 1,518         | -6.7        | 6.3        | 12.1       | 2.8        | 7,995                          | 6,492         | 6,523         | 6,857         | 12.6       |
| Libya              | TF     | ..                             | ..            | ..            | ..            | ..          | ..         | ..         | ..         | 60                             | ..            | ..            | ..            | ..         |
| Oman               | TF     | 1,441                          | 1,392         | 1,519         | ..            | 12.2        | 9.1        | ..         | ..         | 780                            | 1,295         | 1,376         | 1,540         | 2.8        |
| Palestine          | THS    | 522                            | 545           | 556           | 432           | 11.3        | 1.9        | -22.3      | 0.8        | 667                            | 789           | 603           | ..            | 1.7        |
| Qatar              | TF     | 1,700                          | 2,611         | 2,826         | 2,930         | 11.3        | 8.2        | 3.7        | 5.5        | 584                            | 3,456         | 4,591         | 5,035         | 9.3        |
| Saudi Arabia       | TF     | 10,850                         | 15,772        | 18,260        | 17,994        | -3.4        | 15.8       | -1.5       | 33.7       | 6,712                          | 7,651         | 8,238         | 10,130        | 18.6       |
| Syria              | TF     | 8,546                          | ..            | ..            | ..            | ..          | ..         | ..         | ..         | 6,190                          | ..            | ..            | ..            | ..         |
| Utd. Arab Emirates | THS    | 7,432                          | 9,990         | ..            | ..            | 11.3        | ..         | ..         | ..         | 8,577                          | 12,389        | 13,969        | 16,038        | 29.5       |
| Yemen              | TF     | 1,025                          | 990           | ..            | ..            | 13.3        | ..         | ..         | ..         | 1,161                          | 940           | 1,026         | ..            | ..         |

Source: World Tourism Organization (UNWTO) ©. Please see page 9 for symbols and abbreviations.

(Data as collected by UNWTO, July 2016)

|                                 | International tourism receipts               |       |       |        | Market share (%) | Receipts (US\$) |       |             | Receipts (euro) |       |             |
|---------------------------------|----------------------------------------------|-------|-------|--------|------------------|-----------------|-------|-------------|-----------------|-------|-------------|
|                                 | Local currencies, constant prices (% change) |       |       |        |                  | (billion)       |       | per arrival | (billion)       |       | per arrival |
|                                 | 12/11                                        | 13/12 | 14/13 | 15*/14 |                  | 2015*           | 2014  | 2015*       | 2015*           | 2014  | 2015*       |
| World                           | 4.3                                          | 5.9   | 5.1   | 4.4    | 100              | 1,309           | 1,260 | 1,060       | 986             | 1,136 | 960         |
| Advanced economies <sup>1</sup> | 3.6                                          | 6.1   | 4.9   | 3.1    | 61.5             | 829             | 774   | 1,190       | 624             | 698   | 1,070       |
| Emerging economies <sup>1</sup> | 5.4                                          | 5.5   | 5.5   | 6.7    | 38.5             | 481             | 486   | 910         | 362             | 438   | 820         |
| By UNWTO regions:               |                                              |       |       |        |                  |                 |       |             |                 |       |             |
| Europe                          | 1.8                                          | 4.1   | 4.3   | 3.0    | 35.8             | 513.5           | 450.7 | 740         | 386.6           | 406.2 | 670         |
| Northern Europe                 | 3.3                                          | 7.5   | 6.4   | 7.6    | 6.2              | 82.5            | 78.4  | 1,030       | 62.1            | 70.7  | 930         |
| Western Europe                  | 2.7                                          | 2.2   | 3.3   | 0.2    | 11.6             | 173.7           | 146.4 | 810         | 130.7           | 131.9 | 730         |
| Central/Eastern Europe          | 4.3                                          | 3.5   | -0.9  | -0.4   | 4.0              | 58.2            | 50.1  | 400         | 43.8            | 45.2  | 360         |
| Southern/Medit. Europe          | -0.3                                         | 4.8   | 6.1   | 5.0    | 14.0             | 199.2           | 175.8 | 780         | 149.9           | 158.4 | 700         |
| -of which EU-28                 | 1.5                                          | 3.8   | 4.6   | 3.4    | 29.6             | 427.3           | 373.4 | 780         | 321.6           | 336.5 | 700         |
| Asia and the Pacific            | 7.6                                          | 9.3   | 5.3   | 4.0    | 33.2             | 420.1           | 418.3 | 1,500       | 316.2           | 377.0 | 1,350       |
| North-East Asia                 | 8.6                                          | 10.4  | 6.1   | 0.8    | 18.8             | 238.0           | 236.7 | 1,670       | 179.1           | 213.3 | 1,500       |
| South-East Asia                 | 10.9                                         | 10.6  | 2.0   | 7.8    | 8.6              | 108.1           | 108.3 | 1,030       | 81.4            | 97.6  | 930         |
| Oceania                         | -1.8                                         | 2.0   | 7.2   | 9.9    | 3.3              | 44.6            | 41.9  | 2,940       | 33.6            | 37.8  | 2,650       |
| South Asia                      | 4.9                                          | 8.7   | 8.5   | 7.1    | 2.5              | 29.4            | 31.4  | 1,720       | 22.1            | 28.3  | 1,550       |
| Americas                        | 4.7                                          | 6.7   | 6.4   | 7.8    | 24.1             | 288.0           | 303.7 | 1,580       | 216.8           | 273.7 | 1,420       |
| North America                   | 5.0                                          | 7.4   | 6.6   | 8.2    | 18.9             | 225.0           | 238.5 | 1,870       | 169.3           | 214.9 | 1,680       |
| Caribbean                       | 1.2                                          | 3.7   | 4.8   | 5.8    | 2.2              | 26.7            | 28.1  | 1,170       | 20.1            | 25.3  | 1,060       |
| Central America                 | 7.8                                          | 7.2   | 6.2   | 7.3    | 0.9              | 10.6            | 11.5  | 1,120       | 8.0             | 10.4  | 1,010       |
| South America                   | 4.8                                          | 3.4   | 6.2   | 7.0    | 2.0              | 25.7            | 25.6  | 830         | 19.3            | 23.0  | 750         |
| Africa                          | 6.2                                          | 2.4   | 2.4   | 2.4    | 2.6              | 36.1            | 33.1  | 620         | 27.2            | 29.8  | 560         |
| North Africa                    | 8.2                                          | -2.1  | 5.2   | -9.8   | 0.7              | 10.6            | 8.6   | 470         | 8.0             | 7.7   | 430         |
| Subsaharan Africa               | 5.5                                          | 4.2   | 1.4   | 7.5    | 1.9              | 25.5            | 24.5  | 690         | 19.2            | 22.1  | 620         |
| Middle East                     | 1.8                                          | -4.6  | 7.4   | 4.3    | 4.3              | 51.6            | 54.4  | 1,020       | 38.8            | 49.0  | 920         |

Source: World Tourism Organization (UNWTO) ©. Please see page 9 for symbols and abbreviations.

(Data as collected by UNWTO, July 2016)

<sup>1</sup> Classification based on the International Monetary Fund (IMF); see the Statistical Annex of the IMF *World Economic Outlook* of April 2016, page 146, at [www.imf.org/external/ns/cs.aspx?id=29](http://www.imf.org/external/ns/cs.aspx?id=29).

| International tourist arrivals |                    |           |       |            |        | International tourism receipts <sup>1</sup> |      |                   |       |            |       |        |      |       |
|--------------------------------|--------------------|-----------|-------|------------|--------|---------------------------------------------|------|-------------------|-------|------------|-------|--------|------|-------|
|                                |                    | (million) |       | Change (%) |        | US\$                                        |      | Local currencies  |       |            |       |        |      |       |
|                                |                    |           |       |            |        | (billion)                                   |      | Change (%)        |       | Change (%) |       |        |      |       |
| Rank                           | Series             | 2014      | 2015* | 14/13      | 15*/14 | Rank                                        | 2014 | 2015*             | 14/13 | 15*/14     | 14/13 | 15*/14 |      |       |
| 1                              | France             | TF        | 83.7  | 84.5       | 0.1    | 0.9                                         | 1    | United States     | 191.3 | 204.5      | 7.8   | 6.9    | 7.8  | 6.9   |
| 2                              | United States      | TF        | 75.0  | 77.5       | 7.2    | 3.3                                         | 2    | China             | 105.4 | 114.1      | n/a   | 8.3    | n/a  | 9.8   |
| 3                              | Spain              | TF        | 64.9  | 68.2       | 7.0    | 5.0                                         | 3    | Spain             | 65.1  | 56.5       | 3.9   | -13.2  | 3.9  | 4.0   |
| 4                              | China              | TF        | 55.6  | 56.9       | -0.1   | 2.3                                         | 4    | France            | 58.1  | 45.9       | 2.8   | -21.0  | 2.8  | -5.4  |
| 5                              | Italy              | TF        | 48.6  | 50.7       | 1.8    | 4.4                                         | 5    | United Kingdom    | 46.5  | 45.5       | 11.8  | -2.3   | 6.2  | 5.2   |
| 6                              | Turkey             | TF        | 39.8  | 39.5       | 5.3    | -0.8                                        | 6    | Thailand          | 38.4  | 44.6       | -8.0  | 16.0   | -2.7 | 22.0  |
| 7                              | Germany            | TCE       | 33.0  | 35.0       | 4.6    | 6.0                                         | 7    | Italy             | 45.5  | 39.4       | 3.6   | -13.3  | 3.6  | 3.8   |
| 8                              | United Kingdom     | TF        | 32.6  | 34.4       | 5.0    | 5.6                                         | 8    | Germany           | 43.3  | 36.9       | 4.9   | -14.9  | 4.9  | 1.9   |
| 9                              | Mexico             | TF        | 29.3  | 32.1       | 21.5   | 9.4                                         | 9    | Hong Kong (China) | 38.4  | 36.2       | -1.4  | -5.8   | -1.5 | -5.8  |
| 10                             | Russian Federation | TF        | 29.8  | 31.3       | 5.3    | 5.0                                         | 10   | Macao (China)     | 42.6  | 31.3       | -1.1  | -26.4  | -1.1 | -26.5 |

Source: World Tourism Organization (UNWTO) ©. Please see page 9 for symbols and abbreviations.

(Data as collected by UNWTO, July 2016)

Source: World Tourism Organization (UNWTO) ©. Please see page 9 for symbols and abbreviations.

(Data as collected by UNWTO, July 2016)

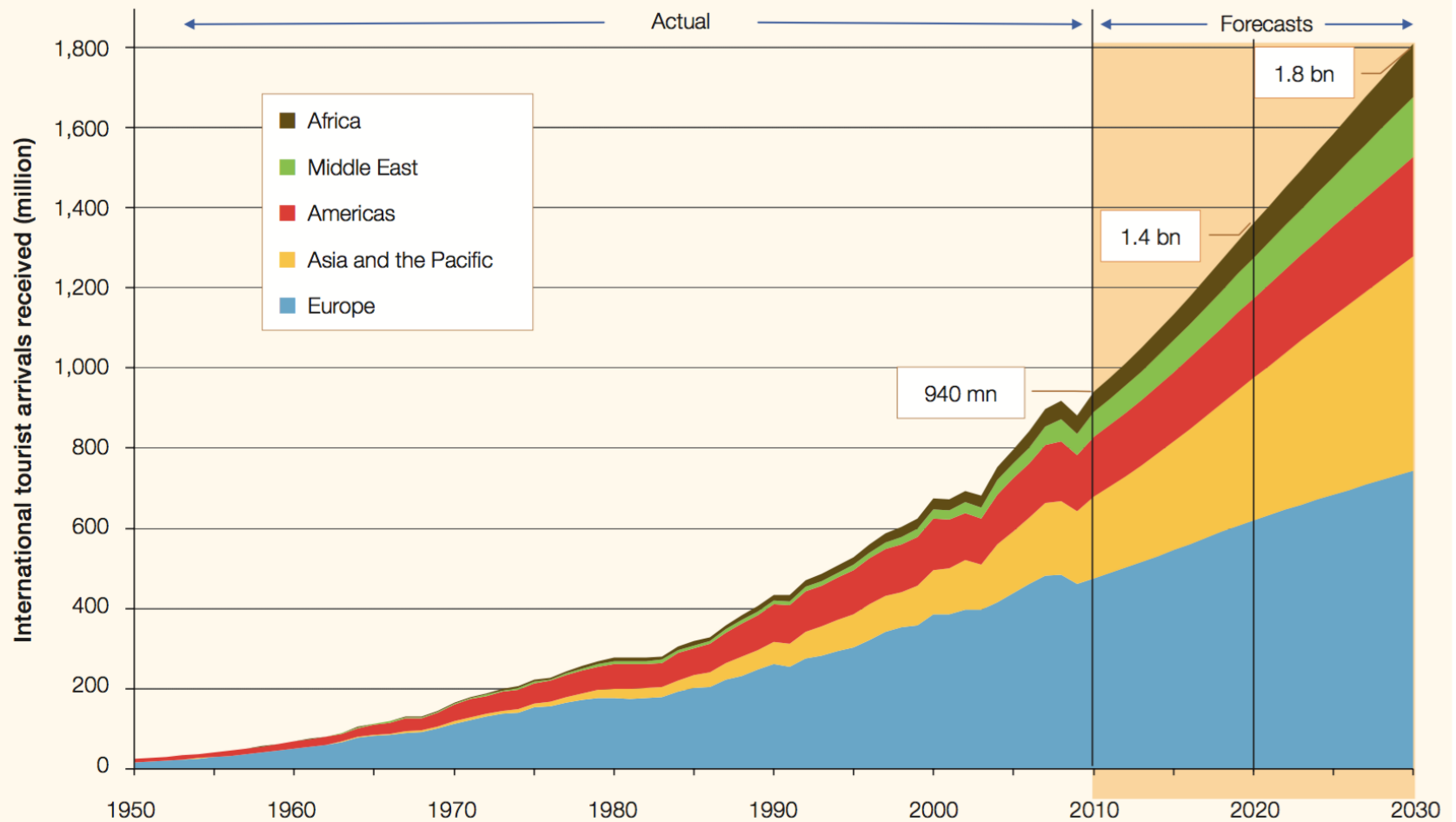
|      |                    | International tourism expenditure <sup>1</sup> (US\$ billion) |       | Local currencies change (%) |        | Market share (%) | Population (million) | Expenditure per capita (US\$) | International departures (million) |       |       |
|------|--------------------|---------------------------------------------------------------|-------|-----------------------------|--------|------------------|----------------------|-------------------------------|------------------------------------|-------|-------|
| Rank |                    | 2014                                                          | 2015* | 14/13                       | 15*/14 | 2015*            | 2015                 | 2015*                         | Series                             | 2014  | 2015  |
| 1    | China              | 234.7                                                         | 292.2 | n/a                         | 26.2   | 23.2             | 1,375                | 213                           | VD                                 | 116.6 | 127.9 |
| 2    | United States      | 105.5                                                         | 112.9 | 7.6                         | 7.0    | 9.0              | 322                  | 351                           | TD                                 | 68.2  | 73.5  |
| 3    | Germany            | 93.3                                                          | 77.5  | 2.1                         | -0.6   | 6.2              | 82                   | 946                           | TD                                 | 83.0  | ..    |
| 4    | United Kingdom     | 62.6                                                          | 63.3  | 3.5                         | 8.9    | 5.0              | 65                   | 972                           | TD                                 | 58.4  | 64.2  |
| 5    | France             | 48.7                                                          | 38.4  | 15.4                        | -5.6   | 3.0              | 64                   | 598                           | TD                                 | 28.2  | ..    |
| 6    | Russian Federation | 50.4                                                          | 34.9  | 13.7                        | 10.0   | 2.8              | 146                  | 239                           | VD                                 | 45.9  | 36.8  |
| 7    | Canada             | 33.8                                                          | 29.4  | 3.3                         | 0.6    | 2.3              | 36                   | 820                           | TD                                 | 33.5  | 32.3  |
| 8    | Korea (ROK)        | 23.2                                                          | 25.0  | 3.0                         | 15.6   | 2.0              | 51                   | 493                           | VD                                 | 16.1  | 19.3  |
| 9    | Italy              | 28.8                                                          | 24.4  | 6.9                         | 1.4    | 1.9              | 61                   | 402                           | TD                                 | 27.2  | 27.5  |
| 10   | Australia          | 26.4                                                          | 23.5  | -1.3                        | 6.9    | 1.9              | 24                   | 978                           | VD                                 | 9.1   | 9.5   |

Source: World Tourism Organization (UNWTO) ©. Please see page 9 for symbols and abbreviations.

(Data as collected by UNWTO, July 2016)

<sup>1</sup> Note that due to changes in methodology China substantially revised its international tourism expenditure series upwards for 2015 and retrospectively for 2014, while the United States revised its series downwards from 2013 on.

## UNWTO Tourism Towards 2030: Actual trend and forecast 1950-2030



Source: World Tourism Organization (UNWTO) ©



# إحصائيات 2015 - 2019



This page provides an **overview of tourism performance** in the selected year. Select a region to see the key numbers for that region

2019

Please select a year

2019

World

Please select a region

All

Show results for the world

## International tourist arrivals

1,466

million

4

change (%)

## International tourism receipts

1,466

USD billion

3

change (% in real terms)

## International tourism exports

1,719

USD billion

Export revenues from international tourism are composed of "travel" (international tourism receipts) and "passenger transport" receipts.

### Share of tourism in total exports (goods+services)

7 %

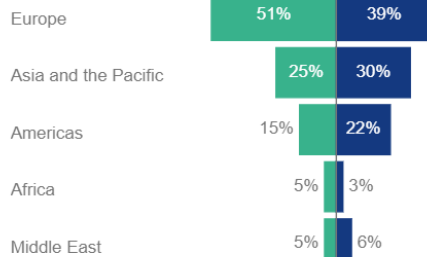
### Change by region (%)

● Arrivals ● Receipts (in real terms)

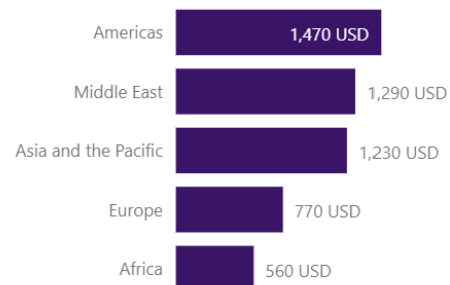


### Share by region (%)

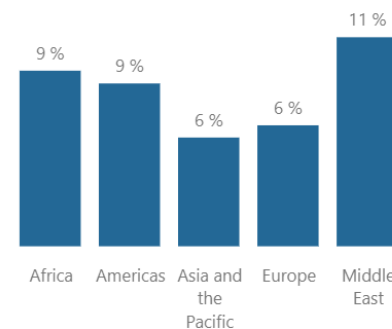
● Arrivals ● Receipts



### Receipts per arrival by region



### Share of tourism in total exports by region (%)



# Employment in Tourism Industries



| COUNTRY            | TOTAL EMPLOYEES (1000) |
|--------------------|------------------------|
| India              | 31,514                 |
| United States      | 5,688                  |
| Japan              | 5,590                  |
| Philippines        | 4,971                  |
| Thailand           | 4,168                  |
| Malaysia           | 2,914                  |
| United Kingdom     | 2,797                  |
| Korea (ROK)        | 2,524                  |
| Germany            | 2,481                  |
| Spain              | 2,322                  |
| Mexico             | 2,213                  |
| Brazil             | 2,075                  |
| Egypt              | 1,993                  |
| Turkey             | 1,368                  |
| Russian Federation | 1,338                  |
| France             | 1,270                  |
| Uganda             | 1,173                  |
| Nigeria            | 1,083                  |
| Saudi Arabia       | 883                    |
| South Africa       | 670                    |
| Australia          | 576                    |
| Morocco            | 507                    |
| Portugal           | 373                    |
| Chile              | 368                    |

Total Employees in Tourism Industries (Thousands)

Please select a country

Date

2000 2001 2002 2003 2004 2005 2006 2007 2008 2009 2010 2011 2012 2013 2014 2015 2016 2017 2018 2019

Go back



# Employment in Tourism Industries



| COUNTRY        | TOTAL EMPLOYEES (1000) |
|----------------|------------------------|
| India          | 33,106                 |
| United States  | 5,789                  |
| Japan          | 5,710                  |
| Philippines    | 5,224                  |
| Thailand       | 4,258                  |
| Malaysia       | 3,210                  |
| United Kingdom | 2,743                  |
| Germany        | 2,611                  |
| Korea (ROK)    | 2,576                  |
| Spain          | 2,448                  |
| Mexico         | 2,266                  |
| Brazil         | 2,130                  |
| Nigeria        | 1,429                  |
| Turkey         | 1,401                  |
| France         | 1,301                  |
| Saudi Arabia   | 937                    |
| South Africa   | 706                    |
| Australia      | 593                    |
| Morocco        | 515                    |
| Chile          | 408                    |
| Portugal       | 390                    |
| Romania        | 372                    |
| Hungary        | 345                    |
| Indonesia      | 340                    |

Total Employees in Tourism Industries (Thousands)

Please select a country

Date

2000 2001 2002 2003 2004 2005 2006 2007 2008 2009 2010 2011 2012 2013 2014 2015 2016 2017 2018 2019

← Go back



# Employment in Tourism Industries



| COUNTRY           | TOTAL EMPLOYEES (1000) |
|-------------------|------------------------|
| India             | 35,385                 |
| United States     | 5,835                  |
| Japan             | 5,760                  |
| Philippines       | 5,269                  |
| Malaysia          | 3,350                  |
| Korea (ROK)       | 2,652                  |
| Spain             | 2,511                  |
| Mexico            | 2,290                  |
| Germany           | 2,166                  |
| Brazil            | 2,128                  |
| Turkey            | 1,467                  |
| France            | 1,347                  |
| South Africa      | 682                    |
| Australia         | 618                    |
| Saudi Arabia      | 536                    |
| Morocco           | 532                    |
| Portugal          | 424                    |
| Chile             | 415                    |
| Hungary           | 364                    |
| Dominican Rep.    | 324                    |
| Greece            | 316                    |
| Algeria           | 300                    |
| Honduras          | 264                    |
| Hong Kong (China) | 257                    |

Total Employees in Tourism Industries (Thousands)

Please select a country

Date



← Go back



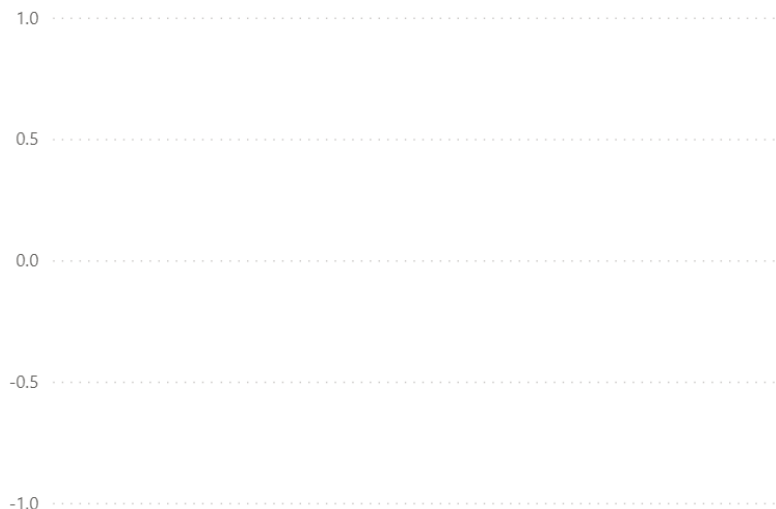
# Employment in Tourism Industries



| COUNTRY           | TOTAL EMPLOYEES (1000) |
|-------------------|------------------------|
| United States     | 5,925                  |
| Philippines       | 5,366                  |
| Korea (ROK)       | 2,695                  |
| Spain             | 2,605                  |
| Germany           | 2,198                  |
| Brazil            | 2,183                  |
| Turkey            | 1,569                  |
| France            | 1,368                  |
| South Africa      | 740                    |
| Australia         | 646                    |
| Angola            | 579                    |
| Saudi Arabia      | 552                    |
| Morocco           | 548                    |
| Portugal          | 460                    |
| Chile             | 438                    |
| Utd Arab Emirates | 409                    |
| Indonesia         | 400                    |
| Dominican Rep.    | 336                    |
| Hungary           | 334                    |
| Greece            | 320                    |
| Algeria           | 308                    |
| Hong Kong (China) | 257                    |
| Belarus           | 242                    |
| Czech Republic    | 241                    |

Total Employees in Tourism Industries (Thousands)

Please select a country



Date

2000 2001 2002 2003 2004 2005 2006 2007 2008 2009 2010 2011 2012 2013 2014 2015 2016 2017 2018 2019

← Go back



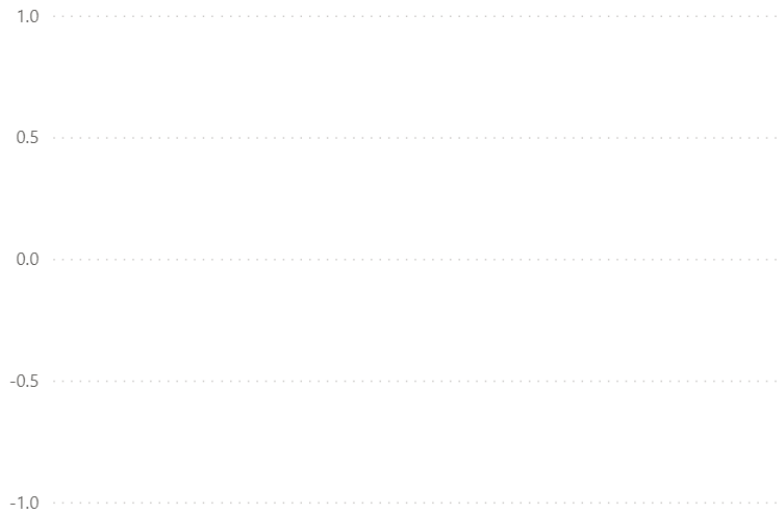
# Employment in Tourism Industries



| COUNTRY               | TOTAL EMPLOYEES (1000) |
|-----------------------|------------------------|
| Spain                 | 2,674                  |
| Chile                 | 442                    |
| Indonesia             | 409                    |
| Algeria               | 320                    |
| Belarus               | 243                    |
| Angola                | 216                    |
| Sri Lanka             | 174                    |
| Costa Rica            | 171                    |
| Serbia                | 162                    |
| Taiwan (pr. of China) | 105                    |
| Croatia               | 92                     |
| Slovenia              | 59                     |
| El Salvador           | 57                     |
| Jordan                | 53                     |
| Nicaragua             | 47                     |
| Mauritius             | 31                     |
| Mongolia              | 17                     |
| French Polynesia      | 12                     |
| Monaco                | 8                      |
| Brunei                | 3                      |
| Rep. Moldova          | 3                      |

Total Employees in Tourism Industries (Thousands)

Please select a country



Date

2000 2001 2002 2003 2004 2005 2006 2007 2008 2009 2010 2011 2012 2013 2014 2015 2016 2017 2018 2019

← Go back





## International Tourist Arrivals

This page provides an overview of **international tourist arrival**. For the most recent results by month, select MONTHLY. For full year results, select YEARLY.

2019

Please select a year

2019

World

Region

All

OR

Country grouping

All

Show results for the world

YEARLY

MONTHLY

1,466

million

4

change (%)

53

absolute change (million)

5.0 %

Average annual growth in past 10 years

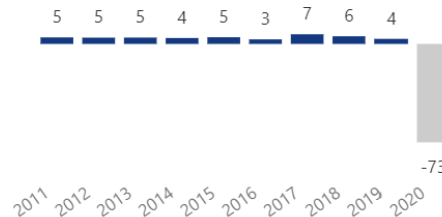
Share of total arrivals

100 %

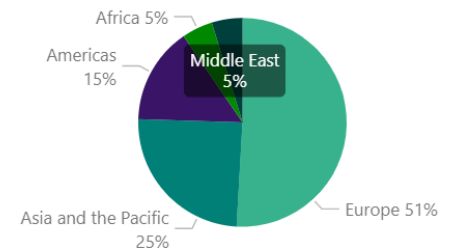
International tourist arrivals (million)



Change over previous year (%)



Share (%)



Change over previous year (%)

Subregional share (%)

Please select a region to see subregional results here.





## International Tourism Receipts

This page provides a detailed view of **international tourism receipts** by region.

2019

Please select a year

2019

World

Region

All

Show results for the world

International tourism receipts

**1,466**

USD billion

Change (relative)

**3.0**

% in real terms

Change (absolute)

**27**

USD billion

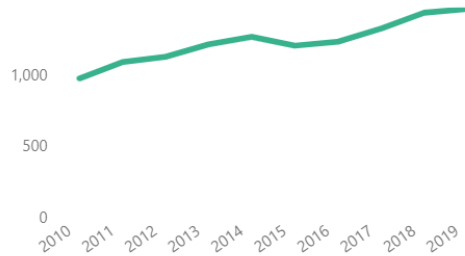
**1,000 USD**

Receipts per arrival

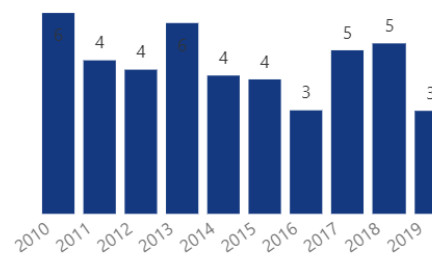
Share of total receipts



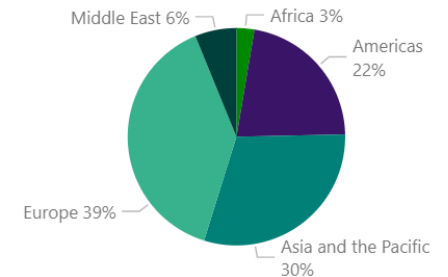
International tourism receipts (USD billion)



Change over previous year (%)



Share (%)



Change over previous year (%)

Subregional share (%)

Please select a region to see subregional results here.





## International Tourism Expenditure

This page provides a detailed view of **international tourism expenditure** by region.

2019

Please select a year

2019

World

Region

All

Show results for the world

1,466

USD billion

27

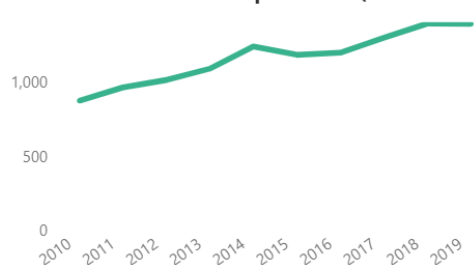
absolute change (USD billion)

Expenditure per trip

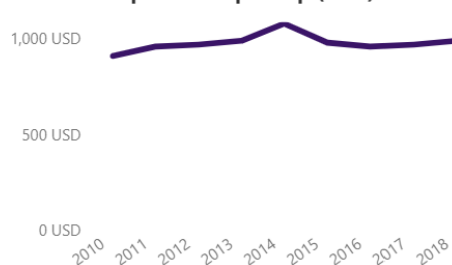
Share of total expenditure

100 %

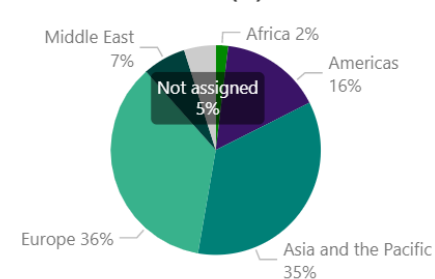
International tourism expenditure (USD billion)



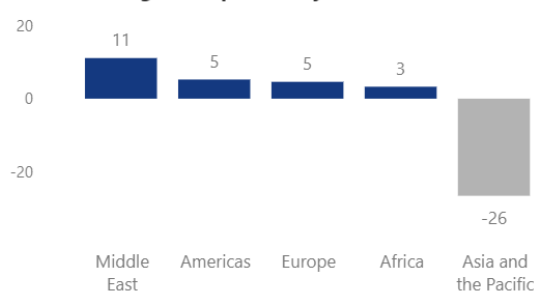
Expenditure per trip (USD)



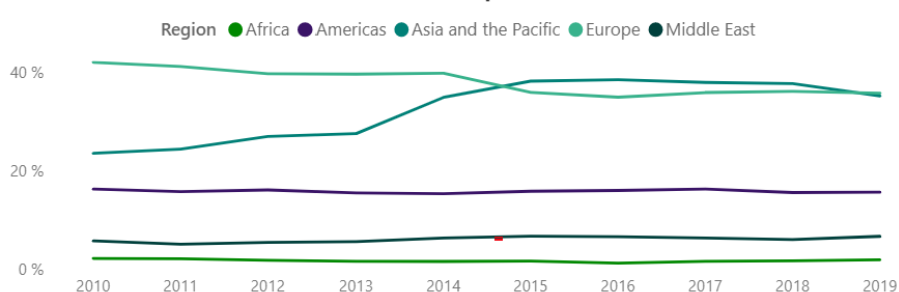
Share (%)



Change over previous year (USD billion)



International tourism expenditure (share %)



Go back



Expenditure





## Outbound Tourism

This page provides a detailed view of the **share of arrivals in a destination region** from a selected **region of origin**.

2018

Please select a year

2018

World

Destination region

All

Show results for the world

All regions

Region of origin

All

Show results for all regions

1,413

million

6

Change (%)

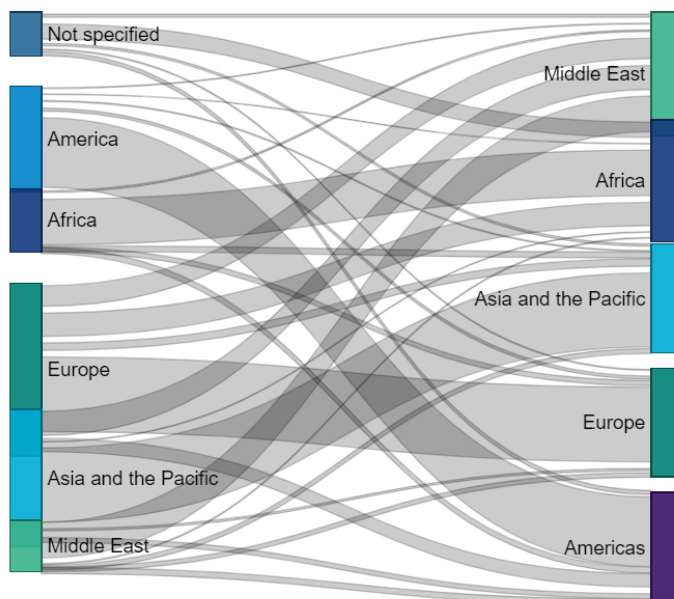
4

Average annual growth past 10 years (%)

Share of total from selected region of origin (%)

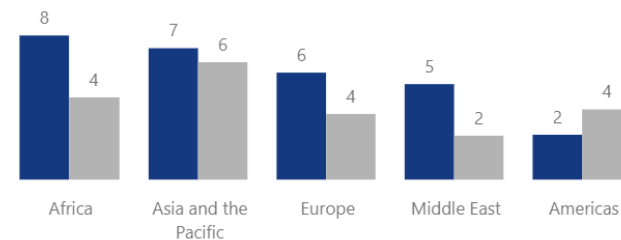
100 %

## Share of arrivals in destination regions by region of origin (%)

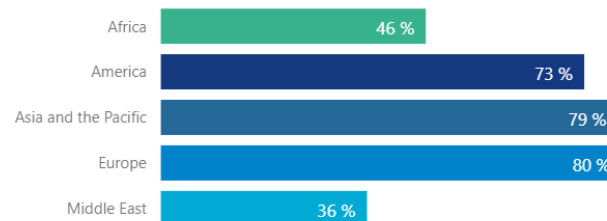


## Destination region (change in %)

● Change over previous year ● 10 year average annual growth



## Intraregional travel - share (%)



Go back



Outbound





Volume 

Share (%) 

Seasonality Indicator 

Seasonality Map 

Region

All 

Subregion

All 

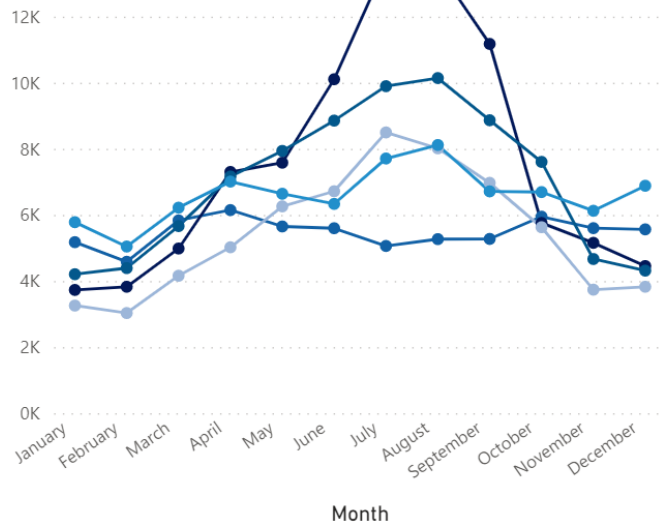
Country

Country 

International tourist arrivals (Thousands)

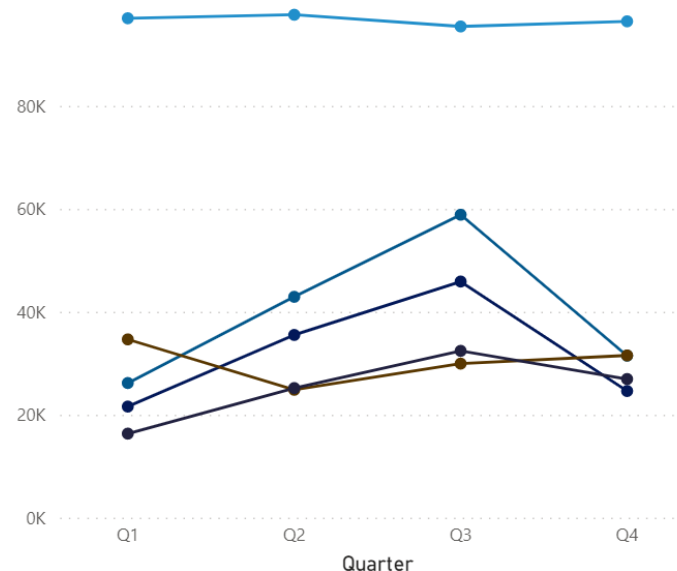


COUNTRY ● China ● France ● Italy ● Spain ● United States



International tourism receipts (USD Million)

COUNTRY ● France ● Spain ● Thailand ● United Kingdom ● United States



2010

2011

2012

2013

2014

2015

2016

2017

2018

2019



Go back





## International Tourism Exports

This page provides a detailed view of **international tourism exports** and the share of **tourism in total exports** and service exports.

2019

Please select a year

2019

World

Region

All

Show results for the world

Tourism exports

1,719

USD billion

= International tourism receipts

1466

USD billion

+

Passenger transport

253

USD billion

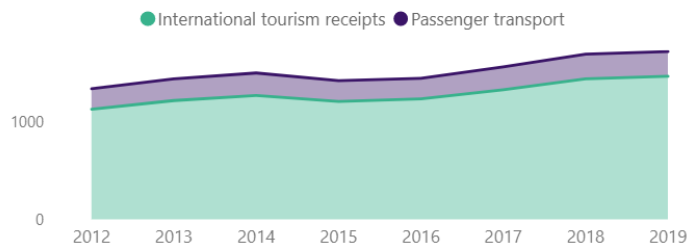
Share of total exports

7 %

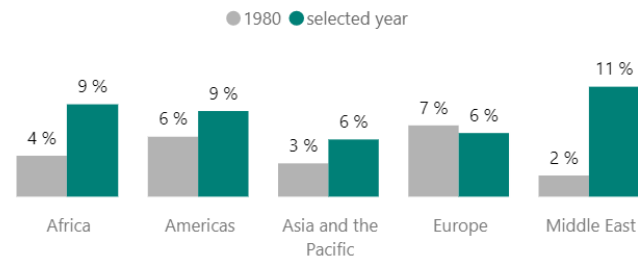
Share of service exports

28 %

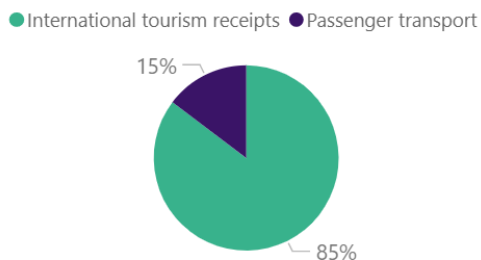
Tourism exports (USD billion)



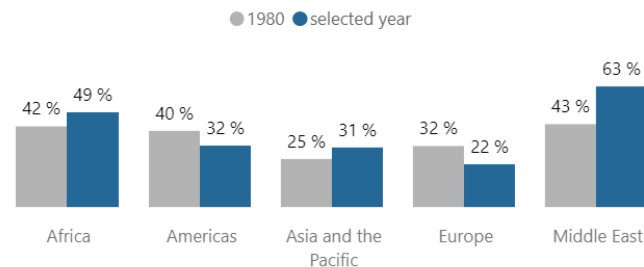
Share of tourism in TOTAL exports by region (%)



Tourism exports (share %)



Share of tourism in SERVICES exports by region (%)





## Mode of Transport

This page provides an overview of the **mode of transport** across regions and over time.

2018

Please select a year

2018

World

Region

All

Show results for the world

by air

58 %

by road

37 %

by water

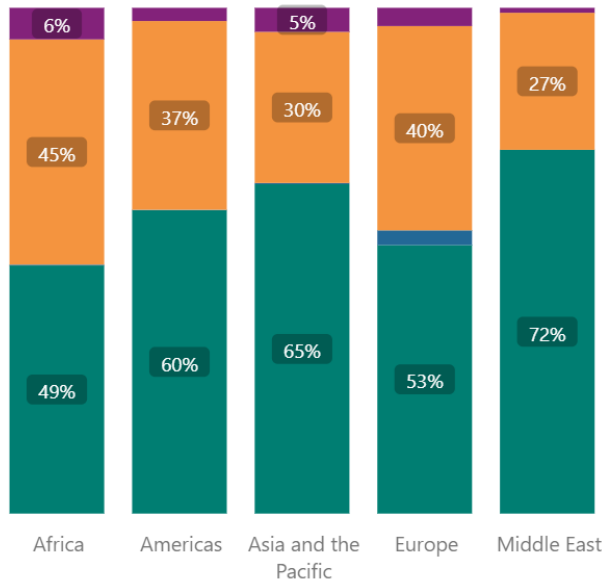
4 %

by rail

2 %

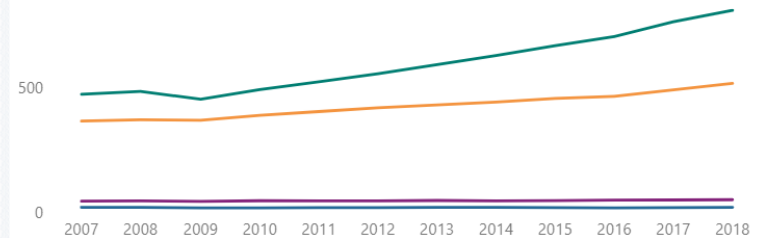
### By region (share %)

Transport Mode ● Air ● Rail ● Road ● Water

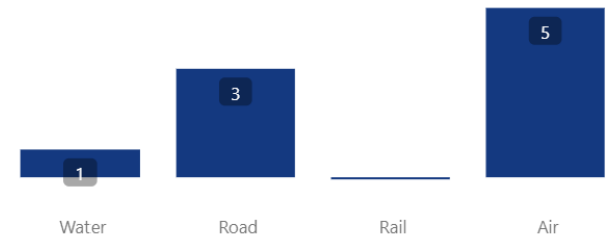


### By transport mode (million)

● Air ● Rail ● Road ● Water



### Average annual growth rate (%) since 2008



# Source Markets for France

2018



Arrivals

Overnights

Region

Multiple selections



Subregion

All

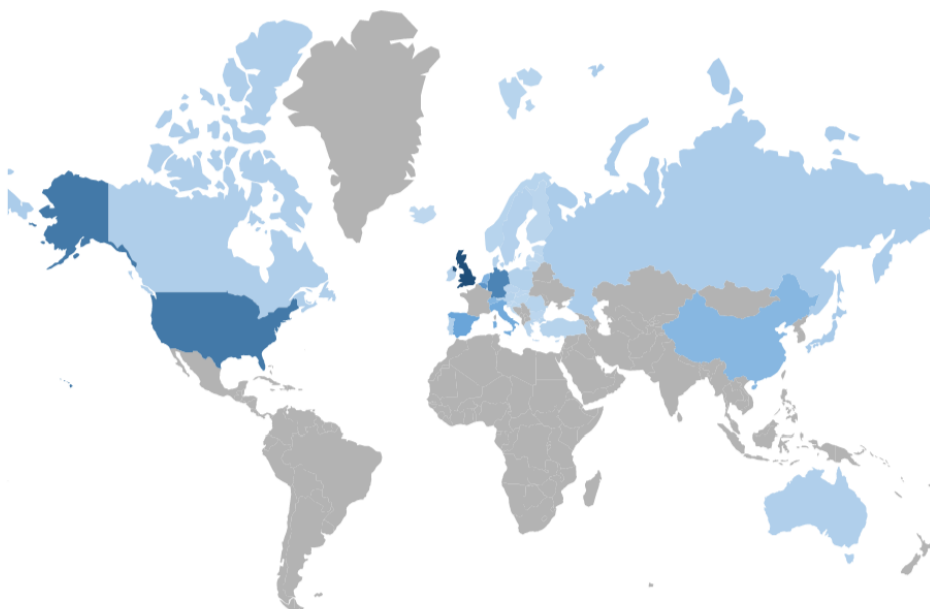
Destination

France

Please select an indicator



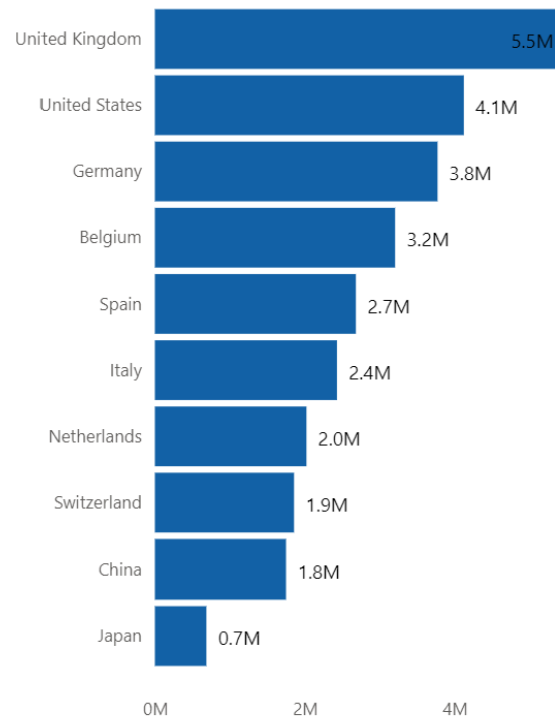
ARRIVALS OF NON-RESIDENT TOURISTS IN HOTELS AND SIMILAR ESTABLISHMENTS, BY COUN...



5,473,971

17,004

## Top 10 source markets



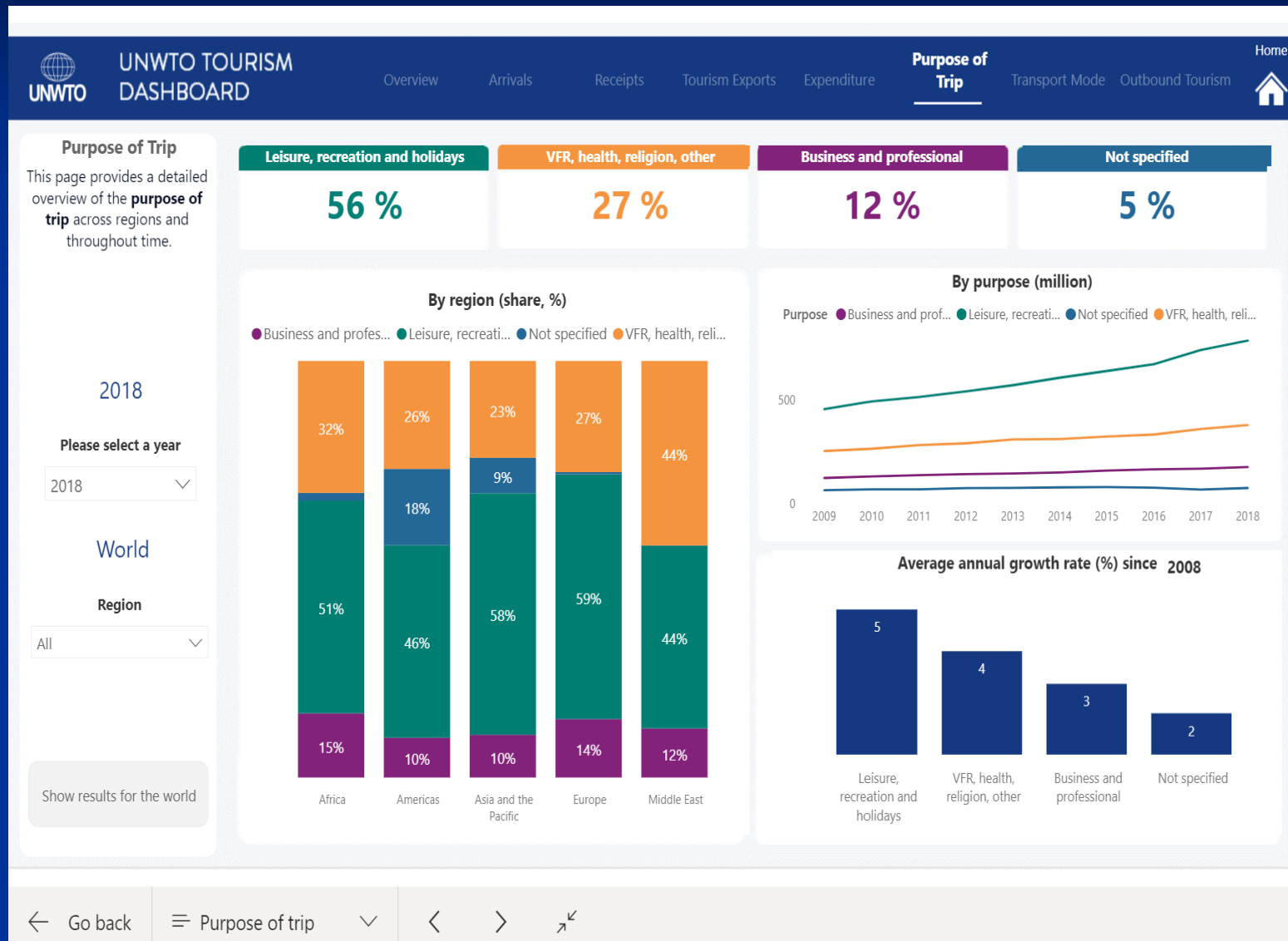
Date

2000 2001 2002 2003 2004 2005 2006 2007 2008 2009 2010 2011 2012 2013 2014 2015 2016 2017 2018 2019

Go back



First, it is important to recognize that tourism is just one form of activity undertaken during a period of **leisure**. Leisure is defined as 'free time' or 'time at one's disposal'<sup>1</sup> and therefore can be taken to embrace any activity apart from work and obligatory duties. Leisure can entail active engagement in play or **recreation** or else more passive pastimes such as watching television or even sleeping. **Sports activities, games, hobbies, pastimes – and tourism – are all forms of recreation and discretionary uses of our leisure time.**



## السياحة المحلية

يصنف الأشخاص الذين يسافرون ويبقون بين عشيه وضحاها داخل حدود بلدهم كسياح محليون. وللأسف، فإن تقديرات هذه السوق لا تقاس بشكل كاف، في الوقت الحاضر في العديد من البلدان .

في الولايات المتحدة الامريكه، حيث القياس جيد ، يتخذ الأمريكيون رحلة واحدة فقط إلى الخارج، مقابل كل مئة رحلة محلية، ما يعكس اتساع حجم الولايات المتحدة والمسافات الكبيرة بها.

أما بالنسبة لبريطانيا، أين توجد هناك أيضا إحصاءات جيدة، تقدر الإحصائيات أن البريطانيون يقومون بأربع رحلات داخلية تقريبا مقابل كل زيارة خارجية.

وتشير الإحصاءات في أوائل التسعينات إلى أن ما يتراوح بين نصف وثلاثة أرباع السكان البالغين في أوروبا وأمريكا الشمالية يأخذون إجازات بعيدا عن منازلهم كل عام.

بالإضافة إلى ذلك ، فإن أكثر من تسعة من كل عشرة أشخاص يقومون بزيارات لنفس اليوم في معظم البلدان المتقدمة اقتصاديا.

