To:Prof. Reichart

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**Report about Tourism**

The aim of this report is to describe trends and developments in tourism industry, analyze the positive and negative aspects and recommend measures against pollution and destruction.

General background

People travel to explore a new culture, to relax, to do an activity (such as skiing) and finally to visit friends or family. Travel & tourism generates 10% of employment around the world, that is 1 in every 10 jobs.Globally, 109 million people work directly in travel & tourism, f.e. as pilots, hotel staff or tour guides.

Interesting trends and developments

According to data published by the United World Organization in 2012, which is the agency responsible for the promotion of sustainable and universally accessible tourism, France is the most popular country to visitwith 75 million arrivals yearly. Compared to the 1950ies, there are 40 times more international tourist arrivals all over the world now, almost 1 billion. The mainly used mode of transportation are cars and airplanes. Tourists spend the most money in the USA, namely 116 billion $. The info graph shows that German tourists are the biggest spenders with approximately 84 billion $ spent each year.

Interpretation of the data

Tourism is becoming more and more popular; therefore, more and more people go on holiday. Travelling has been growing exponentially because of the key drivers of mobility, which makes travelling easier, and wealth. People will therefore spend increasingly more money. Cities will have more and more tourists and therefore the tourism industry is becoming more important than ever. In 2030, 1,9 billion people will go on holiday, in 2050 about 4,3 billion. People will live longer, and travelling will be faster. The future tourist will be more demanding and more complex.

Downsides

Pollution  
destruction

Over-tourism

Conclusion:taxes / entrance fees/ limiting the number of tourists / eco-tourism