

2. Travel for pleasure or business, as well as the industry that supports and sponsors such travel, is referred to as tourism. The World Tourism Organization defines tourism more broadly as people "traveling to and staying in places outside their usual environment for leisure and not less than 24 hours, business and other purposes for not more than one consecutive year," going "beyond the common perception of tourism as being limited to holiday activity only." International tourism affects a country's balance of payments in both the incoming and leaving directions. Tourism can be domestic (inside the traveler's own country) or international. Tourism numbers fell between the second part of 2008 and the end of 2009 as a result of a severe economic slowdown and the H1N1 influenza virus outbreak, but they gradually increased until the COVID-19 pandemic abruptly stopped the growth. According to the United Nations World Tourism Organization, there might be a 58% to 78% decline in international tourist arrivals worldwide in 2020. For the first time ever in 2012, global arrivals of foreign tourists exceeded the landmark of 1 billion. Emerging source markets' spending has expanded dramatically over the past ten years, including China, Russia, and Brazil.