

STUDY UPON THE POSITIONS OF EUROPE IN THE WORLD TOURISM FLOWS

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Abstract: *The paper aimed to analyze Europe position and contribution to the world main tourism flows regarding tourist arrivals, tourism receipts and expenditure based on UNWTO Statistical data for the period 2009-2011 using the index, share and comparison methods. In 2011, Europe registered 504 million international tourists and USD 263.4 Million tourism receipts. Its share in the global tourism market is 51.27 % for international arrivals and 44.90 % for tourism earnings. The EU-27 contributed by 72.75 % to the Europe and by 37.30 % to the world tourist arrivals and also by 81.46 % to the Europe and 36.57 % to the world receipts. France, Spain and Italy are among the top 10 tourism destinations in the world. In 2011, they recorded 182.3 international tourist arrivals and USD 157.4 Million tourism receipts. Germany is on the top position as spender on tourism, followed by United Kingdom, France, Russian Federation and Italy. As a conclusion, Europe is the world leader in tourism and will continue to contribute to the development of global tourism in the next future.*

Key words: *Europe, flows, tourism, trends*

INTRODUCTION

International tourism has been continuously developing showing that it is the most dynamic and efficient sector in the global economy (Snak et al., 2001).

Europe is one of the top tourism destination in the world even thou some changes were noticed regarding the increased tourism flows to Asia and the Pacific and Americas (Neacșu et al., 2005).

The differences among regions have determined an important tourist flow from the Northern Europe to the Southern one and from the Central- Eastern Europe to the Western Europe.

Southern Mediteranean European countries are on the top position in Europe regarding the tourism earnings, being followed by the Western Europe and Northern Europe (Spoerel et al., 2008).

The development of the world tourism and the European one as well are deeply influenced by a large range of social, political, cultural, economic, technological and environment factors (Petroman et al., 2008).

The accession of the new 12 states to the EU has strengthened EU position in the international tourism.

In this context, the paper aimed to analyze the actual position of Europe in the global tourism based on the main flows of tourist arrivals, receipts and expenditure in the period 2009-2011, based on UNWTO Statistical data and identify its future contribution to the development of world tourism.

MATERIALS AND METHODS

The paper was carried out based on the Statistical data provided by UNWTO Statistical Data base for the period 2009-2011. The collected data were processed using the index, share and comparison methods and the results were tabled and interpreted.

The main aspects taken into consideration were the following ones: (a) the flow of international tourist arrivals at world level, European level and by sub-regions, EU-27

and by member state, the top 10 tourism destinations in the world, the position of the European countries based on tourist arrivals; (b) the flow of tourism receipts at world and European level, in the EU-27 and by member states, the top 10 countries in the world based on tourism earnings and the positions of the European countries at global level based on this indicator; (c) the flow of tourism expenditures at global and European level, the positions of the European countries regarding this aspect.

RESULTS AND DISCUSSIONS

Europe's International Tourist Arrivals. Europe has been and still is the main tourism destination due to its geographical diversity, beautiful landscapes, cultural heritage, historical places, specific gastronomy and traditions. Its market share in the world tourism is over 50 %. For these reasons, tourist arrivals have continuously increased. In 2011, international tourist arrivals accounted for 504 million, being by 9.1 % higher than in the year 2009 and Europe's market share in the global tourism reached 51.27 %. However the dynamics of Europe tourist arrivals is smaller than at the world level, whose growth rate in the period 2009-2011 was 11.3 %. In 2011, at the global level, international tourist arrivals accounted for 983 million and in December 2012, it reached 1 Billion, according to UNWTO Statistics (Table 1).

Table 1
International Tourists Arrivals in Europe, 2009-2011 (Million)

	2009	2010	2011	2011/2009 (%)	Market share in 2011 (%)
Europe	461.7	474.8	504.0	109.1	51.27
World	882.8	940.0	983.0	111.3	100.00

Source: UNWTO World Tourism Barometer, 2012, Own calculations.

In the analyzed period, at the global level, other regions registered a higher growth rate than Europe: Asia and the Pacific 19.80 %, being situated on the 2nd position after Europe with 217 million international tourist arrivals, Americas with 10.51 % and 156.6 million arrivals, Africa 9.36 % with 50.2 million tourist arrivals and finally, Middle East 5.72 %, with 55.4 % million arrivals.

Across the year, the evolution of tourist arrivals is different from a month to another. The monthly evolution of tourist arrivals in Europe shows that the peak month is July and on the 2nd position is the month of August. The lowest arrivals are usually registered in January and February and also in November and December. Therefore, the curve shape of international tourist arrivals looks like a bell, because the arrivals increase from January-February up to Italy, followed by slight plateau in August and then they decrease by the end of the year.

The evolution of international tourist arrivals in Europe is different from a sub-region to another. In general, there are two major tourist flows: from the Northern European countries to the Southern-Mediterranean ones and also from the Central-Eastern countries to the Western ones. This aspect is reflected by international tourist arrivals too. Western Europe receives the highest tourist arrivals. In 2011, its number accounted for 159 million, being by 7.06 % higher than in 2009, assuring it the top position in Europe with 21.56 % market share. The Southern-Mediterranean countries are placed on the 2nd position, registering 182.1 million international arrivals in 2011, by 82.1 % more than in 2009 and accounting for 26.15 % market share in Europe. On the 3rd position are situated the countries from Central and Eastern Europe, which recorded 103.5 international tourist arrivals in 2011, by 3.5 % more than in 2009 and the market share of this sub-region accounted for 20.53 %. The Northern European countries are situated on the last position as

tourist arrivals in 2011 accounted for 59.3 million, by 5.89 % more than in 2009 and for just 11.76 % market share (Table 2).

Table 2
International Tourist Arrivals by European Sub-region, 2009-2011 (Million)

	2009	2010	2011	2011/ 2009 (%)	Market share in 2011 (%)
Europe, of which:	461.7	474.8	504.0	109.16	100.00
Northern Europe	56.0	56.1	59.3	105.89	11.76
Western Europe	148.6	153.9	159.1	107.06	31.56
Central/Eastern Europe	92.6	95.7	103.5	111.77	20.53
Southern Mediterranean Europe	164.5	169.1	182.1	110.69	26.15

Source: UNWTO World Tourism Barometer, 2012, Own calculations

International tourist arrivals in the EU-27 registered a slight increase of only 2.80 % in the analyzed period, from 356.7 million in the year 2009 to 366.7 million in 2011. Due to the slight increase of arrivals compared to other European countries, the EU-27 market share declined from 77.25 % in 2009 to 72.75 % in 2011. Despite that, the EU countries are the most visited ones in Europe, both by European and international tourists.

Table 3
International Tourist Arrivals by EU-27 member states, 2009-2011 (Thousand)

	2009	2010	2011	2011/2009 (%)	Market share in 2011 (%)
Austria	21,355	22,004	23,012	107.75	6.27
Belgium	6,814	7,186	7,458	109.45	2.03
Bulgaria	5,739	6,047	6,324	110.19	1.72
Cyprus	2,141	2,173	2,392	111.72	0.65
Czech Rep.	8,848	8,629	8,275	99.17	2.39
Denmark	8,547	8,744	-	-	-
Estonia	1,900	2,120	2,460	129.47	0.67
Finland	3,423	3,670	4,192	122.46	1.14
France	76,764	77,148	79,500	103.56	21.67
Germany	26,223	26,875	28,253	117.04	7.73
Greece	14,915	15,007	16,427	110.13	4.47
Hungary	9,058	9,510	10,750	113.15	2.79
Italy	43,239	43,426	46,119	106.66	12.57
Ireland	7,189	6,515	-	-	-
Latvia	1,323	1,373	1,493	112.84	0.40
Lithuania	1,341	1,507	-	-	-
Luxembourg	849	793	543	63.95	0.14
Malta	1,182	1,336	1,412	119.45	0.38
Netherlands	9,921	10,883	11,300	113.89	.08
Poland	11,890	12,470	13,350	112.27	3.64
Portugal	6,479	6,832	7,432	114.70	2.02
Romania	1,276	1,343	1,515	118.73	0.41
Slovakia	1,298	1,327	1,460	112.48	0.39
Slovenia	1,824	1,869	2,037	111.67	0.55
Spain	52,178	52,477	56,694	108.65	15.45
Sweden	4,855	4,951	5,029	103.58	1.37
U.Kingdom	28,199	28,299	29,192	103.52	8.07
EU-27	356,770	364,914	366,718	102.78	100.00

Source: UNWTO World Tourism Barometer, 2012, Own calculations.

In 2011, the international tourist arrivals in the EU-27 represented 37.30 % of world arrivals compared to 40.40 % in the year 2009, because of the increased tourist flow to Asian and the Pacific and Americas.

International tourist arrivals in the EU-27 member states. There are important differences from a country to another.

The countries with the highest international tourists arrivals are: France 79.5 million (21.67 % of the EU-27), Spain 56.6 million (15.45 %), Italy 46.1 million (12.57 %), United Kingdom 29.1 million (8.07 %), Germany 28.3 million (7.73 %), Austria 23 million (6.27 %), Greece 16.4 million (4.47 %), Poland 13.3 million (3.64 %), the Netherlands 11.3 million (3.08 %) and Hungary 10.2 million (2.79 %). In 2011, these 10 countries received 313.8 million international tourist arrivals representing 85.74 % of the EU-27 arrivals. The lowest international tourist arrivals were recorded in Luxembourg 0.5 million (0.14 %).

Analyzing the evolution of tourist arrivals in the period 2009-2011, one can notice that in almost all the EU-27 member states, international tourist arrivals increased, except Czech Republic and Luxembourg. The highest growth was registered in Estonia (+29 %), Finland (+22 %), Malta (+19 %), Germany (+17 %), Romania (+18.73 %), Portugal (+14.70 %), the Netherlands (+13.89 %), Hungary (+13.15 %), Latvia (+12.84 %), Slovakia (+12.48 %) and Poland (+12.27 %) (Table 3).

The top position of the European countries at the world level as tourism destinations . The top 10 tourism destinations in the world are: France, USA, China, Spain, Italy, Turkey, United Kingdom, Germany, Malaysia and Mexico, which registered 437.2 million international tourist arrivals in 2011, by 8.79 % more than in 2009 and whose market share is 44.47 %. Therefore, on the top position at global level, there are 6 European countries: France, Spain, Italy, Turkey, United Kingdom and Germany, which recorded 269.2 million tourist arrivals representing 61.57 % of the top 10 countries and 27.38 % of world arrivals. In 2011, their market share in the global arrivals was the following one: France 8.08 %, Spain 5.76 %, Italy 4.68 %, Turkey 2.98 %, United Kingdom 2.88 % (Table 4). Also, other 15 European countries are mentioned among the first 50 countries as important tourism destinations in the world.

Table 4
The position of the European countries among the top 10 tourism destinations based on tourist arrivals (2009-2011) (Million)

	2009	2010	2011	2011/2009 (%)	Market share in 2011 (%)
France	76.8	77.01	79.5	103.51	8.08
USA	55.0	59.8	62.3	113.27	6.33
China	50.9	55.7	57.6	113.16	5.85
Spain	52.2	52.7	56.7	108.62	5.7
Italy	43.2	43.6	46.1	106.71	4.68
Turkey	25.5	27.0	29.3	114.90	2.98
U. Kingdom	28.2	28.3	29.2	103.54	2.97
Germany	24.2	26.9	28.4	117.35	28.8
Malaysia	23.6	24.6	24.7	104.66	2.51
Mexico	22.3	23.3	23.4	104.93	2.38
Total top 10	401.9	419.0	437.2	108.79	44.47
Share of top 10 in the world	45.51	44.57	44.47	-	-
Total top European destinations	250.1	255.6	269.2	107.63	27.38
Share of top European countries in the world (%)	28.32	27.19	27.38	-	-

Source: UNWTO World Tourism Barometer, 2012, Own calculations.

The positions occupied by these countries in the year 2011 were: 11 Austria, 17 Greece, 19 Poland, 21 Netherlands, 23 Hungary, 24 Croatia, 28 Czech Republic, 29 Denmark, 30 Switzerland, 34 Belgium, 35 Portugal, 36 Ireland, 37 Bulgaria, 46 Sweden and 49 Finland (UNWTO, 2012).

The European tourist arrivals in other regions of the world increased by 4.80 % from 492.9 million in 2010 to 516.6 million in 2011, and they accounted for over 52.55 % of total international tourist arrivals in 2011 compared to 52.43 % in 2010.

International tourism receipts in Europe increased by 12.42 %, from USD 412.2 million in 2009 to USD 463.4 million in the year 2011. Europe's market share for this indicator was 44.90 %, the highest one in the world. At global level, international tourism receipts accounted for USD 1,032 million in 2011, being by 20.98 % higher than in 2009 (Table 5).

Table 5

International Tourism Receipts in Europe, 2009-2011 (USD Million)

	2009	2010	2011	2011/2009 (%)	Market share in 2011 (%)
Europe	412.2	409.3	463.4	112.42	44.90
World	853	928	1,032	120.98	-

Source: UNWTO World Tourism Barometer, 2012, Own calculations

International Tourism Receipts by Europe's sub-region reflects the same distribution like international tourist arrivals, because it is close relationship between these two indicators.

On the 1st position is situated the Southern-Mediterranean Europe with USD 176.7 million earnings from international tourists in 2011, by 9.47 % more than in 2009 and the highest market share in Europe: 38.14 %. Western Europe earned USD 160.4 million receipts from international tourists and its market share is 34.61 %, placing the sub-region on the 2nd position in Europe. On the 3rd position in Europe is placed Northern area which received USD 70.3 million from international tourists in 2011, by 20.37 % more than in 2009. Its share in the European tourism market is 15.17 %. On the last position it is situated Central-Eastern Europe, which earned USD 56 million in 2011, by 16.91 % more than in 2009 and its market share is 12.08 %. One can notice that the highest increase of tourism receipts was recorded in the Northern Europe and then in the Central-Eastern Europe (Table 6).

Table 6

Europe's International Tourism Receipts by sub-region

	2009	2010	2011	2011/2009 (%)	Market share in 2011 (%)
Europe, of which:	412.2	409.3	463.4	112.42	100.00
Northern Europe	58.4	61.4	70.3	120.37	15.17
Western Europe	144.5	142.2	160.4	111.00	34.61
Central/Eastern Europe	47.9	48.1	56.0	116.91	12.08
Southern Mediterranean Europe	161.4	157.6	176.7	109.47	38.14

Source: UNWTO World Tourism Barometer, 2012, Own calculations.

International tourism receipts in the EU-27 has continuously increased, so that in 2010 it accounted for USD 377.5 Million, by 11.35 %, more than in 2009. The EU-27 contributes by more than 81 % to Europe's receipts coming from international tourists. Also, it has a high contribution to the global receipts coming from international tourism. In 2006, its share in the global market was 36.57 % a lower one than in 2009 (Table 7).

Table 7

International Tourist Receipts in the EU-27, 2009-2011, (USD Million)

	2009	2010	2011	2011/2009 (%)
EU-27	339.0	335.0	377.5	111.35
Share in Europe (%)	82.24	81.84	81.46	-
Share in the world (%)	39.74	36.09	36.57	-

Source: UNWTO, 2012, Own calculations.

International Tourism receipts by EU-27 member states. In almost all the EU countries, tourism receipts increased in the period 2009-2011, except Hungary and Ireland. The highest receipts increase was registered in Malta (+41.81 %), Sweden (+35.34 %), Lithuania (+33.82 %), Finland (+29.29 %), Poland (+18.59 %), Portugal (+17.68 %), the Netherland (+16.79 %), Cyprus (+15.59 %) and Romania (+14.82 %).

The top 10 EU countries based on income coming from international tourists are: Spain (15.86 %), France (14.26 %), Italy (11.38 %), Germany (10.28 %), United Kingdom (9.63 %), Austria (5.26 %), Greece (3.87 %), the Netherlands (3.82 %), Sweden (3.67 %) and Portugal (3 %). All these 10 countries earned USD 305.1 Million from international tourism, representing 80.82 % of the EU-27 receipts and 65.83 % of Europe receipts. The smallest income from tourism was registered by Latvia (Table 8).

Table 8

International Tourists Receipts by EU-27 member states, 2009-2011 (USD Thousand)

	2009	2010	2011	2011/2009 (%)	Market share in 2011 (%)
Austria	19,382	18,596	19,160	102.46	5.26
Belgium	10,243	10,359	11,313	110.44	2.99
Bulgaria	3,778	3,637	3,967	106.41	1.05
Cyprus	3,180	2,153	2,520	115.59	0.66
Czech Rep.	7,013	7,121	7,628	108.76	2.02
Denmark	5,617	5,704	6,165	107.75	1.63
Estonia	1,090	1,062	1,248	114.49	0.33
Finland	2,820	2,902	3,646	129.29	0.96
France	49,528	46,560	53,845	108.71	14.26
Germany	34,650	34,675	38,842	112.09	10.28
Greece	14,506	12,742	14,623	100.80	3.87
Hungary	5,631	5,381	5,580	99.09	1.47
Italy	40,249	38,786	42,999	106.83	11.38
Ireland	4,890	4,077	4,644	94.96	1.23
Latvia	723	640	771	106.63	0.20
Lithuania	1,011	1,021	1,353	133.82	0.35
Luxembourg	4,169	4,116	4,535	108.77	1.20
Malta	892	1,079	1,265	141.81	0.33
Netherlands	12,368	12,883	14,445	116.79	3.82
Poland	9,011	9,526	10,687	118.59	2.83
Portugal	9,635	10,077	11,339	117.68	3.00
Romania	1,234	1,140	1,417	114.82	0.37
Slovakia	2,336	2,233	2,429	103.98	0.64
Slovenia	2,516	2,566	2,708	107.63	0.71
Spain	53,177	52,525	59,892	112.62	15.86
Sweden	10,260	11,080	13,886	135.34	3.67
U. Kingdom	30,149	32,401	35,928	119.16	9.63
EU-27	339,008	335,042	377,535	111.36	100.00

Source: UNWTO World Tourism Barometer, 2012, Own calculations.

The position of the European countries in the world based on the international tourism receipts. At global level, the top 10 countries with the highest earnings from international tourism are: USA, Spain, France, China, Italy, Germany, United Kingdom, Australia, Macao and Hong Kong. All these 10 countries earned USD 455 million in 2011, by 13.25 % more than in 2009, and in 2011 their share in the global tourism market was 44.05 %. Among these top 10 countries, there are 5 European countries: Spain, France, Italy, Germany and United Kingdom, whose earnings accounted for USD 231.3 Million and 22.41 % market share in 2011. By country, the market share in 2011 was the following one: Spain 5.80 %, France 5.28 %, Italy 4.16 %, Germany 3.75 % and United Kingdom 3.40 % (Table 9).

Table 9

The position of the European countries among the top countries in the world based on the tourism receipts, 2009-2011 (USD Million)

	2009	2010	2011	2011/2009 (%)	Market share in 2011 (%)
USA	94.2	103.5	116.1	123.2	11.25
Spain	53.2	52.5	59.9	112.59	5.80
France	49.5	46.9	54.5	110.10	5.28
China	39.7	45.8	48.5	122.16	4.69
Italy	40.2	38.8	43.0	106.96	4.16
Germany	34.6	34.7	38.8	112.13	3.75
U. Kingdom	30.1	32.4	35.1	116.61	3.40
Australia	25.4	29.8	31.4	123.62	3.04
Macao	18.1	27.8	-	-	-
Hong Kong	16.4	22.2	27.7	168.90	2.68
Total top 10	401.4	434.4	455.0	113.35	44.05
Share of top 10 in the world (%)	47.05	46.81	44.08	-	
Total top European countries	207.6	205.3	231.3	111.41	22.41
Share of the European countries in the world (%)	24.33	22.12	22.41	-	-

Source: UNWTO World Tourism Barometer, 2012, Own calculations.

The UNWTO Statistics shows that in 2011, other 16 European countries are situated on the first 50 positions in the world based on the tourism receipts. Their positions are: 12 Turkey, 13 Austria, 16 Switzerland, 19 Greece, 20 Netherlands, 21 Sweden, 24 Belgium, 26 Portugal, 29 Poland, 32 Croatia, 37 Czech Republic, 41 Denmark, 43 Hungary, 46 Norway, 48 Ireland and 49 Luxembourg.

The position of the European countries at global level based on the international tourism expenditures. In 2011, at global level, the expenditures from international tourism accounted for USD 1,032, Million being by 20.98 % higher than in 2009. Among the 10 top countries spending on international tourism were Germany, USA, China, United Kingdom, France, Canada, Russian Federation, Italy, Japan, Australia, all together accounting for 46.42 % of global tourism expenditure in 2011.

A number of European 5 countries are in the top: Germany, United Kingdom, France, Russian Federation and Italy, which spent together USD 240.6 Million in 2011, by 10.11 % more than in 2009. Their contribution to global tourism expenditure was 23.31 % in 2011 (Table 10).

Other 17 European countries spending money on tourism are situated among the top 50 positions in the world as follows: 11 Belgium, 14 Netherlands, 18 Spain, 19 Norway, 20 Sweden, 24 Switzerland, 26 Austria, 28 Denmark, 30 Poland, 32 Ireland, 38 Turkey, 40 Finland, 41 Czech Republic, 43 Portugal, 44 Luxembourg, 48 Greece and 49 Hungary.

Table 10

The position of the European countries among the top countries in the world based on the tourism expenditure, 2009-2011 (USD Million)

	2009	2010	2011	2011/2009 (%)	Market share in 2011 (%)
Germany	81.2	78.1	84.3	103.81	8.16
USA	74.1	75.5	78.7	106.20	7.62
China	43.7	54.9	72.6	166.13	7.03
U. Kingdom	50.1	50.0	51.	101.79	4.94
France	38.4	39.0	44.1	114.84	4.27
Canada	274.2	29.6	33.1	136.77	3.14
Russian Fed.	20.9	26.6	32.5	155.50	3.14
Italy	27.9	27.1	28.7	102.86	2.78
Japan	25.1	27.9	27.2	108.36	2.63
Australia	17.6	22.2	26.9	152.84	2.60
Total top 10	403.2	430.9	479.1	118.82	46.42
World	853	928	1,032	120.98	100.00
Share of top 10 in the world (%)	47.26	46.43	46.42	-	-
Total top European countries	218.5	220.8	240.6	110.11	23.31
Share of the European countries in the world (%)	25.61	23.79	23.31	-	-

Source: UNWTO World Tourism Barometer, 2012, Own calculations.

CONCLUSIONS

Europe is situated on the top position in the world based on the main flows tourist arrivals, tourism receipts and expenditures. In 2011, it received 504 million international tourists, its market share was 51.27 % for tourist arrivals and 44.90 % for earnings coming from international tourism. The EU-27 countries contributed by 72.75 % to Europe international tourist arrivals, by 37.30 % to world arrivals, by 81.46 % to the Europe earnings coming from tourism and by 36.57 % to world receipts.

France, Spain, Italy, Turkey, United Kingdom and Germany are among the top 10 tourism destinations in the world, with 269.2 million tourist arrivals in 2011. Spain, France, Italy, Germany and United Kingdom are among the top 10 countries in the world based on the tourism receipts. They earned USD 231.3 million in 2011, representing 22.41 % of world tourism earnings. Also, Germany, United Kingdom, France, Russian Federation and Italy are among the top 10 tourism spenders in the world, their expenditures accounting for USD 240.6 million in 2011, representing 23.31 % of world tourism expenditure. As a conclusion, Europe will continue to remain the top tourism destination in the world and give its contribution to the development of international tourism.

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