

TOURISM -A Powerful Driver for the Emerging Economies

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DRIVERS

Income from Tourism US \$1 Trillion Worldwide

Tourist Arrivals about 1 Billion Worldwide

Traffic to New Destinations (mostly Developing Countries) over 45% of total

About 50% of Tourist Arrivals Worldwide involve Air Transport

Tourism has Economic, Cultural, Environmental & Social Impacts upon emerging economies, particularly small states

Tourism is a synergistic process between visitors, host countries, governments, suppliers of products as well as services , and investors

ECONOMIC IMPACT OF TOURISM IN SMALL STATES

- **MALDIVES:** 500,000 Arrivals contribute 85% of GNP
- **CUBA:** 2,200,000 Arrivals contribute US \$2 Billion to the local Economy and provide development access
- **DOMINICAN REPUBLIC:** 4,000,000 Arrivals contribute US \$4 Billion to the local economy and are responsible for long-term development of infrastructure and real estate
- **BAHAMAS:** 1,600,000 Arrivals contribute US \$2.2 Billion in revenue (about 45% of GNP) and drive real estate development
- **MONTENEGRO:** 800,000 Arrivals contribute over US \$1 Billion in revenue and drive infrastructure as well as real estate development

COLLATERAL BENEFITS OF TOURISM IN EMERGING COUNTRIES

- Economy Diversification
- Infrastructure & Transport Development
- Education & Training
- Public Health
- Environmental Conservation/Ecotourism
- Cultural Invigoration
- Development of social institutions to maximize benefits of Tourism and monitor changes
- Projection of the Host Country onto the World stage; Tourism can thus foster cultural respect of the host country across borders

KEY STAKEHOLDERS IN TOURISM DEVELOPMENT

- **Private Sector** – Developers, Entrepreneurs; Transportation; Suppliers of Products and Services; etc.
- **Public Sector** – Planning; Promotion; Infrastructure; Security; Regulations; Governance and Sponsorship of PPP's; Tourist Information & Communication Centers
- **NGO Sector** – Business Associations; Community Interests; Organizations of Attractions/Festivals/Festivities; Activities complementing those of Private Sector; Tourism Chambers
- **Others** – Repeat Tourists/Residents; Professional Consultants; Educational Institutions; International Organizations & Donors

DEVELOPMENT TRENDS IN SUSTAINABLE AND HIGH-VALUE TOURISM DESTINATIONS

- Health Resorts, Spas & Medical Tourism
- Ecotourism & Farm Holiday Experience
- Recreation – Golf; Yachting; Horse-riding; Sports; Camping; etc.
- Theme Parks
- Training Parks – Sports; Arts; and Culture
- Gaming
- Fractional Ownership of Holiday Real Estate
- Private Ownership of Residential Property by Expatriates

CHALLENGES TO SUSTAINABLE TOURISM

- Product Supply is narrow and seasonal
- Private Sector is poorly coordinated (travel agencies, tour operators, service providers, etc.)
- Lack of Information and Signage
- Slow recognition of changing life styles
- Poor Marketing
- Insufficient Training
- Weak Cooperation between Private and Public Sectors