

## Sheet No. 4: Developing Countries' Share of the International Tourism Market<sup>1</sup>

This PPT info-sheet provides key data on international tourism to developing countries when compared to EU and OECD countries. For a detailed report of tourism to developing countries please refer to the WTO report *Tourism and Poverty Alleviation* (WTO 2002) which was used as a base for writing this summary. PPT Info-Sheet No 5 provides a more detailed breakdown of specific developing countries that are important international tourism destinations.

**Table 1: The size and value of tourism to various country groupings**

Country grouping	International arrivals in 2000 (in '000)	Tourism expenditure in 2000 (in US\$ million)	Value per international arrival in 2000 (in US\$)
Worldwide	697,700	476,000	-
OECD	471,164	330,464	701
EU	283,604	179,041	631
Developing countries	292,660	138,937	475
of which: Least Developed Countries	5,106	2,594	508

Source: WTO 2002<sup>2</sup>

Out of a total of 697 million international arrivals in 2000, approximately 42% took place in developing countries. In 1973, developing countries' share of international arrivals was only 20.8% of global visitor flows. By 2000, this had more than doubled to 42% (or just under 300 million). Approximately 0.7% of these visitors go to the Least Developed Countries (LDCs). Developing countries receive approximately 30% of global tourism expenditure, while LDCs receive approximately 0.5%.

In 2000, the financial value per arrival to developing countries was considerably lower than the value per visitor to OECD or EU countries. However, between 1990 and 2000, developing countries, and particularly LDCs, secured a larger increase in the income per international arrival compared to OECD or the European Union countries. LDCs secured an increase of 45% and developing countries nearly 20%, compared with 18% for OECD countries and 7.8% for EU countries.

Between 1990 and 2000, by far the greatest growth in arrivals was seen in developing countries (Table 2). Developing countries increased their international arrivals by 94.4%. This compares to a growth rate of 39% in

<sup>1</sup> For a more detailed analysis of tourism statistics see Dilys Roe, Caroline Ashley, Sheila Page and Dorothea Meyer 'Tourism and the Poor: Analysing and interpreting tourism statistics from a poverty perspective', PPT Working Paper No.16, ODI, 2004

<sup>2</sup> The WTO uses the World Bank definition of 'developing' country. This therefore includes some major European destinations (Turkey) and some of the most rapidly growing ones in Eastern Europe (e.g. Bulgaria, Estonia, Slovakia).

both EU and OECD countries. The 49 LDCs received 5.1million international arrivals in 2000 - an increase of over 75% in 10 years. Tourism expenditure in developing countries also increased more rapidly than elsewhere: in EU and OECD countries it increased on average by about 50%, while expenditure in developing countries increased by 133% (154% in LDCs).

**Table 2: Changes in arrivals and expenditure between 1990 and 2000 by country group**

Country grouping	Increase in International arrivals between 1990 and 2000	Increase in tourism expenditure between (1990 and 2000)
OECD	39%	64%
EU	38%	49%
Developing countries	94%	133%
Least Developed Countries	79%	154%

Source: WTO 2002

Nearly 60% of international arrivals still take place in the relatively small number of OECD and EU countries and nearly 70% of global expenditure remains in the developed world. However, the traditional position of well-established destinations in the developed world is being increasingly challenged by new destinations in the developing world as numbers of arrivals and share of total arrivals is increasing at a far faster pace than those in developed countries. According to the WTO Vision 2020 report (WTO 2001) these trends are expected to continue well into the future.

**Summary: *The scale of international tourism to developing countries – some key figures***

- Developing countries had 292.6million arrivals in 2000, an increase since 1990 of nearly 95%.
- The 49 Least Developed Countries (LDCs) had 5.1million international arrivals in 2000 and achieved an increase of nearly 75% in the decade.
- Developing countries are attracting an increasing share of global international tourist arrivals up from 20.8% in 1973 to 42% in 2000.

(WTO 2002:10)

**References:**

World Tourism Organisation (WTO) (2001) Tourism 2020 Vision – Global Forecast and Profiles of Market Segments. Madrid: World Tourism Organisation  
 World Tourism Organisation (WTO) (2002) Tourism and Poverty Alleviation. Madrid: World Tourism Organisation

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Pro-Poor Tourism Partnership:  
 ICRT - Harold Goodwin; IIED - Dilys Roe; ODI - Caroline Ashley.  
 Website: [www.propoortourism.org.uk](http://www.propoortourism.org.uk)  
 Contact us at: [info@propoortourism.org.uk](mailto:info@propoortourism.org.uk)