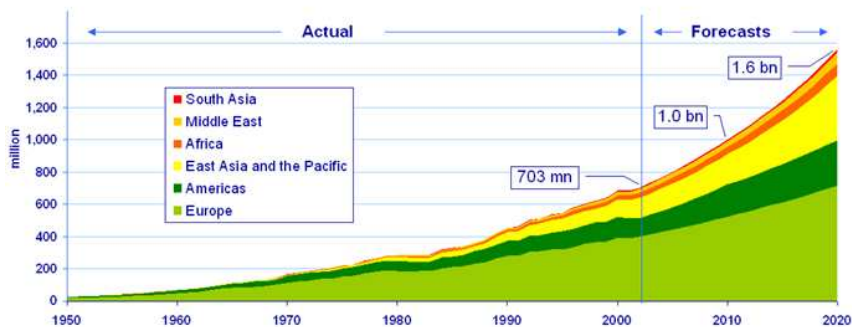


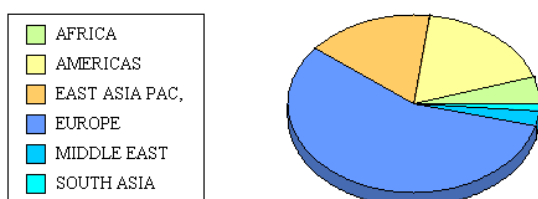
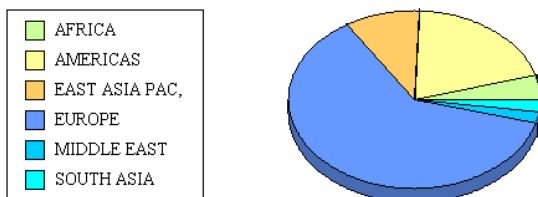
## ITM Bachelor 1. Sem 8029: Introduction International Tourism Management

### DEMAND SIDE: TOURISM DEMAND

Quantitative development:



Share of World Tourism 1985 and 2000



• **Top 25 Tourism Destinations in 2004** (international tourist arrivals)

2004 rank (2000 Top 15)	Country	Arrivals (millions)		Market share 2004
		2003	2004	
1. (1)	France	75.0	75.1	9.8%
2. (3)	Spain	50.9	52.4	6.9
3. (2)	United States	41.2	46.1	6.0
4. (5)	China	33.0	41.8	5.5
5. (4)	Italy	39.6	37.1	4.9
6. (6)	United Kingdom	24.7	27.8	3.6
7. (9)	Mexico	18.7	20.6	2.7
8. (-)	Turkey	13.3	16.8	2.2
9. (10)	Germany	18.4	20.1	2.6
10. (7)	Russian Federation	20.4	19.9	2.6
11. (12)	Austria	19.1	19.4	2.5
12. (8)	Canada	17.5	19.2	2.5
13. (-)	Malaysia	10.6	15.7	2.1
14. (-)	Ukraine	12.5	15.6	2.0
15. (11)	Poland	13.7	14.3	1.9
16. (14)	Hong Kong (China)	9.7	13.7	1.8

17. (15)	Greece	14.0	13.3	1.7
18. (13)	Hungary	—	12.2	—
19. (-)	Thailand	10.1	11.7	1.5
20. (-)	Portugal	11.7	11.6	1.5
21. (-)	Netherlands	9.2	9.6	1.3
22. (-)	Saudi Arabia	7.3	8.6	1.1
23. (-)	Macao (China)	6.3	8.3	1.1
24. (-)	Croatia	7.4	7.9	1.0
25. (-)	Egypt	5.7	7.8	1.0

**Let's collect some information about the quantitative development of tourism demand in different countries:**

**Germany (former East/West), Vietnam, Peru, Senegal, Morocco, Russia etc.**



Contact: Prof. Dr. Wolfgang Georg Arlt *FRGS*  
 Bachelor and Master Program *International Tourism Management*  
[arlt@fh-westkueste.de](mailto:arlt@fh-westkueste.de), Office 2.018, Tel. 0481 8555-513  
 Consultation hours (during lecture period): Tuesday 16.00 - 17.00 h

