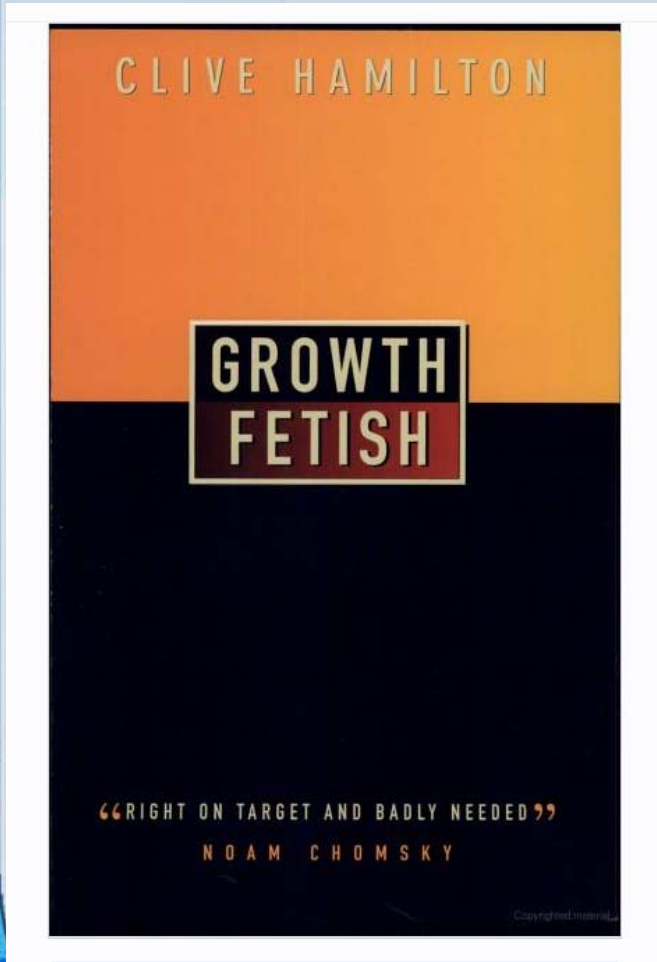




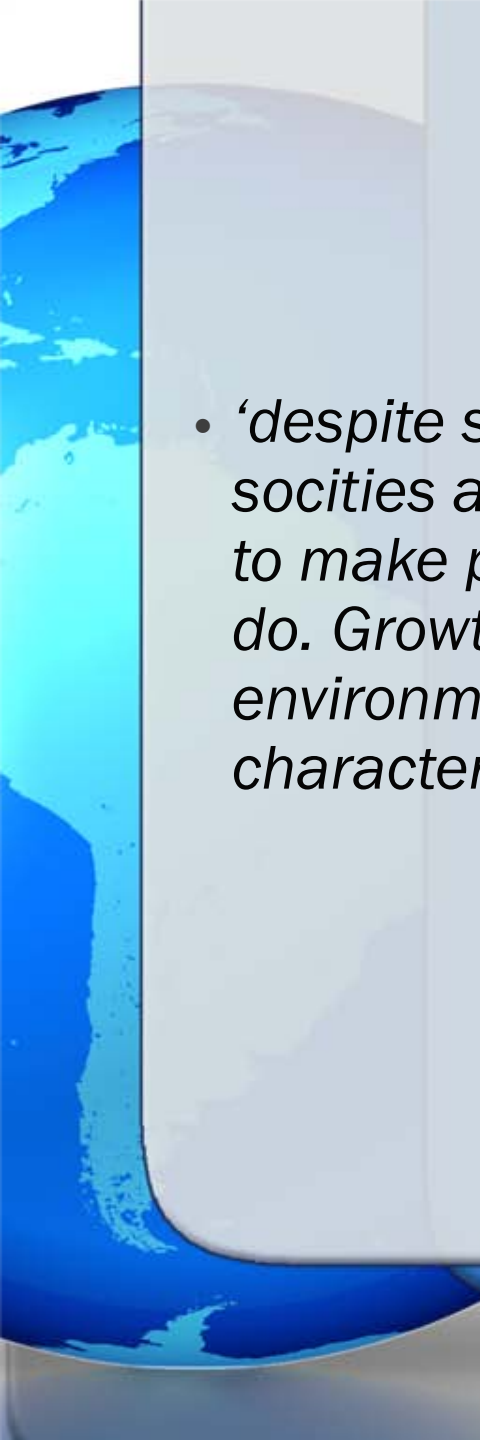
THE GROWTH FETISH IN TOURISM

Carl Cater
Aberystwyth University
Wales, UK
cic@aber.ac.uk

THE GROWTH FETISH



- Fetish- 'an inanimate object worshiped for its apparent magical powers' (2003:5).

- 
- *'despite several decades of sustained economic growth, our societies are no happier than they were. Growth not only fails to make people contented; it destroys many of the things that do. Growth fosters empty consumerism, degrades the natural environment, weakens social cohesion and corrodes character'*

- (Hamilton, 2003:x)

Obsession with numbers

- ‘High growth is a cause of national pride; low growth attracts accusations of incompetence in the case of rich countries and pity in the case of poor countries’ Hamilton, 2003:1
- Eg GNP
- Hysteria with negative growth in 2009 (although “at least we are all in it together” attitude)

• **Growth, growth, growth...**



INTRODUCTION

DESPITE CONTINUING CHALLENGES, 2007 PROVED TO BE ANOTHER EXCELLENT YEAR FOR TRAVEL & TOURISM – THE FOURTH CONSECUTIVE YEAR OF HEALTHY GROWTH, IN FACT. SINCE 2004, THE ANNUAL INCREASE IN TRAVEL & TOURISM ECONOMY GDP HAS AVERAGED 4% IN REAL TERMS – FASTER THAN THAT OF THE GLOBAL ECONOMY OVERALL. AND IN THE SAME PERIOD, TRAVEL & TOURISM HAS CREATED MORE THAN 34 MILLION JOBS.

Although growth is expected to slow in 2008, in line with the recent deterioration in the economic environment in developed economies, led by the USA, WTTC forecasts – developed in collaboration with our research partner Oxford Economics – are still remarkably positive, pointing to a 3% increase in Travel & Tourism Economy GDP and 6 million additional Travel & Tourism Economy jobs worldwide.

5th Global Travel & Tourism Summit in New Delhi, April 2005. Under the theme 'Realizing the Potential'



“India plans to raise annual tourist arrivals from their current 3.7 million level to 15 million by 2010 and 25 million by 2015. Once a decision is taken to boost tourism arrivals, an integrated response is necessary to guarantee success... We have to plan for the multiple simultaneous requirements for promoting tourism in our country...

Discovering India is a continuous process even in the 21st century.”

The President of India Shri APJ Abdul Kalam

“We need to increase the wealth of our nation, to sustain our economic growth, to spread the benefits of Travel & Tourism to every corner of our country.”

Lalit Suri

Chairman of the WTTTC India Initiative and Chairman

Bharat Hotels Ltd

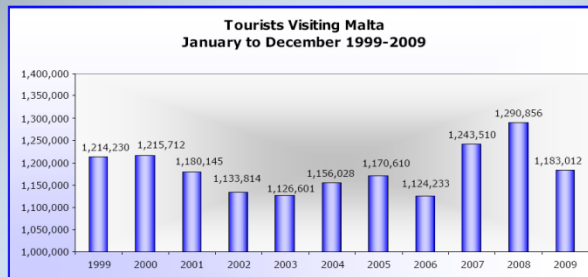
Malta Tourism Authority :

What the industry faced in 2009

- The worst international recession since the 1930s.
- A weak Sterling which affected the purchasing power of Malta's largest source market.
- A surge in the price of oil in late 2008 which had a huge impact on airline plans for Winter 2008/2009.
- A resulting significant decline in international tourism demand due both to less disposable income and a decline in consumer confidence.

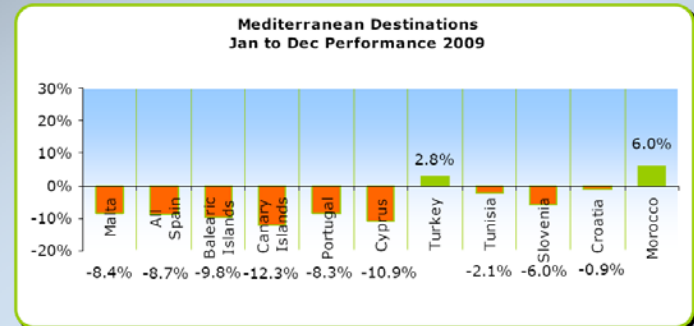
Tourists visiting Malta

- In year 2009, it is estimated that **1,183,012** tourists visited Malta, 107,844 less tourists or -8.4% than the previous year.



Mediterranean Performance 2009

- Malta's 2009 performance was very much in line with that of its Mediterranean competitors.
- With the notable exception of Morocco and Turkey (low price, volume intensive, non-Euro destinations), all Mediterranean destinations suffered a downturn.



Monthly Tourist Departures

	Year 2006	Year 2007	Year 2008	Year 2009	% Change 09/08
JAN	50,524	51,736	63,850	51,643	-19.1%
FEB	47,301	50,547	57,335	51,244	-10.6%
MAR	64,341	71,279	90,504	71,153	-21.4%
APR	97,785	101,792	104,892	101,597	-3.1%
MAY	102,737	109,027	131,354	108,279	-17.6%
JUN	109,037	117,421	129,378	113,953	-11.9%
JUL	131,806	147,700	149,491	135,783	-9.2%
AUG	164,304	176,372	178,570	172,395	-3.5%
SEPT	121,955	143,698	139,794	130,296	-6.8%
OCT	116,426	139,932	126,941	124,332	-2.1%
NOV	71,536	82,474	73,608	72,490	-1.5%
DEC	46,483	51,532	45,139	49,848	10.4%
TOTAL	1,124,236	1,243,510	1,290,856	1,183,012	-8.4%

2009 was characterised by a continuous decline in tourist departures with a reversal in trend in the month of December.

Nordic Growth

New direction – increased investment!

International tourism is on the increase, but at the same time, competition for travellers is growing – in Norway and elsewhere in the world. We want to stand to the competition and ensure that Norway obtains a greater share of the growth. So, Innovation Norway has mapped out a new direction for Norway as a travel destination.

We are now increasing our investment in marketing Norway abroad. Demanding tourists and greater visibility is increasing the importance of innovation and quality in every area.

No single player, on its own, can promise that. If we work more closely together, I am certain we will collectively achieve the targets for increased profitability in the travel industry and that 3.5 million tourists will be visiting Norway annually by the year 2010.



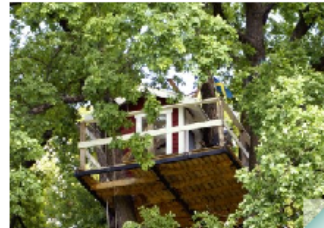
Sandra Hovland
Director of Tourism, Innovation Norway



Welcome to VisitSweden's corporate site

VisitSweden is a communications company that works to promote the brand of Sweden and the Swedish destinations and experiences internationally.

The Swedish corporate site is aimed primarily to those who are employed in tourism, a representative of a tourist region in Sweden, journalist or students who are interested in international marketing of Sweden as a travel destination.



Online booking system at visitsweden.com

Our website, visitsweden.com, is often the first contact point for potential international visitors to Sweden.



Tourism industry facts

Swedish tourism industry shows strong growth.

visitsweden.com

Sweden's official website for tourism and travel information

Go there



Sami people - The native Scandinavians

The Sami people live in the far north of the Scandinavian peninsula. They are Europe's only indigenous people, and one of the smallest in terms of population, numbering only around 75,000 - of which 20,000 live in Sweden.



- VisitDenmark is the national Danish tourism organisation.

We are marketing Denmark as a tourist destination abroad, with a view to attracting *more* holiday visitors and conference delegates who can improve return on investment in the tourism industry.

- With the clear task of attracting a larger number of international visitors to Denmark...
- VisitDenmark will address a number of markets with growth potential for Danish tourism and as a supplement we will test the potentials of new markets, for example in Asia and South America.

Finnish Tourist Board Strategy 2010 -2015 Vision

Mission:

- Promoting tourism to Finland

FTB Goals:

- The primary goal is increasing revenues from tourism
- Increased awareness of Finland as a tourism destination within selected target group
- Activities based on market demand and industry needs



Ferðamálastofa
Icelandic Tourist Board

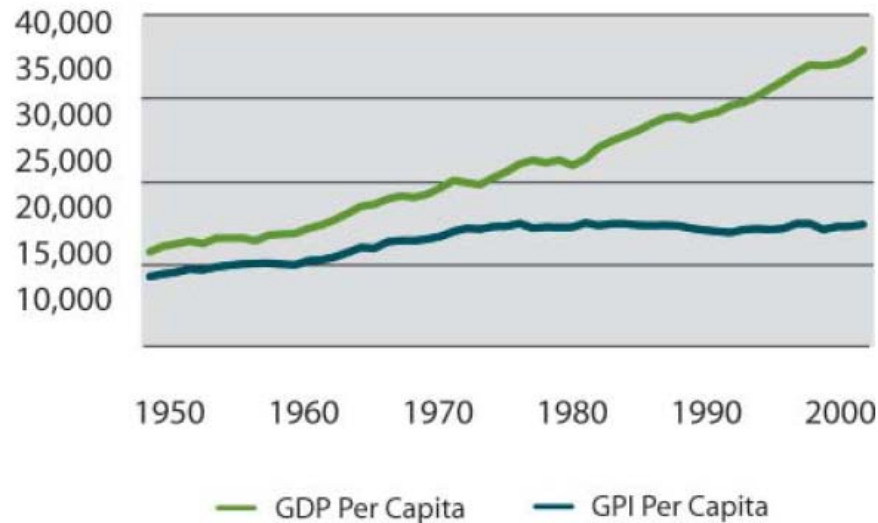
Iceland Parliamentary Resolution on Tourism: TOURISM STRATEGY 2006 – 2015

- Innovation and development in the sector shall increase returns year-round through better utilisation of investments.
- Research shall be conducted on the impact of innovation on the growth of Icelandic tourism.

•Genuine Progress Indicator

The GPI starts with the same personal consumption data that the GDP is based on, but then makes some crucial distinctions. It adjusts for factors such as income distribution, adds factors such as the value of household and volunteer work, and subtracts factors such as the costs of crime and pollution.

FIGURE 3: Real GDP and GPI Per Capita 1950-2004
in \$2000



Failures of growth- Peru

In many countries which have taken a neoliberal path to tourism growth the poor have seen few benefits from the growth of tourism.

In Peru neo-liberal policies adopted under Fujimori from 1990 onwards, contributed to a three-fold increase in tourist arrivals between 1992 and 1996. While this did result in some macroeconomic benefits, poverty has been entrenched and the agricultural sector has decreased in size (Desforges, 2000).

Failures of growth- Ghana

Hailed as a structural adjustment success story for Africa, tourist arrivals increased from around 85,000 in 1985 to over 286,000 in 1995, and tourist receipts increased from US\$20m to US\$233m over the same period.

However spatial disparities have become entrenched, the quality of life of many Ghanaians has declined and increasing rates of foreign ownership of tourism infrastructure are leading to higher leakages. Devaluation of the cedi enabled travellers to see Ghana as a 'cheap destination', while making it difficult for locals to afford imported products such as medicine (Konadu-Agyemang, 2001: 194).



• Failures of growth- UK

Massaging the numbers:

- Between 1983 and 2008 overseas visitors to the UK has (roughly) tripled)
- Spending has quadrupled
- But in real terms spending has only increased by a third!

Dimension	2001 estimates	2007 estimates
Number of international tourist arrivals	682 million ¹	898 million ¹
Number of domestic tourist arrivals	3,410 million ²	4,490 million ²
Total number of tourist arrivals	4,092 million ²	5,353.5 million ²
Change of land cover – alteration of biologically productive lands	0.5 percent contribution ³	0.66 percent contribution ⁴
Energy consumption	14,080 PJ ³	18,585.6 PJ ⁴
Emissions	1400 Mt of CO ₂ -e ³	1848 Mt of CO ₂ -e ⁴ (1461.6 Mt of CO ₂) ⁵
Biotic exchange	Difficult to assess ³	Difficult to assess, however rate of exchange is increasing ⁴
Extinction of wild species	Difficult to assess ³	Difficult to assess, particularly because of time between initial tourism effects and extinction events.
Health	Difficult to assess ³	Difficult to assess in host populations, but sickness in tourists assessed at 50 percent by WHO ⁴
World Population ⁶	6,169.8 million	6,632.2 million
Total number of tourist arrivals as % of world population	66.1%	80.7%
Number of international tourist arrivals as % of world population	11.1%	13.5%

1. UNWTO figures; 2. Hall and Lew (2009) estimates based on UNWTO data; 3. Gössling (2002) estimate; 4. Hall and Lew (2009) extrapolation based on Gössling's estimates; 5. UNWTO, UNEP and WMO (2007) estimate for 2005; 6. Mid-year world population estimate by US Census Bureau International Data Base (<http://www.census.gov/ipc/www/idb/worldpop.html>)

• Failures of growth-Global

Tourism's contribution to global environmental change (Hall 2009)

Failures of growth- Globalisation and the growth fetish



- Tokyo Disneyland, ‘this “happiest place on earth”, which is gradually being replicated in the shopping malls and exhibition centers of the 1990s, allows visitors to consume the prepackaged American symbols of fantasy, love, and adventure passively, whilst depriving them of opportunities for festivity and human interaction’ Hamilton, 2003:73



• **Academic examination of growth**

- Large focus on impacts and sustainability-
but this is not crux of the problem!
- Limits to growth discussion in 1970s (Saarinen 2006:1123)
- Recent work by Hall on steady state tourism and degrowth

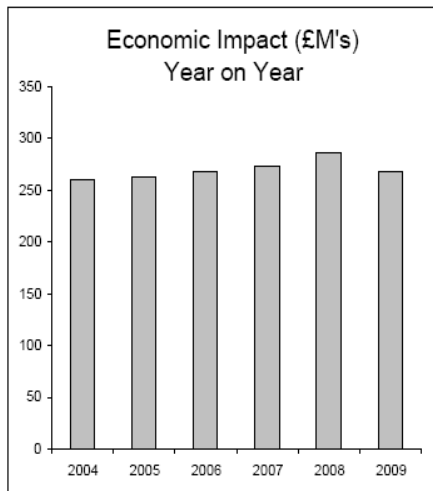
Would steady state tourism be so bad?

- *“A steady state understanding of sustainability stresses both efficiency and sufficiency in terms of the natural capital and ecological resources on which economic throughput is based. Steady state tourism is therefore defined as a tourism system that encourages qualitative development but not aggregate quantitative growth that unsustainably reduces natural capital.”* Hall 2009:46

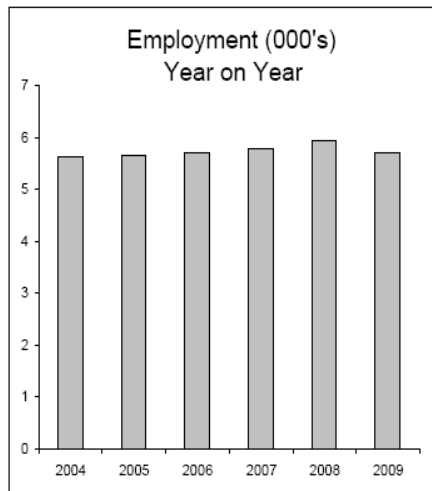
Steady state alternatives?-

- Samoa (Scheyvens, 2005).
- Bhutan (Brunet et al., 2001: 257).
- Ceredigion? (Wales)

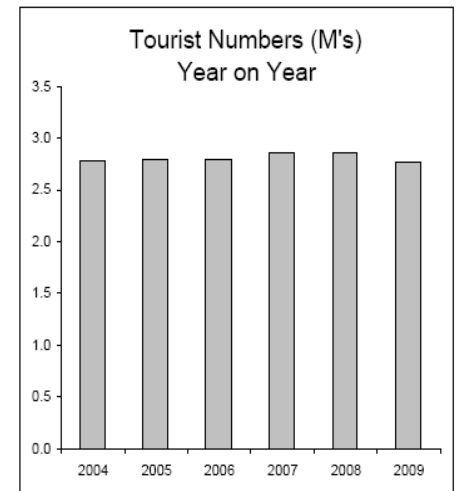
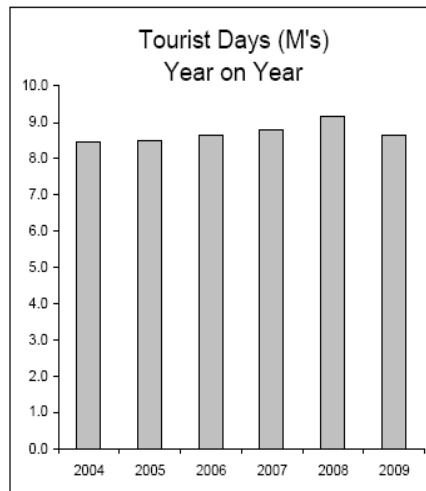
Tourism in Ceredigion 2004-2009



© GTS (UK) Ltd / Ceredigion CC



Prepared by CJ



STMWLS\SWWCER\09\Cer6y09values.xls



• Drivers for steady state tourism

- Peak oil
 - Climate change measures
 - Nostalgia?
 - Population slowdown (eventually!)
-
- But will require remodelling of
 - Tourism objectives
 - Financial system

• Degrowth



- *“Degrowth is not a theory of contraction equivalent to theories of growth, instead it is a term created by radical critics of growth theory that seeks to provide an alternative to the dominant doctrines of ‘economism’ in which growth is the ultimate good by positing the development of a non-growth form of economics bounded by the sustainable limits of humankind’s ecological footprint on the planet’s natural resources as part of a post-development society (Latouche 2004). Degrowth is therefore not so much connected to downsizing per se but to the notion of ‘right-sizing and the creation of a steady state economy.’ Hall, 2009:60*

Eudemonism- ‘the politics of happiness’

- “A political ideology that argues for an organisation of society that promotes the full realisation of human potential through proper appreciation of the sources of wellbeing.” (Hamilton 2001:)
- Tourism as a principal provider of ‘well being’

degrowth should be characterised by:



- an emphasis on quality of life rather than quantity of consumption;
- the fulfilment of basic human needs for all;
- societal change based on a range of diverse individual and collective actions and policies;
- substantially reduced dependence on economic activity, and an increase in free time, unremunerated activity, conviviality, sense of community, and individual and collective health;
- encouragement of self-reflection, balance, creativity, flexibility, diversity, good citizenship, generosity, and non-materialism;
- observation of the principles of equity, participatory democracy, respect for human rights, and respect for cultural differences

(Flipo and Schneider 2008: 318).

- Any other steady state examples?



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- Hall, C.M. (2009) Degrowing Tourism: Décroissance, Sustainable Consumption and Steady-State Tourism. *Anatolia: An International of Tourism and Hospitality Research*, 20(1), 46-61
 - Hamilton, C (2003) *Growth Fetish*. Allen and Unwin.
 - Saarinen, J. (2006) Traditions of sustainability in tourism studies. *Annals of Tourism Research*, Vol. 33, No. 4, pp. 1121-1140