

Cheat Sheet

AN INTRODUCTION TO TOURISM



TOURISM DEFINITION

Tourism is defined by the World Tourism Organization (UNWTO) as comprising ‘the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes.’ The UNWTO is the United Nations agency responsible for the ‘promotion of responsible, sustainable and universally accessible tourism.’¹ Today, tourism is one of the fastest growing economic sectors in the world, the key reasons being the socio-economic progress within

WHY DO PEOPLE TRAVEL?
Be it for official or personal reasons, more and more people are travelling these days. Here are some reasons why people travel:

Business trips and work



Medical and health-care



Gastronomic and culinary experiences



Education and cross-cultural



Leisure and lifestyle, mainly shopping and entertainment



TOURISM TRENDS AND FACTORS



NOW

CONTRIBUTING FACTORS

Global trade and economic activities

- Inter-connectedness of the world through business ventures across international boundaries

Personal attitude and preference towards leisure and life

- Combining work and leisure at a younger age

Travel infrastruc-

- Destinations are more accessible due to more and cheaper modes of trans-



THEN

- Economic growth focused on domestic needs within a particular country

- “Work and save for raining days”
- Leisure pursuits in retirement years

Travelling costs were high (expensive) due to limited travel options

TOURISM ORGANIZATIONS



IATA - INTERNATIONAL AIR TRANSPORT ASSOCIATION



PATA - PACIFIC ASIA TRAVEL



WTTC - WORLD TRAVEL AND TOURISM COUNCIL



UNWTO - WORLD TRAVEL

TOURISM IN SINGAPORE

Tourism plays a very critical role in Singapore's economy especially since she lacks land and natural resources. The Singapore Tourism Board (STB) and partners have been promoting Singapore as a destination to visitors around the world with the latest branding 'YourSingapore'. Visitors get to experience various attractions such as Integrated Resorts, Gardens by the Bay; and world-class performances by world renowned entertainers. Below are some highlights of the performance of the tourism sector in



NUMBER OF VISITORS



CONTRIBUTION TO SINGAPORE'S ECONOMY

(Gross domestic product)



NUMBER OF EMPLOYMENT



AMOUNT OF TOURISM RECEIPTS



TOURISM CATEGORIES

CATEGORIES	BUSINESS TYPES	CATEGORIES	BUSINESS TYPES
BT MICE	<ul style="list-style-type: none"> Business and Travel Meetings, Incentives, Conventions and Exhibitions 	Food and Beverages	<ul style="list-style-type: none"> Restaurants Gastronomy tours
Hospitality	<ul style="list-style-type: none"> Hotels and service apartments 	Attractions Lifestyle	<ul style="list-style-type: none"> Integrated resorts Retail

NATIONAL TOURIST ORGANIZATION (NTO)



WHAT DOES NTO STAND FOR?

Singapore Tourism Board (STB) is an example of an NTO. It is the body highly responsible for the formation and implementation of national tourist policy of the respective country it represents. There is at least one NTO in each country around the world.

WHAT IS THE NTO'S ROLE AND FUNCTION?

An NTO promotes and markets a country as a destination to domestic and international visitors. It works with respective partners for the development of tourism products such as amenities, hotels and many others. In the case of the STB, it strives to ensure that tourism remains an important economic pillar through long-term strategic planning and tourism development with partners. It continues to market Singapore's multi-faceted appeal as a premier business, leisure, healthcare

SINGAPORE VISITORS CENTRE

INFORMATION LITERACY



Information and resources on the tourism industry such as news updates, market performances and consumer trends are easily accessible online. To help you in your search strategies, do use the following keywords:

Inbound



Outbound



Tourism receipt



International Visitor



Domestic Visitor



Visitor profile



You may add in other specific keywords pertaining to the country and city of your research topic. The search engine will retrieve the information accordingly.

REFERENCES

- World Tourism Organization website. Retrieved on 25 March, 2016 from <http://www2.unwto.org/en/content/relevant-definitions>
- Singapore Tourism Board (2015). Annual Report FY2014/2015. Retrieved on 5 March 2015 from <https://www.stbannualreport.com.sg/#>
- Singapore Tourism Board website. Retrieved on 25 March, 2016 from <https://www.stb.gov.sg/about-stb/what-we-do/>

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Source
Look at its origins.
Is it trustworthy?

Understand
Know what you're reading.
Search for clarity.

Research
Dig deeper. Go beyond
the initial source.

Evaluate
Find the balance. Exercise
fair judgement.

