

International Tourist Flows: a methodological proposal of analysis on the (new) destinations

Fluxos Turísticos Internacionais: uma proposta metodológica de análise sobre os (novos) destinos

Flujos Turísticos Internacionales: una propuesta metodológica de análisis sobre los (nuevos) destinos

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Abstract

This article, by creating quantitative categories, based on official data from the World Tourism Organization of tourist arrivals by country from 2009 to 2011, analyze international tourism flows, identifying the poles of tourism consolidated and pointing out the most prominent destinations. In this sense, the study is divided into four parts, from different spatial cuttings. The first seeks to, through the WTO subcontinental macro-divisions, point and understand the most dynamic regions of international tourism. Later, as the second cutting, an analysis is made by subcontinent, in which the top destinations on this scale are analyzed, revealing several regional issues not identified in a global perspective. As a third step, we listed the main international touristic destinations, classifying them as: Important Regional Destinations; Small Destinations; Medium Destinations; Great Destinations; Super-destinations; and Hyper-destinations. Finally, in the last stage of this study, we examined international destinations and new destinations, classified into stable and unstable, according to the Touristic Amplitude proposal, which takes into consideration political, economic, social, cultural and physical-environmental aspects of each country.

Keywords: International Tourism, Tourism Flows, (New) Destinations

Resumo

Esse artigo pretende, através da criação de categorias quantitativas, baseadas nos dados oficiais da Organização Mundial de Turismo de chegadas de turistas por país de 2009 a 2011, analisar os fluxos do turismo internacional, identificando os polos de turismo consolidados e apontando os destinos mais emergentes. Nesse sentido, o trabalho divide-se em

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quatro partes, a partir de diferentes recortes espaciais. A primeira delas busca-se, por meio das macrodivisões subcontinentais da OMT, apontar e entender as regiões mais dinâmicas do turismo internacional. Posteriormente, como segundo recorte, é feita uma análise por subcontinente, onde os principais destinos nessa escala são analisados, revelando-se assim, diversas questões regionais não apontadas numa perspectiva global. Como terceira etapa, são levantados os principais destinos turísticos internacionais, classificando-os progressivamente em: Importantes Destinos Regionais; Pequenos Destinos; Médios Destinos; Grandes Destinos; Super-destinos; e Hiper-destinos. Finalmente, na última etapa do trabalho são analisados os destinos e novos destinos internacionais, classificados em estáveis e instáveis segundo a proposta de Amplitude Turística, que leva em consideração aspectos políticos, econômicos, sociais, culturais e físico-ambientais de cada país.

Palavras-chave: Turismo Internacional, Fluxos Turísticos, (Novos) Destinos.

Resumen

Este artículo pretende, mediante la creación de categorías cuantitativas, basadas en datos oficiales de la Organización Mundial del turismo de las llegadas de turistas por país desde 2009 hasta 2011, analizar los flujos de turismo internacional, identificando los polos de Turismo consolidados y señalando los destinos emergentes. En este sentido, la obra se divide en cuatro partes, de diferentes cortes espaciales. La primera de ellas busca, a través de las macro-divisiones subcontinentales de la OMT, apuntar y entender las regiones más dinámicas del turismo internacional. Posteriormente, en un segundo recorte, se hace un análisis en el subcontinente, donde se analizan los principales destinos de esta magnitud, revelando diversos asuntos regionales no señalados en una perspectiva global. Como un tercer paso, se buscó apuntar los principales destinos turísticos internacionales, los clasificando progresivamente en Importantes Destinos Regionales: Pequeños Destinos; Medianos Destinos; Súper Destinos; e Hiper-destinos. Finalmente, en la última etapa de trabajo se analizan los destinos y nuevos destinos internacionales, clasificados en estable e inestables según propuesta de Amplitud Turística que lleva en consideración el ambiente político, económico, social, cultural y físico-natural de cada país.

Palabras clave: Turismo Internacional, Flujos Turísticos, (Nuevos) Destinos.

1. Introduction

The title of this paper refers to issues that are extremely important to the understanding of tourism in an international perspective, since the flows indicate the most important destinations in a specific period of time. In this context, it is valid to point out that factors such as attractions, mobility, communication, security, hospitality, good image, marketing, goods and services of high quality, international events, convenience, climate, political and economic

stability, migratory policy, exchange rates, international law, actions of supranational bodies, and, finally, international agreements of mutual cooperation, emerge as fundamental elements in the promotion of international tourism destinations (PANOSSO NETTO & PIERI, 2013).

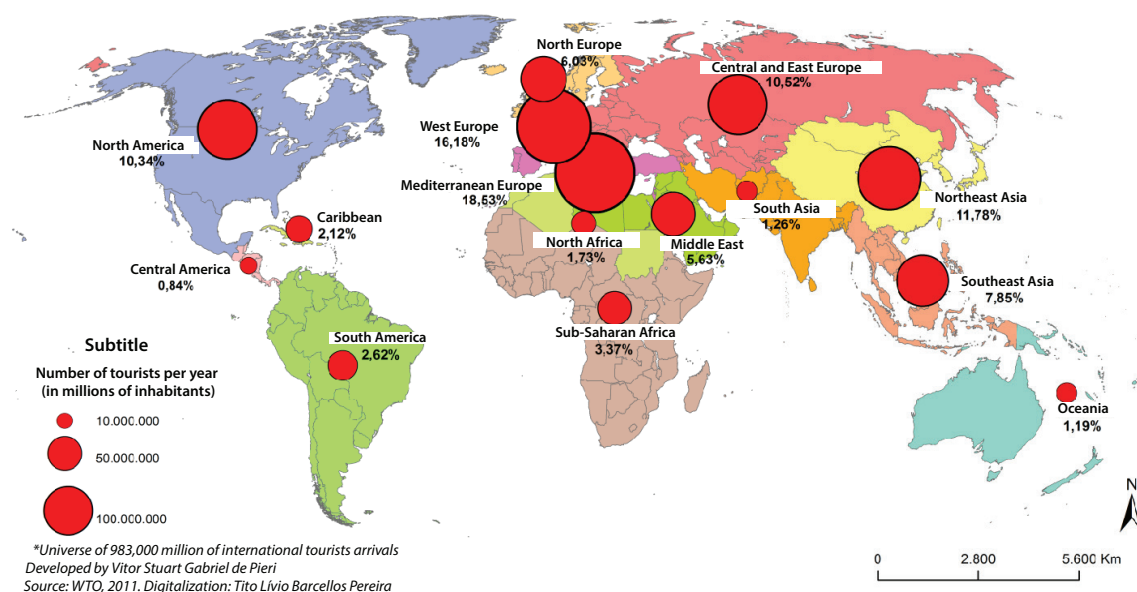
From the methodological point of view, we can say that the measurement of flows could be carried out basically by analyzing two indicators: international tourist arrivals (methodology used in this article) and the income of dollars by tourism of each country. It is important to point out that, depending on the data, the results would be different from each other, since arrival data do not directly reflect on the tourism trade balance data of each country.

Therefore, this paper intends to, by creating quantitative categories, based on official data from the World Tourism Organization of tourist arrivals by country from 2009 to 2011, analyze international tourism flows, identify the poles of tourism consolidated and point out the most prominent destinations.

In this sense, the study is divided into four parts, from different spatial cuttings. The first seeks to, through the WTO subcontinental macro-divisions, point and understand the most dynamic regions of international tourism. Later, as the second cutting, an analysis is made by subcontinent, in which the top destinations on this scale are analyzed, revealing several regional issues not identified in a global perspective. As a third step, we listed the main international touristic destinations, sorting them progressively in: important regional destinations, small destinations, medium destinations, great destinations, super-destinations and hyper-destinations. Finally, in the last stage of this study, we examined international destinations and new destinations, classified into stable and unstable, according to the Touristic Amplitude proposal, which takes into consideration political, economic, social, cultural and physical-environmental aspects of each country.

2. Main International Touristic Destinations from the Subcontinental Macro-divisions of the WTO

The world's main touristic destinations can be analyzed from various spatial cuttings. One of the appropriate scales for this kind of analysis is conducted by the World Tourism Organization, dividing the subcontinents in 15 macro-divisions, such as: Europe (Northern Europe, Western Europe, Central/East Europe and Southern/Mediterranean Europe); Asia (Northeast Asia, Southeast Asia and South Asia); Americas (North America, Caribbean, Central America and South America); Africa (North Africa and Sub-Saharan Africa); Middle East; and Oceania.



Map 1 – Main International Touristic Destinations by Subcontinental Macro-divisions of the WTO

Source: WTO

In this first perspective, we can observe Mediterranean and Southern Europe as the most dynamic region of international tourism, with 182,178 million international tourist arrivals; followed by Western Europe with 159,045 million; Northeast Asia with 115,779 million; Central and Eastern Europe with 103,457 million; North America with 101,704 million; Southeast Asia with 77,154 million; Northern Europe with 59,284 million; Middle East with

55,436 million; Sub-Saharan Africa with 33,112 million; South America with 25,764 million; Caribbean with 20,811 million; North Africa with 17,055 million; South Asia with 12,395 million; Oceania with 11,669 million; and finally, Central America with 8,320 million.

3. The main receptors by subcontinent

Europe will continue to be the preferred destination of the world tourist traffic, with Paris, London, Rome and Madrid leading as the eternal capitals of the Old Continent. However, Asia is emerging as one of the most appealing destinations for travellers, particularly for those fond of the game. China, an inescapable country in various fields of the economy, will be, in the next decade and a half, the world's largest generated revenue and the main tourist destination on the planet. (BENI, 2011, p. 38).

Another approach to the understanding of international tourism flows in new destinations is through an analysis of foreign tourist arrivals from a subcontinental perspective. In this space cutting, it is important to point out the huge distortions in the global point of view, since a subcontinent as Europe is responsible for more than 50% of the total international tourist arrivals, and, on the other hand, a subcontinent like Oceania has just over 1% of arrivals.

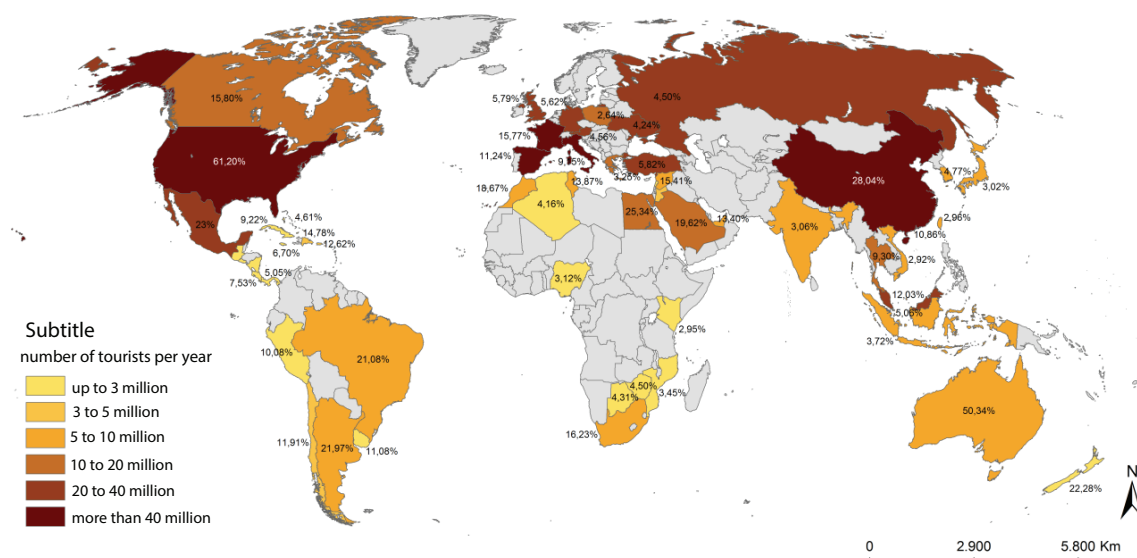
In this sense, within a universe - appointed by the WTO - of 983 million international tourist arrivals in 2011, we can highlight Europe with 503,963 million, Asia with 205,328 million, North America with 101,704 million, Middle East with 55,436 million, Africa with 49,738 million, Central America and Caribbean with 29,131 million, South America with 25,765 million, and, finally, Oceania with 11,669 million tourist arrivals per year.

However, from percentages corresponding to the total of tourist arrivals in subcontinental areas, we can highlight:

Europe, which has countries like France with 79,500 million international tourist arrivals, Spain with 56,694 million, Italy with 46,119 million, the United Kingdom with 29,192 million, Turkey with 29,343 million, Germany with 28,352 million, Austria with 23,012 million,

Russia with 22,686 million, Ukraine with 21,415 million, Greece with 16,427 million and Poland with 13,350 million.

On top of these data, two factors stand out, Russia and Ukraine are emerging as important targets of international tourism and the presence of three of the five countries that make up the pejorative acronym in English (PIIGS²) - Italy, Greece and Spain - countries whose tourism has an important weight in its balance of trade, especially in times of economic crisis as experienced by these destinations.



* Percentages related to the total of international tourists arrivals in the sub-continental level, according to data by the WTO. To greater detail of the components of each sub-continent, see the annexes.
Obs. 1. Universe: Europe – 503,963 million, Africa – 49,738 million, Middle East – 49,738 million, Asia – 205,328 million, Oceania – 11,669 million, Central America and the Caribbean – 29,131 million, North America – 101,704 million and South America – 25,765 million of international tourists arrivals per year in 2011. Developed by Vitor Stuart Gabriel de Pieri
Source: WTO - 2011.

Map 2 – Main Subcontinental Touristic Destinations (according to WTO) - 2011

Source: WTO

In Africa, an extremely unstable subcontinent from a political, economic, social and cultural point of view, in 2010 countries like Morocco with 92,88 million international tourist arrivals, South Africa with 8,074 million, Tunisia with 6,902 million, Zimbabwe with 2,239 million,

² Acronym created in 2001 by Jim O’Neill, which unites the main current emergent potencies (Brazil, Russia, India, China, and South Africa).

Botswana with 2,145 million, Algeria with 2,070 million, Mozambique with 1,718 million, Nigeria with 1,555 million and Kenya with 1,470 million stood out, adding up to more than 70% of all international tourist arrivals in the subcontinent.

In a brief analysis about the regional African panorama, it is possible to highlight a few destinations that draw attention depending on the variation in tourist arrivals. One of them is Tunisia, which showed a decrease of tourists from 2010 to 2011 of 2,120 million tourists (the country received in 2010 6,902 million tourists, and in 2011 4,782 million), a fact caused mainly due to the political instability generated by the Arab Spring³. Another country worthy of mention is South Africa, which hosted the 2010 World Cup and continued rising as a tourist destination in the year following the mega event, jumping from 8,074 million tourists in 2010 to 8,339 million in 2011, an increase of 265 thousand tourists.

Finally, it is valid to point out that countries such as Côte d'Ivoire, Djibouti, Guinea, Equatorial Guinea, Liberia and Somalia did not have data regarding the arrival of tourists in the country, mostly due to the huge political instability. Regarding this theme, we can highlight Somalia, a country appointed recently by the Canadian Ministry of Foreign Affairs⁴, as one of the world's most dangerous destinations for tourists.

In the Middle East, from data concerning the year of 2010, countries like Egypt with 14,051 million international tourist arrivals, Saudi Arabia with 10,880 million, Syria with 8,546 million, the United Arab Emirates with 7,432 million, Jordan with 4,557 million, and Lebanon with 2,168 million stood out.

It is important to specify in the analysis of this subcontinent that the WTO counts Israel as an European country, and Iran as an Asian one.

Some specific elements can be singled out by analyzing the region of the Middle East from the point of view of international tourist arrivals. Region of great political instability, it is observed that among the reporting countries of tourist arrivals in 2011, Saudi Arabia presented an impressive increase of 6,486 million tourists (going from 10,850 million in 2010,

³ Revolutionary wave that unfolded political instability in the countries of the Maghreb and Middle East regions.

⁴ <http://travel.gc.ca/travelling/advisories>

to 17,336 million in 2011). On the other hand, Egypt, stage of political instability from the Arab Spring, had a decrease of 4,554 million tourists in 2011 (falling from 14,051 million tourist arrivals in 2010, to 9,497 million in 2011). Syria, on its turn, today living in a civil war, presents a decrease of 3,476 million tourists in 2011 (falling from 8,546 million in 2010, to 5,070 million tourist arrivals in 2011). Therefore, we can clearly highlight the fall in the number of tourists in countries with scenarios of high political instability in a subcontinent known for its large concentration of oil producers, dictatorial governments and serious issues of territorial disputes.

In Asia, the most populous region and one of the main economic centers of the world, the countries that called attention were China with 57,581 million international tourist arrivals, Malaysia with 24,714 million, Hong Kong with 22,316 million, Thailand with 19,098 million, Macao with 12,925 millions, Singapore with 10,390 million, South Korea with 9,795 million, Indonesia with 7,650 million, India with 6,290 million, Japan with 6,087 million, Taiwan with 6,219 million, and Vietnam with 6,014 million.

Within the framework of international politics and economics, it is valid to point out that the Asian subcontinent is marked by: important geopolitical tensions -with the concentration of 4 of the 9 nuclear powers⁵ in the world; by various internal and inter-State latent conflicts – among them Afghanistan; and from a physical and natural point of view, due to the constant seismic and climatic instabilities. On the other hand, it brings together some of the main economic centers emerging from the planet, such as: China, India, South Korea, Singapore, Hong Kong, etc., thus standing out, among other types, by the attraction of business tourism.

Another important fact to note is that countries like North Korea, Afghanistan and Iran do not present data on international tourist arrivals. Coincidentally, these countries are considered, by the same aforementioned document, produced by the Canadian Foreign Ministry, as extremely dangerous destinations to tourists.

Finally, it is interesting to register that Japan had a reduction in the number of visits by foreign tourists of 2,392 million from 2010 to 2011, or a 27.7% decrease, after the Tsunami that resulted on the nuclear issue in Fukushima, located in the northern region of the Honshu

⁵ The countries that surely have nuclear weapons are: China, Pakistan, India, North Korea, United States, Israel, Russia, France and the United Kingdom.

island. A fact that clearly demonstrates the impacts generated in the tourism of a country due to issues related to instabilities from the physical and natural point of view.

On the subcontinent of Oceania, Australia stands out with 5,875 million tourist arrivals, followed by New Zealand with 2,601 million and the Cook Islands with 1,160 million.

The region is the least expressive in the sum of international tourist destinations, with a total universe of 11,669 million annual tourist arrivals, or roughly 1.18% of the receptive total worldwide. These tourists seek mostly, among other things, adventure tourism, sun and beach, education, and even business, in the important Australian economic center.

Regarding Central America and the Caribbean, we can highlight the Dominican Republic with 4,306 million international tourist arrivals, Puerto Rico with 3,679 million, Cuba with 2,688 million, Costa Rica with 2,196 million, Jamaica with 1,952 million, Panama with 1,473 million, the Bahamas with 1,344 million, Guatemala with 1,225 million, El Salvador with 1,184 million, and Nicaragua with 1,060 million.

The region is marked by some negative points, such as: the effects of severe civil wars, especially in the 1980s; the insecurity generated mainly by the presence, in some countries, of drug trafficking gangs, such as the Maras; the location in a major seismic zone; and the constant climatic instabilities.

On the other hand, the small countries of Central America and mostly the paradise islands of the Caribbean, have tourism as their main economic activity. Attracting tourists who seek sun and beaches, coming mainly (due to proximity) of the main tourist emitter center of the world, the United States, who seek especially destinations such as: the stable Caribbean islands of the Dominican Republic, Jamaica and the American territory of Puerto Rico; the preserved forests of Costa Rica; and finally, Cuba, considered the only socialist country that still exists in the world.

From the three countries of North America, the United States has 62,325 million of foreign tourist arrivals, Mexico has 23,403 million and Canada 15,976 million.

All this subcontinental dynamic comes largely from the United States itself, the world's largest economy, but that also stands out in tourism as wide receiver and emitter of international tourists.

It is interesting to note that in an analysis from a Latin American clipping, Mexico would stand out as the main recipient of international tourists in the region, receiving nearly the same amount of tourists from the whole South America. Fact promoted by the proximity to the main emitter pole - the United States.

Finally, in South America Argentina stands out with 5,663 million international tourist arrivals, followed by Brazil with 5,433 million, Chile with 3,070 million, Peru with 2,598 million, and Uruguay with 2,857 million.

The data related especially to Argentina and Brazil are discussed more thoroughly in the last chapter of this paper. However, it is valid to point out that tourist flows in the subcontinent, since the two main emitters are Brazil and Argentina, are concentrated in the Southern Cone⁶ of the subcontinent, the main regional economic pole.

Ranking	Country	Approximate Population – 2010 (in millions)	Territorial extension (in km ²)	Number of international tourists arrivals – 2011 (in millions)	Percentage of the south American flows* (in %)
1°	Argentina	40.665	2.791.810	5.663	21,97
2°	Brasil	190.755	8.514.877	5.433	21,08
3°	Chile	17.134	756.950	3.070	11,91
4°	Uruguai	3.372	176.220	2.857	11,08
5°	Peru	29.496	1.285.220	2.598	10,08
6°	Colômbia	46.300	1.141.748	2.385	9,25
7°	Equador	13.774	256.370	1.141	4,42
8°	Bolívia	10.030	1.098.581	0.807	3,13
9°	Venezuela	29.043	916.445	0.551	2,13
10°	Paraguai	6.459	406.750	0.524	2,03
11°	Suriname	0.524	163.270	0.220	0,85
12°	Guiana	0.761	214.970	0.157	0,58
13°	Guiana (Fr.)	0.209	86.504	0.083	0,32

* Universe of 25,765 million of tourists arrivals, or 2.6% of the worldwide receptive (it is worth noting that the touristic flows accounted for include countries of the regional cuttings and from other regions).

Table 1 – Touristic Destinations in South America - 2011

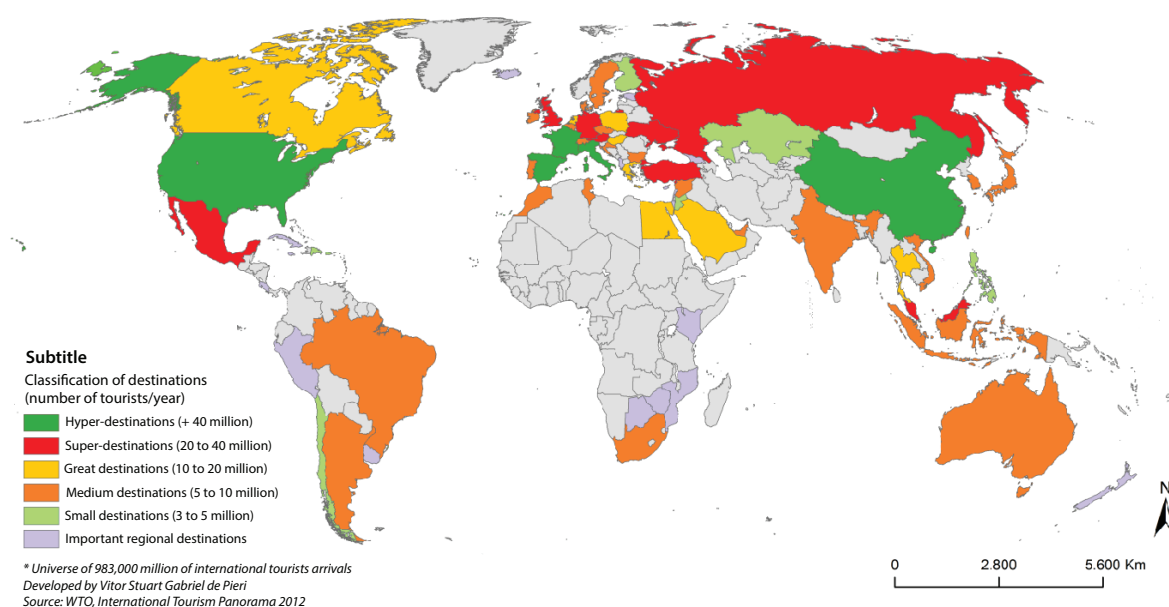
Developed by Vitor Stuart Gabriel de Pieri. Source: WTO Data

⁶ Region made up of the southern areas of South America, south of the Tropic of Capricorn.

4. From the Hyper-destinations the Important Regional Destinations: in search of a systematization of destinations as a tool for understanding international tourist flows.

To better understand international tourism flows, it would be interesting to intersect receptive and emission data by country in the same reference year, since it would allow a better analysis of the movements from one location to a target and the consequent perception about countries in deficit and surplus. However, the data on emissive tourism by country are extremely precarious.

In this sense, through the data of international tourist arrivals by country, we intended, rather than scoring the top destinations of international tourism, systematize and map, through the proposal of quantitative categorization destinations worldwide, the main receptive poles of international tourists. The goal, therefore, was to reflect on some of the elements for the promotion of the phenomenon in each country and thus, contribute to the understanding of the global flows of tourists from the points of arrival.



Map 3 – Major International Touristic Destinations - 2011

Source: WTO

4.1. Hyper-destinations

With more than 40 million international tourist arrivals per year, France, Spain, Italy, China and the United States stand out as the main destinations of international tourism. Located in the most dynamic economic centers of the world (Europe, United States and China), these countries are considered consolidated or mature destinations, characterized as great receptive poles with the most diverse types of attractions.

Among the five hyper-destinations, France is worth mentioning, with almost 80,000 million foreign tourist arrivals in the country in 2011. It is the most visited country in the world, but considering the numbers of incoming measured in dollars with tourism, the country is overtaken by the United States and Spain, i.e., when it comes to tourism in the economic perspective, from the impact of tourism on the country's national accounts, we should be aware of other variables, such as balance between receptive and emissive and consequently of trade balance, currency issues, among other aspects.

4.2. Super-destinations

This categorization, characterized by those countries that receive between 20 and 40 million tourists per year, has 9 countries (United Kingdom, Germany, Austria, Russia, Ukraine, Turkey, Hong Kong, Malaysia, and Mexico), many of them relatively heterogeneous from the economic, political, social and physical-natural points of view.

It is possible to divide super-destinations in basically two groups: the developed countries (United Kingdom, Germany, and Austria); and those belonging to the group of emerging economies (Russia, Ukraine, Turkey, Hong Kong, Malaysia and Mexico). However, it is possible to point out some factors that collaborate to make them super-destinations of international tourism, such as: proximity of large emitters, political stability, important attractions and strong economic growth.

4.3. Great destinations

Characterized as the countries that receive between 10 and 20 million tourists per year, the category Great Destinations concentrates Eastern European countries like Poland and Hungary; Mediterranean countries like Greece; and Western European like Netherlands, as

well as Southeast Asian countries like Singapore, Thailand and Macao; North American as Canada; and finally in the Middle East, where Saudi Arabia has been excelling as a main destination of the region.

In addition to important business tourism destinations, such as Singapore and Saudi Arabia, the group of Great Destinations is characterized by countries close to important tourist emitters and some consolidated destinations such as Greece, the Netherlands, Canada and Poland.

4.4. Medium destinations

Many of the medium destinations, countries that have between 5 and 10 million tourist arrivals annually (Denmark, Ireland, Sweden, Belgium, Switzerland, Bulgaria, Czech Republic, Croatia, Portugal, South Korea, Japan, Taiwan, Indonesia, Vietnam, Australia, India, Argentina, Brazil, Morocco, South Africa, Egypt, United Arab Emirates, Syria), will be examined in more depth in the next chapter, since for the most part, these emerging destinations or unstable in terms of relevance in attracting foreign visitors. This fact is due to a number of political, economic, natural, and even physical- natural issues, concerning even the territorial configuration.

In this sense, it is observed that the presence of new destinations is gaining space in the context of tourism from the reconfiguration of the economic and political world, with history marked by striking periods, such as:

- the decline of the Socialist model and the consequent end of the bipolar order;
- globalization and emergence of new geo-cultural and geo-economical actors in the international system;
- September 11 and the unilateral policy of war on terror;
- and finally, the new economic configuration of the world, with the emergence of new geopolitical and economic actors.

4.5. Small destinations and important regional destinations

The analysis on Small Destinations, countries that receive between 3 and 5 million tourists annually (Finland, Kazakhstan, Philippines, Dominican Republic, Puerto Rico, Chile,

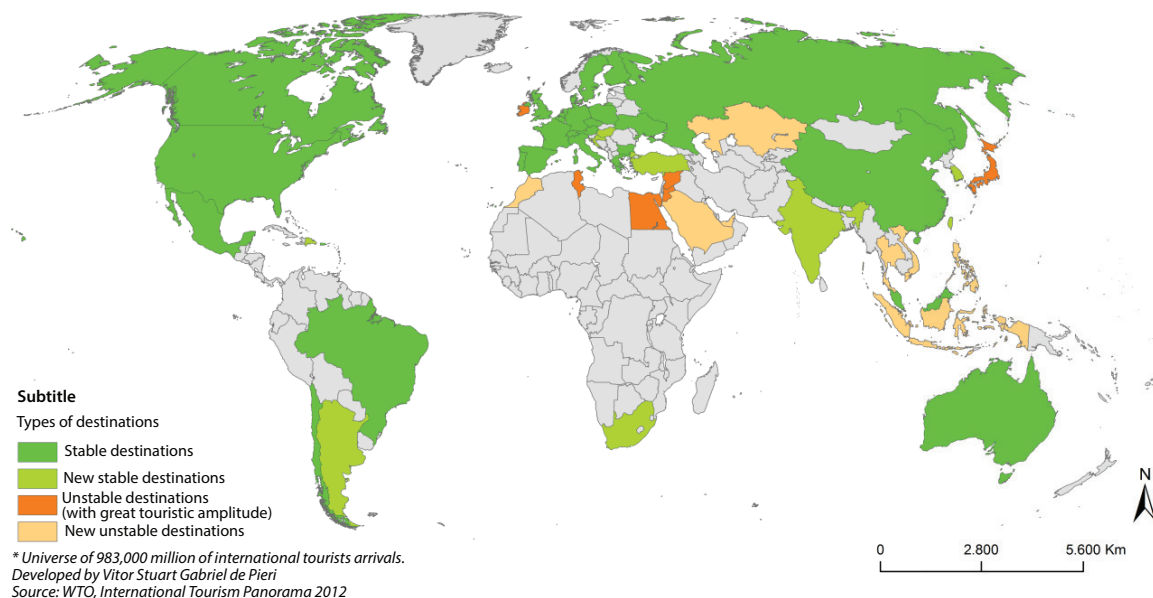
Tunisia, and Jordan) and important Regional Destinations (New Zealand, Guam, Cuba, Jamaica, Costa Rica, Peru, Uruguay, Botswana, Kenya, Mozambique, Zimbabwe, Lebanon, Iceland, Georgia, Estonia, Andorra, Albania, Cyprus, Israel, and Malta), can be performed in sets, since they are characterized as targets that have a relative weight in terms of relevance in attracting tourists.

These categories bring together destinations of all over the world, and in this sense have huge heterogeneity from the point of view of international politics and economics, for example, Cuba, Israel, Finland and Zimbabwe, as well as climate-related issues, as is the case of Iceland and Dominican Republic.

5. For a typification of the (new) international tourism destinations: stability, instability and the issue of touristic amplitude

In an effort to think of a conceptualization and systematization of new destinations, the need to qualify the tourist destinations by levels of consolidation through the WTO data regarding foreign tourist arrivals by country from 2009 to 2011 was perceived. To this end, a map was developed, dealing with the targets and new targets classified as: stable, those that, on a short or long term, have continuous growth in international tourist reception; and unstable, those that show huge variations regarding receptiveness to foreign tourists, in this case, considered countries with high amplitude.

It is important to take into account in this debate that other factors also influence this dynamic, as “the volume of traffic tends to decrease as it moves away from the generator center, once the costs of the trip are increased regarding time, money and effort” (PEARCE, 2003, p.32).



Map 4 – New international tourist destinations - 2011

Source: WTO

5.1. Stable destinations

The classification of stable destinations is based on some privileges regarding the following aspects: destinations considered mature, i.e., favorable in several international tourism promotion elements, or destinations that showed small variations in data of international tourist arrivals, mostly positive.

An important question to ask, which, to a certain extent, homogenizes this categorization, is if stable destinations are countries that do not present serious political, economic, social, cultural and even physical-natural problems, to the point of compromising and generate some kind of instability in the country as a destination for foreign tourists.

As a method of systematization among countries in this category, it is interesting to cross-check the typology stable destinations with the classification created in the previous chapter, that seeks to point the main international touristic destinations. In this sense, among the stable destinations are:

- All five Hyper-destinations: France, Spain, Italy, China, and USA;
- Seven of the nine Super-destinations: United Kingdom, Germany, Austria, Russia, Ukraine, Malaysia, and Mexico;
- Four of the nine great destinations: Netherlands, Poland, Greece, and Canada;
- Nine of the twenty-three medium destinations: Denmark, Sweden, Belgium, Switzerland, Bulgaria, Czech Republic, Portugal, Australia, and Brazil;
- And finally, three of the eight small destinations: Finland, Puerto Rico and Chile.

5.2. The new stable destinations

As new stable destinations, we consider those countries that, on one hand, in recent years, had a considerable growth in the number of arrivals of foreign tourists, and, on the other, have relative stability, particularly political, economic, social and cultural.

A fact that draws attention in countries classified as new stable destinations, is that the vast majority are emerging regional or global powers, such as India, South Africa, Turkey, South Korea and Argentina.

To examine separately each new stable destination, several factors tied to regional dynamics that contribute to certain countries to stand out as important centers of attraction for international tourists.

Starting with Hong Kong and Macao, both considered as Special Administrative Regions of China, which share basically only issues related to the sphere of foreign relations and military defense. Hong Kong is a former British colony, characterized as a capitalist region of low taxes and free trade, which awakens the attraction, especially for business tourism, in this region of thriving economy. Regarding Macao, a former Portuguese colony, it attracts international tourists mainly in search of casinos and games, in an extremely dynamic region from the point of view of economic growth. On the other hand, Taiwan, also known as Formosa, is an island considered as rebel province of China, which maintains extremely preserved the ancient Chinese art and also attracts business tourism, since several Western companies, especially the textile branch, concentrate their industries in this region.

Tiny Singapore presents some peculiar features, standing out as an important business center of Southeast Asia, extremely industrialized, has one of the busiest ports in the world, one of the largest centers of refining of oil, one of the most dynamic financial centres and a huge concentration of casinos and gambling houses. Therefore, it is possible to point it out as a destination that goes beyond the field of business tourism.

South Korea, important geopolitical ally of the United States in Southeast Asia, stands out as one of the major emerging economies of the contemporary world, especially in the sector of high-tech products. This economic dimension is expressed from several global companies in the country, following the example of Hyundai, Kia, Samsung and LG. In the field of tourism, increasing numbers in foreign tourist arrivals, mostly business related, expose its robust economic development.

An interesting fact to point at the moment is that among the new stable destinations are the four countries of the Asian Tigers (Hong Kong, South Korea, Taiwan and Singapore), characterized as economies that developed quickly from the evolution of the industrial and service sectors between 1960 and 1990.

India, with its approximate 1.2 billion inhabitants, an important actor in the international economic and geopolitical scenario, has attracted foreign tourists after business related to technology and the service sector, which are facilitated by the English language India inherited from the former metropolis. Furthermore, despite all the problems arising from the poverty of a large part of the population, the huge cultural variety attracts tourists interested in several of its aspects.

The case of South Africa - country that suffered from Apartheid, a racial segregation regime from 1948 to 1994 - is extremely valid to be analyzed. With natural beauties such as Cape Town, the country hosted the last World Cup in 2010, showing in the following year an exponential growth in the attraction of foreign tourists seeking the most diverse types of tourism, from adventure, passing by education, and finally business, since the country stands out as an important emerging economy.

In relation to India and South Africa, it is interesting to point out that both are part of BRICS, standing out among the major emerging powers.

Argentina, on its turn, appears as a new stable destination, basically favored for two reasons: the relative political and economic stabilisation after the financial trauma experienced in the early 2000s; and the great increase in tourism demand, especially from Brazil, the main transmitter of tourists to the country. We can highlight that the exponential growth of foreign tourist arrivals to the country is much due to the Brazilian economic rise in recent years, seeking especially destinations as Buenos Aires, Bariloche and more recently, El Calafate and Ushuaia. The numbers of foreign arrivals, as discussed earlier, made Argentina the main international touristic destination in South America.

The Dominican Republic stands out as the main international tourist destination in Central America and the Caribbean. This fact is due to the proximity of major emitters like the United States, to the internal political stability in a region quite troubled in this regard, to the Caribbean climate and to the gorgeous beaches the country possess.

Croatia stands out as an important and inexpensive destination. Surrounded by the Adriatic Sea, with beaches and towns with medieval traces, it attract tourists from all over Europe, especially Italy, due to geographic proximity.

Hungary also stands out as a growing tourism destination, mainly European, with cities that carry in its architecture the mark of the occupation of several civilizations. The country joined as a member of the European Union in 2004 and since then has sought greater international insertion in the political, economic and cultural contexts.

Finally, Turkey has presented an exponential growth in international tourist arrivals that seek to know the huge cultural diversity generated by the union of different civilizations, as well as the various attractions. Muslim-majority country with Western traits, relatively stable from a political point of view, Turkey has been excelling as one of the emerging economies today and as one of the major partners of the central countries of the region.

Finally, to crosscheck the information in map 3 with the information in map 4, it is possible to point out that among the new stable destinations:

- Two of the nine complement the list of super-destinations: Turkey and Hong Kong;
- Three of the nine are classified as great destinations: Hungary, Macao and Singapore;

- Six of the twenty-three are classified as medium destinations: Croatia, South Korea, Taiwan, India, Argentina, and South Africa;
- One of the eight is classified as a small destination: Dominican Republic.

5.3. The phenomenon of high touristic amplitude and (new) unstable destinations

In an effort to differentiate countries that have extreme variation regarding annual international tourist arrivals, we sought to apply the concept of amplitude - understood as a positive and negative scalar measure that results in a graphical oscillation - instead of analyzing each destination. Through this methodology, we noticed that several countries have great instability in the attraction of foreign tourists in a short space of time, a fact that is motivated by various political, economic, cultural, social and physical-natural issues.

It is interesting to note that while different issues make certain destinations unstable from the point of view of international tourists, other countries eventually become receptive of this demand, demonstrating a certain elasticity and seasonality of flows directed to certain destinations. A clear example of this process, already pointed out in official documents of the WTO, was the issue of the strong impact of the Arab Spring in tourism sectors of countries that went through serious internal social and political crises, since these destinations have suffered an immense drop in visits from foreign tourists. It was noted that countries like those in Mediterranean Europe, characterized as consolidated tourist destinations, received a large part of these international flows of tourists, who would formerly go to the African side of the Mediterranean.

It is valid to point out in this process, even if on a smaller scale, that the economic crisis has affected several central countries, especially those belonging to the Euro Zone⁷, which has diminished the power of consumption of the public responsible for tourist flows to North Africa.

Therefore, from this point of view of amplitude, we can observe in the chart below the occurrence of this phenomenon in a short space of time (2009-2011) in destinations that have recently suffered with physical-natural (like the tsunami of 2011 in Japan) and

⁷ Comprising 17 countries that have the Euro as national currency: Germany, Austria, Belgium, Cyprus, Slovakia, Slovenia, Spain, Estonia, Finland, France, Greece, Ireland, Italy, Luxembourg, Malta, Netherlands and Portugal.

sociopolitical issues (as the popular uprisings in 2011 in Egypt and the beginning of the civil war in Syria).

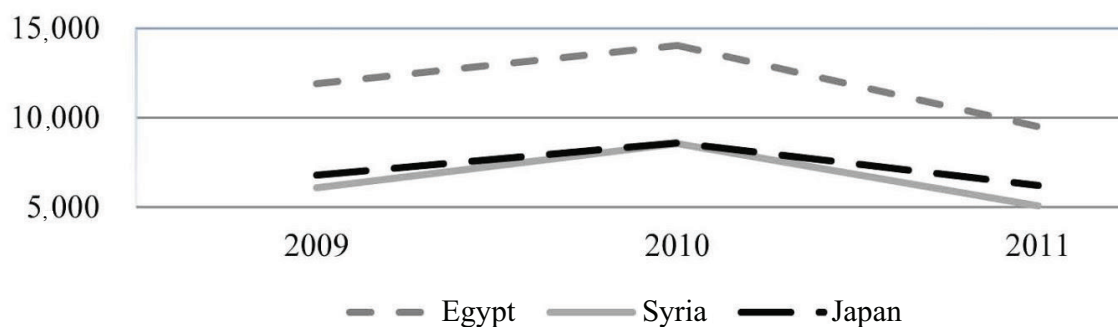


Figure 1 – Touristic Amplitude: 2009-2011 (in million of international tourist arrivals)

Source: Developed by the author from the WTO 2012 data

It is important to point out that within the classification “unstable destinations” are some destinations already well recognized, mainly from the point of view of attractions, whose international tourist arrivals data vary due to eventual phenomena throughout the decades. On this classification are also the new emerging destinations, which in recent years have often fluctuated in a positive way, but which are characterized as unstable from a series of related issues:

- 1) To the physical-natural context in which they are in, following the example of earthquake zones and/or marked by constant climatic instabilities;
- 2) To the internal policy issues, such as the dictatorial governments and uncertainties within the internal governance;
- 3) To the cultural and social issues, such as internal conflicts by ethnic and religious intolerance;
- 4) And finally, to the economic order, events related to national accounts crises that almost develop into issues such as inflation, unemployment, etc.

Within this perspective, BENI (2011) draws attention to structural risks in the tourism business sector, especially small and medium-sized, which consider:

seasonal fluctuations of demands, and other exogenous risks, such as exchange rate and all retrainability of tourism in the face of weather hazards, social upheavals, political instability, terrorism, insecurity and urban violence, among others, have an impact on hotel occupancy rates; in air, rail and road transport seats; and in their earning and profitability capacity (p. 32).

Therefore, to discuss destinations and new destinations are classified as unstable, we present Table 2 (below), which complement the information pointed out on a Map 4, seeking to discuss the percentage of losses or gains of international tourists between 2009/2010 and 2010/2011 in each country, in addition to systematizing the instability factors of the studied destinations.



Countries	Unstable destines	New unstable destines	Foreign touristic arrivals (%)	Main instability factors
		2009/2010	2010/2011	
Ireland	X	-9.4	-	Economic crisis. Country inserted in the Euro Zone, frequently sought by young people and workers – especially coming from East and Southern Europe – in the first years of the 2000s, due to the economic “boom” being experienced at the time.
Japan	X	20.8	-27.8	Physical-natural issues – Tsunami whose consequence was the nuclear crisis in Fukushima in 2011.
Egypt	X	17.9	-32.4	Internal political crisis following the taking down of President Hosni Mubarak in 2011, reflection of the Arab Spring.
Syria	X	40.3	-40.7	Beginning of the internal political crisis, reflection of the Arab Spring that unfolded in the Civil War between the Bashar al-Assad Government and rebel groups. The country is located at an important seismic area.
Tunisia	X	0.0	-30.7	Important destination of European tourists in the Mediterranean, affected by the political crisis that emerged with the Arab Spring, bringing the fall of the Ben Ali Government in the beginning of 2011.
Jordan	X	20.3	-12.8	Located at a region inhabited by different civilizations. Governed by a dictatorial monarchy allied to the West. Important oil exporter. The country is a destination of business tourism. It suffered from the effects of the Arab Spring, since it borders several countries that are in constant internal conflicts. It is also located at an intense seismic area and presents history of terrorist attacks.
Thailand	X	12.6	19.8	After the major Tsunami in 2004, which caused the deaths of 230,000 people, the country has been recovering as a new international tourism destination, despite being located at an unstable seismic area. It is worth mentioning that the country also stands out as an important sexual and medical tourism destination, especially to plastic surgeries. The separatist conflicts are frequent in the southern region, where people are mainly Muslim and of Malaysian origin.
Saudi Arabia	X	-0.4	59.8	Biggest exporter of oil in the world, governed and politically stabilized by the strong dictatorship of the Al Saud family – supported by important Western countries. It is a major destination for foreign tourists, seeking mainly business.
Morocco	X	11.4	0.6	Dictatorial monarchy, located very close to Europe and with relative political stability. The population is mainly Muslim. The country is becoming an important touristic destination among the Magreh countries, even during the Arab Spring.
Vietnam	X	34.8	19.1	Recovered from the 1960s war traumas, and located in a region of great climatic instability generated by the monsoon regime and constant seismic activity, the country possess breathtaking landscapes and has been taking advantage of its proximity with the new major world economic and demographic centers.

Countries	Unstable destines	New unstable destinies	Foreign touristic arrivals (%)	Main instability factors
Indonesia	X	10.7	9.2	Growing in the sector of adventure tourism and paradise islands, the country goes through constant social instability moments due to religious intolerance between Muslim and Buddhists. It is also located in an important seismic area and has suffered with Tsunamis and earthquakes, such as the ones of 2004.
Arab Emirates	X	9.1	9.4	Major oil exporter, governed by a dictatorial monarchy supported by important Western countries. The country has been taking advantage of the business tourism and of the creation of grand attractions that defy the limits of engineering and nature, especially Dubai.
Kazakhstan	X	8.8	20.6	Borders important world economic centers – China and Russia. It presents important natural resources reservoirs, which attracts a lot of business tourism. The country is located at a seismic area with wide thermic extent and has a terrorism history.
Philippines	X	16.7	11.3	Made by paradise islands, close to important economic and demographic centers. The capital Manila is one of the main centers of attraction of sexual tourism in the world. The country is located at a seismic area and has a history of terrorist attacks from Islamic groups that demand the independence of the Mindamau Island.

Table 2 – Countries with touristic amplitude

Finally, after the analysis of Table 2, it is possible to observe and demonstrate throughout this dynamic survey of (new) unstable destinations in recent years that almost all countries classified in this category are located in regions such as North Africa, Middle East and Southeast Asia, and that, excluding Ireland and Japan, all suffer with dictatorial governments or fragile democracies, thus presenting many levels of internal political instability. It is important to point out that another issue that impacts directly on unstable destinations relates to what is called physical-natural factor, related to the country's position on the earth and the resulting natural events related to plate tectonics and climate variation.

6. Final considerations

It is possible to observe in this brief analysis on tourism flows in new destinations worldwide, which is extremely important to scholars and people interested in the subject, that it is important to perceive the various phenomena arising from issues related to economics and

international policy, as well as to have a basic knowledge about the physical-natural features of the planet. We verified, therefore, that those elements boost and reconfigure the destinations from the facts recorded in the present.

All in all, the understanding of the different regions of the world and the perception on the dynamics of the international system, appear as important tools when it comes to understanding the tourist phenomenon in the subcontinental, national, and global scales.

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