AN INTRODUCTION TO TOURISM

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 incentives
- Medical and healthcare
- Gastronomic and culinary experiences
- Education and cross-cultural exchanges
- Leisure and lifestyle, mainly shopping and entertainment

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.’ Today, tourism is one of the fastest growing economic sectors in the world, the key reasons being the socio-economic progress within our society and the inter-connectedness of the world we live in.

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:

TOURISM TRENDS AND FACTORS

CONTRIBUTING FACTORS
- Global trade and economic activities
- Personal attitude and preference towards leisure and life
- Travel infrastructure and options

NOW
- Inter-connectedness of the world through business ventures across international boundaries
- Combining work and leisure at a younger age
- Destinations are more accessible due to more and cheaper modes of transport

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 ASSOCIATION

WTTC - WORLD TRAVEL AND TOURISM COUNCIL

UNWTO - WORLD TRAVEL ORGANISATION
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 the Singapore economy in 2014.2

- **NUMBER OF VISITORS:** 1.5 Billion
- **CONTRIBUTION TO SINGAPORE’S ECONOMY (Gross domestic product):** 4 Per cent
- **NUMBER OF EMPLOYMENT:** 160,000 Jobs
- **AMOUNT OF TOURISM RECEIPTS:** $23.6 Billion

## TOURISM CATEGORIES

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<th>CATEGORIES</th>
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| BT MICE    | • Business and Travel  
  • Meetings, Incentives, Conventions and Exhibitions |
| Hospitality | • Hotels and service apartments |
| Food and Beverages | • Restaurants  
  • Gastronomy tours |
| Attractions Lifestyle | • Integrated resorts  
  • Retail |

## 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 and education destination.3

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**REFERENCES**


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*Disclaimer: This production is intended for education purposes only. Readers are advised to conduct further reading from credible sources.*