

# 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.’<sup>1</sup> 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:

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 TRENDS AND FACTORS



#### NOW

#### CONTRIBUTING FACTORS

Global trade and economic activities

Personal attitude and preference towards leisure and life

Travel infrastructure and options

- 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.<sup>2</sup>



### NUMBER OF VISITORS



### CONTRIBUTION TO SINGAPORE'S ECONOMY



### NUMBER OF EMPLOYMENT



### AMOUNT OF TOURISM RECEIPTS



## TOURISM CATEGORIES

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

## 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 and education destination.<sup>3</sup>



## 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

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

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

fb.com/sgsure  
nlb.gov.sg/sure

**S**ource  
Look at its origins.  
Is it trustworthy?

**U**nderstand  
Know what you're reading.  
Search for clarity.

**R**esearch  
Dig deeper. Go beyond  
the initial source.

**E**valuate  
Find the balance. Exercise  
fair judgement.

