
Global Demographic Trends and Effects on Tourism

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Abstract:

Purpose: The main purpose of the paper is to try to assess the impact of demographic phenomena on the development of tourism in the world. It also attempts to describe the role and significance of transformations affecting tourist trips and highlights the most interesting problems and dilemmas that may become the subject-matter of further studies and investigations.

Design/Methodology/Approach: Basic dynamics and correlation indicators were used in the research. Statistical data was taken from reports of the United Nations and World Tourism Organization.

Findings: The results of a correlation analysis indicate that among the demographic factors, the greatest impact on the intensity of tourist traffic is primarily the extension of the life of the population. The demographic profiles of individual tourism market segments will lead to a clear differentiation of the services offered by tourism enterprises. Some other tendencies observed currently are the growing significance of one's own safety, the increasing ethical concerns related to environmental protection, and the growing tendency to engage in interactive communication.

Practical Implications: The presented results are important for individual countries as well as for global organisations. The detailed conclusions drawn from this study can be useful in developing the optimal tourist offers for the different demographic target groups, particularly the elderly, whose share will keep growing due to the general aging of the global population.

Originality/Value: The added value of the paper is an attempt to systematize knowledge about the most important aspects of the present demographic changes and their effects on the development of tourism. It also describes the role and significance of transformations affecting tourist trips and highlights the most interesting problems and dilemmas that may become the subject-matter of further studies.

Keywords: Demographic changes, international tourist flows, trends in the development of global tourism.

JEL classification: C32, J11, L83.

Paper Type: Research study.

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1. Introduction

The changing global demographic structure is perceived as a key factor affecting the future of tourism, as well as many other sectors of the economy. The main demographic problems are assumed to be population growth, lower fertility, ageing population and increasing life expectancy. Recent years have seen an ever growing number of publications discussing these problems (Calvert, 1977; Scholefield, 2000; Nazareth, 2007; Ehrman, 2009; Glover and Prideaux, 2009; Demographic Change..., 2010; Juseulius and Takáts, 2016; Aksoy, Basso, Grasl and Smith, 2015). These demographic phenomena will exert a substantial influence on the development of tourism in the coming decades. They will affect the types of journeys undertaken by tourists, their countries of origin, their destinations and the types of accommodation chosen¹.

The aim of the article is to present the most essential aspects of the demographic changes and their effects on the development of tourism. It must be stressed that tourism is developing the fastest in the richest countries, which are known to respect the achievements of the 21st-century civilization and whose societies are well-educated, mobile and characterized by substantial amounts of leisure time. Being aware of the profits to be gained from the tourism business, these countries are pursuing the opening of their own borders, as a well-managed tourism policy – with the progressing international integration – is bound to provide a platform for developing the tourism sector and gaining larger receipts from it. Consequently, they must not neglect the demographic changes taking place at the moment, as they are already impacting the socio-economic development of societies and will certainly continue to do so.

2. The Development of Global Tourism

Tourism is one of the fastest-growing sectors of global economy, which is confirmed by the statistical data of the World Tourism Organization (UNWTO) and The World Travel & Tourism Council (WTTC), which have been recording a constant and undisturbed growth in the number of tourists and tourism receipts after WWII (Tourism Highlights..., 2015; Tourism Towards..., 2011). As a result of that, for many regions of many countries tourism has become an important – if not a key – factor in their development, stimulating the growth of enterprises and the prosperity of their societies (Adamopoulos and Thalassinou, 2020). The rate of the global tourist flows increased from 25 million in 1950 to 1.4 billion in 2018, with one in 11 jobs being in a sector related to the provision of services to tourists, which accounted for 3.8% of total global employment. The year 2018 was also the seventh running where the growth of tourism exports (+ 4%) exceeded the growth of exports of goods (+ 3%). In 2018, the tourism sector generated 10.4% of the global GDP, with international tourism receipts growing from USD 2.1 billion in 1950 to USD 1.451 trillion in 2018. Taking into account this high pace of growth, the number of tourists is forecast to reach 1.8 billion by 2030 (Tourism Towards..., 2011, p. 5).

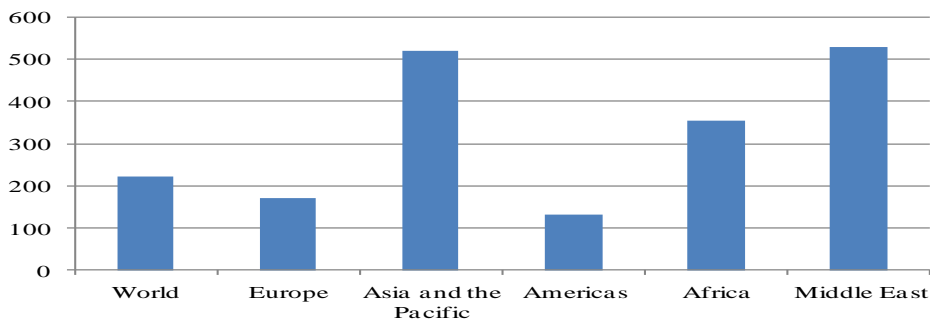
According to the UNWTO data for 1990-2018, global tourism developed dynamically, with the number of tourist arrivals increasing three-fold (Table 1, Figure 1). Europe continues to be the most preferred destination, although its share in the global tourist flows has dropped from 60.1% of all international arrivals in 1990 to 50.7% in 2018 (International Tourism..., 2019, p. 3). Similarly, the share of the Americas is falling, too, accompanied by an increasing number of international arrivals in Asia and the Pacific, Africa and the Middle East. The last of these regions demonstrated the largest increase in tourist arrivals in the studied period (by 530%), and its share in the global traffic grew two-fold.

Table 1. Tourist arrivals according to world regions between 1990 and 2018 (in millions of people)

Region	1990		2000		2010		2015		2018	
	value	%	value	%	value	%	value	%	value	%
World	435	100.0	674	100.0	950	100.0	1186	100.0	1401	100.0
Europe	261.5	60.1	386.6	57.4	489.4	51.5	607.7	51.2	710.0	50.7
Asia and Pacific	55.9	12.9	110.4	16.4	205.5	21.6	279.2	23.5	347.7	24.8
America	92.8	21.3	128.2	19.0	150.2	15.8	192.6	16.2	215.7	15.4
Africa	14.8	3.4	26.2	3.9	50.4	5.3	53.5	4.5	67.1	4.8
Middle East	9.6	2.2	22.4	3.3	54.7	5.8	53.3	4.5	60.5	4.3

Source: UNWTO Tourism Highlights: 2014, 2016, 2018 editions.

Figure 1. Rates of global tourist arrival changes according to world regions between 1990 and 2018



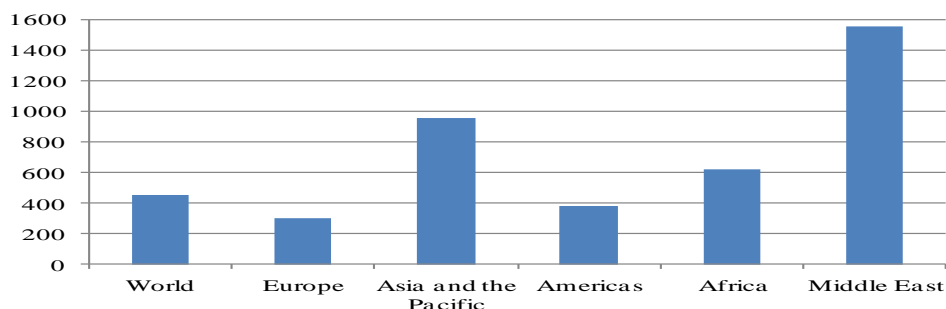
Source: See, Table 1.

Between 1990 and 2018, the total receipts of countries receiving tourists increased from USD 263 billion to 1.451 trillion, i.e. by 451% (Table 2 and Figure 2). The highest receipt growth rate was observed for the Middle East, where the receipts increased 16 times. In absolute values, the highest growth in receipts was in Europe (by USD 427 billion), followed by Asia and the Pacific (by USD 394.3 billion). Europe continued to enjoy the largest share in the global receipts, but the figure was falling systematically in favor of Asia and the Pacific, whose share in the global receipts grew almost twice between 1990 and 2018.

Table 2. *Tourism receipts according to world regions between 1990 and 2018 (in USD billion)*

Region	1990		2000		2010		2015		2018	
	value	%	value	%	value	%	value	%	value	%
World	263.4	100.0	476.4	100.0	930.6	100.0	1260.0	100.0	1451.0	100.0
Europe	143.2	54.4	234.5	49.2	411.4	44.2	450.7	35.8	570.5	39.3
Asia and Pacific	41.2	15.6	86.1	18.1	255.9	27.5	418.3	33.2	435.5	30.0
America	69.2	26.3	132.8	27.9	180.9	19.4	303.7	24.1	333.6	23.0
Africa	5.3	2.0	10.8	2.3	30.4	3.3	33.1	2.6	38.4	2.6
Middle East	4.4	1.7	12.2	2.6	52.0	5.6	54.4	4.3	73.0	5.0

Source: UNWTO Tourism Highlights: 2014, 2016, 2018 editions.

Figure 2. *Rates of global tourist receipt changes according to world regions between 1990 and 2018*

Source: See, Table 2.

Tourism is not only an important and progressive area of business, but also a significant domain of social activity. Its significance manifests itself through its high ability to generate new jobs, elevate the quality of life for the local communities, and increase the regions' competitiveness. Tourism attractiveness is one of the measures of the quality of life of the community, and an indicator of the society's level of civilizational development. Contemporary tourism does not only meet the need to regenerate oneself after hard work, but is becoming one of the major elements of modern lifestyles (Bąk and Szczecińska, 2016).

3. Global Demographic Changes and Their Effects on the Development of Tourism

3.1 Population Growth and Distribution

At the turn of the 19th and 20th centuries, the world had a population of 1.7 billion, which increased to 2.5 billion over the next half century. In 1990, the global population exceeded 5 billion. A mere 25 years more saw it grow by another 2 billion when it reached 7.3 in 2015. According to UN forecasts, the global population will

increase by more than a third (approx. 3.8 billion) by 2100, to reach 11.213 billion (in 2056, the figure will probably reach 10 billion). In subsequent decades, the global population growth rate is expected to be lower and lower (from 11.9% in 2010-2020 to 6.2% in 2040s).

Population growth will not be even around the globe, which means that the level of development will differ between regions. According to UN forecasts, the growth will be the largest in Africa. In 2030, its population will reach 1.704 billion, and in 2050 almost 2.5 billion. In Asia, the number of people living on the continent will not grow as fast. In 2030, its population will be 4.947 billion, i.e. 443 million more than nowadays. The population of South and Central Americas will grow by 72 million, to reach 718 million in 2030. In 2030, North America will have 742 million inhabitants (a growth of 34 million), and Oceania 48 million (a growth of 7 million). The only continent whose population is expected to drop will be Europe. According to UN forecasts, in 2030 there will be nine million fewer Europeans than there are at present, i.e. 734 million (Wyzwania polityki..., 2015), while in 2015 the population of Europe and the EU will drop to 707 and 500 million, i.e. by 4.2% and 1.2%, respectively. Europe's population will at that time account for approx. 7.0%, and that of the EU for approx. 5.0%, of the global population (World Population..., 2020).

There are two important aspects of population distribution that affect the development of tourism: first of all the growing share of people from developing countries and – on the contrary – the decreasing share of people, especially in Europe, and second of all the global phenomenon that involves people migrating from rural areas to urban communities. The global population distribution change will cause an increase in significance of Asian tourists for the European market. This will require all elements of the sector to demonstrate sensitivity to the cultural and religious needs of those tourists. The overall urban population will grow, which will benefit tourism because city dwellers are more into travelling than members of urban communities. These tourists can be expected to find tourism products involving the “back to nature” element (such as a retreat to a farm, where food production experience is offered) especially attractive.

3.2 Ageing Population

Another crucial demographic issue is the changing population age structure, particularly the ageing of population around the world. This process affects most regions of the globe, although it is highly diversified between countries. The contemporary gerontology speaks of the globalization of ageing, which is confirmed by the fact that currently one in ten inhabitants of the Earth is over 60 years old, while in 2050 this age group will account for a fifth of the population (Pikuła, 2011). The highest demographic rate of ageing has been observed in Europe for half a century already. Nevertheless, it must be highlighted that the rate of ageing in Europe has been lower than in Central and South Americas and Asia since 1990s, which means that this process has been spreading to other continents, as well. It is expected that by 2050

34% of Europe's population will be aged 60 or more, with this age group's share increasing from 11% to over 25% in Latin America, the Caribbean and Asia and from 5% to 9% in Africa (World Population..., 2020).

The recent years have seen the occurrence of deep changes in respect of lifestyles and consumption patterns in individual age groups (Thalassinos *et al.*, 2019). These changes have been having a significant impact on the tourism sector, and thus calling for a revision of the existing opinions on the correlations between age and tourism activity. The ageing of populations will entail an increased significance of the older generation consumers in tourism. Members of this group have an abundance of leisure and are often affluent, thus expecting a high level of service and the packaging of services, with health tourism to become an important segment.

It is a canon of the theory of tourism that the level of tourism activity falls with age (Alejziak, 2009, p. 226). It is caused by certain age-related limitations relating to health and fitness, as well as family and professional responsibilities. The economic development, as well as the progress in technology in medicine, have resulted in senior citizens living longer, and at the same time being very different to the seniors from previous generations in how they manage their free time. Although the contemporary generation of senior citizens is internally diversified, it can be clearly stated that their needs and aspirations reach far beyond those offered by the former stereotypes. The 21st-century senior citizen has a large social potential – frequently being well-educated and having time to spend on active participation in various undertakings, which includes tourism activity.

3.3 Life Expectancy

In most countries all over the world, life expectancy has been growing year by year for decades, and this trend is bound to continue. For 50 years, it grew by approx. 20 years from 46.5 in 1950-1955 to 65.5 in 2002. The huge gap between the life expectancy values for developed and developing countries in the 1950s has turned into a difference between the poorest of the developing countries and the rest of the world (Raport o stanie..., 2003)².

UN forecasts indicate that there will be a further increase in life expectancy in all developed and developing countries, alike. One consequence of advancements in medical care and the resulting improved health and living standards will be the phenomenon of longevity. The longest living people will be the inhabitants of North America, and the shortest living ones will be Asians. In all the continents, the life expectancy of women will be higher than that of men.

At present, people live not only longer but also healthier lives. The average self-perceived health around the world is rather high, with as much as 56% of the population aged 16 to 64 regarding their health status as good. This is confirmed by

interview surveys conducted by IPSOS GLOBAL ADVISOR³ in 2018 in 27 countries from all over the world (Global Views..., 2018). The health situation of the elderly appears to be good, as well. According to a 2001 report on health in 191 countries of the world (Mathers *et al.*, 2001, pp. 1685-1691), only approx. 16% of people aged 70 or more described their health status as poor or very poor. In developed countries, this share was even lower and accounted for approx. 8% - from 3% in Canada to 12% in Germany. This looked different in developing countries, with 18% in Asia (a mere 9% in Singapore and the Philippines), 10% in Brazil and Mexico and as much as 32% in the South African Republic. For a change, this value reached as much as 35% in Russia and Turkey. Only 8% of Russians aged 70 or more described their health status as good or very good, while in the UK, for instance, such statements were made by three-fourths of the members of this age group.

Increasing life expectancy equals a growing number of potential elderly tourists, a lot of whom will be facing various difficulties (such as climbing stairs, etc.). Their needs may be abundant, and may include the need for the proximity of medical care professionals. The organizers of both tourist accommodation and transport services will have to account for this fact when designing facilities and training their staffs. The longevity of a significant proportion of the potential tourists should extend the period during which people engage in travelling actively and undertaking tourism. This will allow for the shortening of the period of time required to ensure returns on investments into efficient marketing techniques targeting tourists from different age groups. It may be useful to introduce the so-called loyalty programs tailored to different sectors of the tourism market.

3.4 The Composition of the Household and Family Structure

The longer life expectancy and the falling fertility rates affect the size and structure of households. The average size of the household has decreased almost everywhere in the world. In most countries of Europe and North America, the average household has less than three persons. For example, in Monaco and Serbia it is 1.9 and 2.9 persons, respectively, and in the USA it is 2.6 persons. Far larger households are observed in many African and Middle East countries, although downward trends are noticed there, as well. For example, in Kenya the average size of the household fell from 5.3 persons in 1969 to 4.0 persons in 2014, with the fertility rate dropping during that period from 8.1 to 4.4 live births per woman (Household size..., 2017).

Due to the ageing population, the share of households inhabited together by children and the elderly is growing. In European countries and the USA, however, multigenerational households, i.e. those with a child (below 15 years of age) and an elderly person (aged 60 or more), are still an infrequent occurrence, but they are more common in Africa and Asia.

The dropping average size of the household is accompanied by a falling share of households with children. This does not apply to African and Asian countries, where more than 80% of households have at least one child. However, less than 40% of households in European countries and North America do have a child (Household size..., 2017).

The aforementioned changes relating to the size of households and their age structure will not remain indifferent to tourism. The ageing of societies and the decreasing popularity of marriage point to a potential increase in the tourism of singles. Similarly, more intergenerational tourist groups (grandparents with grandchildren) and multigenerational family groups may emerge, who will demand special treatment with regard to accommodation, nutrition and tourist attractions.

3.5 Migration

Humankind has witnessed migration since its very beginning, but it has only been recently that migration flows have gained particular momentum. The number of international migrants has increased significantly over the last fifty years. In 1970, there were over 84 million migrants accounting for 2.3% of the overall population, whereas the current estimates claim that there are 272 international migrants globally (accounting for 3.5% of the overall world population) (World Migration..., 2019). This is particularly visible in some regions of the world, with the increased inflow of migrants affecting the United States, the Middle East and Europe, among others. The vast majority of people do not choose to emigrate abroad; many more migrate within their own countries (in 2009, there were an estimated 740 million internal migrants). The prevalent causes of migration are those related to work, family, education and the political situation. Work is the main reason for international migration, while workers migrating mainly to countries with high earnings account for a vast majority of international migrants (Marcu *et al.*, 2018).

Migration is and will remain a significant factor affecting tourism, with its influence exerted in two ways: on the one hand, the purpose of migration will be to find a job in one of many sectors (including the tourism market) or purchase a house in a region that is attractive to tourists, and on the other hand, the purpose will be to visit friends or relatives living in new places or to visit your own place of origin, embodying the so-called “return to one’s roots” behavior.

4. Other Trends in The Development of Global Tourism

4.1 Security and Safety

Tourists attach and will keep attaching considerable attention to the safety of travelling and the security of their residence. Security and safety are becoming one of the major factors influencing the choice of destination. It is estimated that in view of the global threat of terrorism the significance of this factor will grow even further. Security and

safety has become a complex multidimensional notion with a wide range of components belonging to it: political security, public safety, health and sanitation, personal data safety, legal protection of tourists, consumer protection, safety in communication, disaster protection, environmental security, getting authentic information, quality assurance of services etc. (Kovari and Zimanyi, 2011, p. 60). More and more papers studying crime in tourism are being published (Ochrym, 1990; Prideaux, 1996; Sönmez and Graefe, 1998; Pizam, 1999; Williams, 2010; Tarlow, 2011; Pelfrey, 2011; Boakye, 2012; Lisowska, 2017; Žuromskaitė and Nagaj, 2018).

4.2 Sustainability Awareness (Environmental Protection)

Environmental protection awareness is set to keep growing. This will result in increased demand for places characterized by sustainable development, where local communities are involved in providing hospitality services. Tourists will more and more look out for those destinations where the local populations are happy to receive them, offering a warm welcome and home cooking based on local traditions, and providing information on the history and life of the local community. A significant proportion of modern consumers harbor a number of ethical concerns with regard to environmental protection, and these sentiments cannot be ignored. People are becoming more and more “open to the world” (regardless of their age), getting involved in international aid for the benefit of the needy, and actively supporting environmental protection initiatives⁴.

4.3 Leisure

A high percentage of people in many communities are still in favor of reducing the average working time and extending time off work that they could use to pursue various forms of leisure activities instead. In most countries, both the developed and the developing ones, working time is being reduced, resulting in growing resources of the available free time⁵. This affects the motives for spending one’s income, especially its surplus amounts, which applies to all demographic groups, both young and old, and both family members and singles. The expansion of the average amount of leisure available will be accompanied by larger opportunities to participate in domestic and international tourism.

4.4 New Technologies

Information flow and the development of information technologies are currently the basis for developing competitiveness and stimulate the economic and social advancement of every developed and developing country. Practically speaking, every aspect of the contemporary life – be it in the business, culture or home setting – depends on information flow and information technologies. The global communication network is the largest and most widely implemented undertaking in the history of the modern world. According to UN data, there are more than 7 billion phone subscribers, 1.4 households are connected to television networks, and every

year sees dozens of millions of new Internet users (Perspektywy rozwoju..., 2019). The same is confirmed by Eurostat data:

- by 2017, the share of EU-28 households with Internet access grew to 87% - which was an increase of 32 percentage points from 2007,
- in 2017 r. broadband Internet connection was used by 85% of EU-28 households, which was approx. double the figure for 2007 (42%),
- the share of people aged from 16 to 74 in the EU-28 who ordered or purchased commodities and services via the Internet for their private needs was 57% in 2017.

Younger persons, who are the consumers of tomorrow, are far more likely to use the Internet, mobile phones, interactive solutions and interactive communication. As these age groups mature, and as the impact of technologies grows, this likelihood will become even more significant. The significance of the Internet will increase, as well, and so will its utilization for the purposes of obtaining tourist information and buying tourism products and services. More and more frequently, journeys are planned by the tourists themselves, without engaging travel agents. This process is contributed to by the improving access to information, the easiness with which packages can be assembled, the dropping flight ticket prices, the changing ticketing systems, and the desire to stay away from organized trips that do not guarantee sufficient intimacy. The growing use of IT and communication tools by tourists is an important piece of information for the tourist sector suggesting the necessity to take onboard these techniques in order to reinforce the marketing message, including promotional activity (Janiak and Kozłowska-Adamczak, 2018).

5. Study Results

The analysis carried out in this article concerned the presentation of the impact of demographic changes on tourism in regions of the world. On the basis of the collected data, two indicators for tourism in the world were calculated. The first of these – the Schneider index (W1) – is a measure of the intensity of tourist traffic and determines the number of people using accommodation per 100 permanent residents. The second one – the tourist density indicator (W2) – determines the number of tourists per 1 km² (Bąk, Szczecińska, 2014). Due to the availability of data these indicators included only foreign tourists.

The level of Schneider's index proves the diversity of tourist traffic load in the studied regions. Both in 2000 and 2018, Europe was the most popular and most visited region. Two regions with a similar value of this indicator came second. They were: Northern America and Oceania, where there were 30 foreign tourists per 100 permanent residents in 2000 and 10 more in 2018 (Table 3).

The tourist density indicator in the analyzed period, like the Schneider index recorded an increase in each of the analyzed regions. Per 1 km² in 2000 in Europe there were

19 and in 2018 33 foreign tourists. Asia recorded the highest increase (over three times). In 2018 there were over 11 foreign tourists per unit area. This destination has become increasingly popular in recent years, especially among young people. However, the latest information indicates a significant decline in the choice of this destination for tourist purposes, due to the prevailing pandemic and high level of COVID-19 incidence in this region. Published on 07.05.2020 by the World Tourism Organization (UNWTO), the report shows that in the first quarter of 2020 international tourism fell by 22% and it is estimated that during the whole year it may decrease by 60-80% compared to the previous year (International Tourist Numbers ..., 2020). According to the UNWTO scenario, the most affected regions are to be Asia, Pacific and Europe.

The low levels of the indicators studied are due to the fact that they apply to entire regions, in which there are both places very popular among tourists and completely unvisited by them.

Table 3. Indicators of tourist intensity in 2000 and 2018

Region	2000		2018	
	W1	W2	W1	W2
World	11.4	5.4	18.4	10.8
Europe	55.6	18.2	95.1	32.1
Asia	3.2	3.8	7.6	11.2
Africa	3.4	0.9	5.3	2.3
Oceania	29.4	1.1	41.2	2.0
Northern America	29.3	4.2	39.0	6.5
Latin America and the Caribbean	7.0	1.7	11.4	3.3

Source: developed by the authors based on: UNWTO Tourism Highlights: 2014, 2016, 2018 editions and World Population Prospects 2019 - Population Division.

W1 - Schneider index, W2 - tourist density indicator.

The analysis was extended by calculating the correlation coefficients between the above indicators and selected demographic features for regions of the world, in order to determine the relationship between them (Table 4). The highest positive correlation coefficient concerned the relationship between the number of tourists per 100 permanent residents (W1) and life expectancy. This means that as the life of the population grows the tourism in the world increases. The growth in the number of migrants also contributes to the increase in the number of tourists. On the other hand, the increase in the share of non-productive people in relation to employees results in a decrease in the number of tourists per unit area and the number of permanent inhabitants of the destination.

Table 4. Correlation coefficients between tourist traffic indicators and demographic indicators

Correlation coefficients between	2000	2018
W1 and life expectancy	0.614	0.603
W2 and life expectancy	0.328	0.339
W1 and number of migrants	0.465	0.574
W2 and number of migrants	0.084	0.076
W1 and share of non-productive people (0-14 years and 65 years and more) in productive people (15-64 years)	-0.667	-0.192
W2 and share of non-productive people (0-14 years and 65 years and more) in productive people (15-64 years)	-0.539	-0.267

Source: See, Table 3.

6. Discussion and Conclusions

Demographic phenomena have long ceased to be socially, economically and politically indifferent, and are indeed becoming a key element of social diagnosis and forecasting, providing an insight into numerous problems and social tensions.

The demographic changes discussed in this paper will exert a substantial influence on the future of global tourism. The results of a correlation analysis indicate that among the demographic factors, the greatest impact on the intensity of tourist traffic is primarily the extension of the life of the population. It is expected that in the future the growing number of potential tourists will be accompanied by a diversification of needs and tastes with regard to the tourist services on offer. The demographic profile of the individual tourism market segments will necessitate a distinct differentiation of the service offers provided by tourism enterprises. By way of an example, the market sector of goods and services should perceive – to a much higher extent than before – the growing numbers of senior citizens as an opportunity for development. A gradual move away from mass tourism in favor of individual tourism is being observed nowadays, with the latter characterized by various specific needs arising from the desire to maintain physical and mental fitness, pursue a hobby, and experience thrilling emotions. Also, a clear increase in the significance of one's own safety and well-being during the journey is being noticed.

As tourism is developing very fast and is subject to constant transformation, the study of tourism must keep up the pace of change, as well, in order to account for the newer and newer aspects of reality and the novel tourism research trends (Alejziak, 2019).

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Notes:

¹However, not all changes regarding demographic phenomena will have considerable effects on the development of tourism. These will first of all apply to the large market segments, e.g. the elderly or the travelling singles, who require individual treatment. A confirmation of this view can be found, for instance, in the report published by the German Federal Ministry of Economic Affairs and Technology, *The Impact of Demographic Change on Tourism and Conclusions from Tourism Policy* (Grimm, Lohmann, Heinsohn, Richter, Metzler, 2009).

²Some African countries suffering from AIDS epidemics are witnessing sharp drops in life expectancy.

³This is the third largest market research agency.

⁴All over the world (beginning in 1995), membership in ecological organizations has increase in every region, except for the United States that has seen a slight decrease, with the largest growth in interest observed for East Asia. As a result of that, it is estimated that membership in ecological organizations in all of Europe, both Americas and East Asia has grown from 1.3 billion to 1.4 billion over the last decade.

⁵The standard average working time is 40 to 44 hours a week globally, but it is not so everywhere: from 35 hours a week in France (*French labour...*, 2019) to 112 hours a week in North Korean labor camps (Ryall, 2013).