

LEISURE & TOURISM MAIN TRENDS 2009

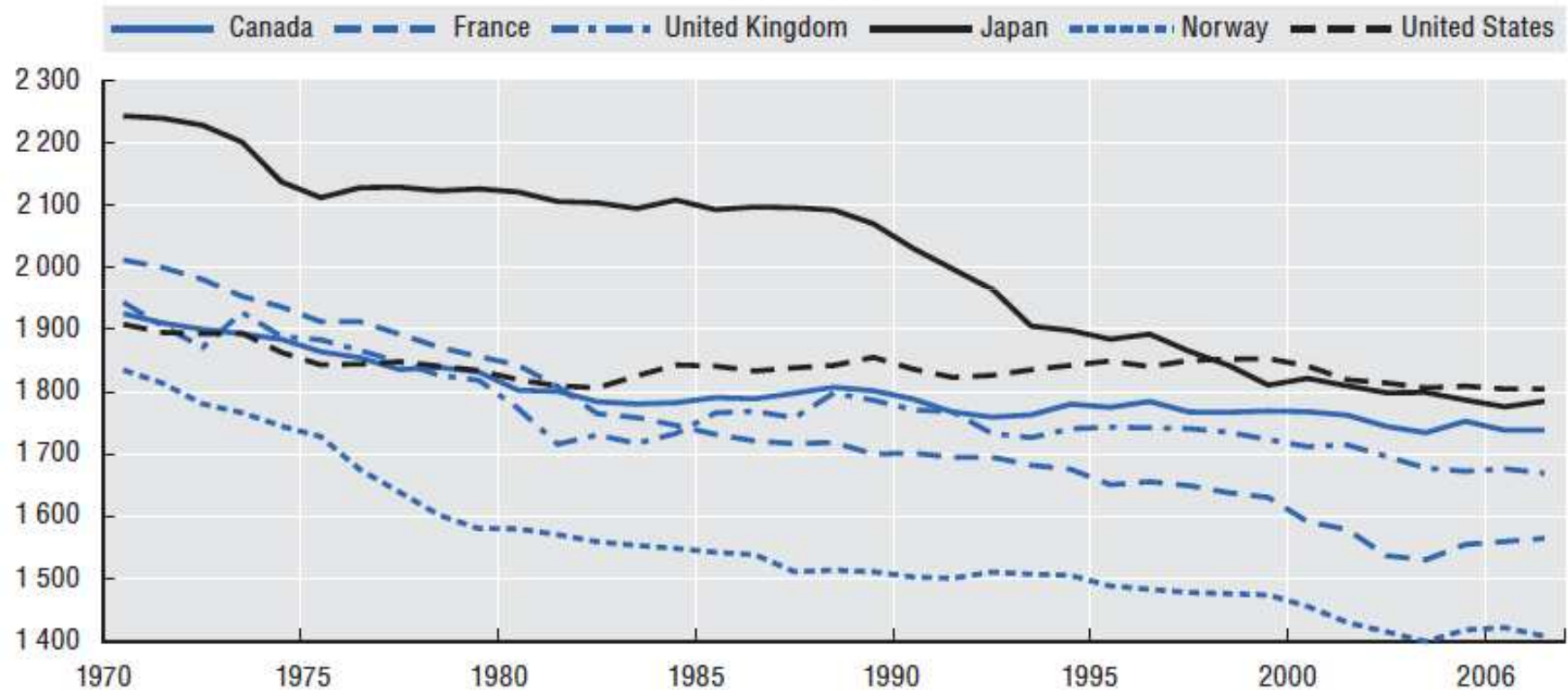
Julio Aramberri Ph.D.
Hoa Sen University
Ho Chi Minh City, Vietnam

THE GROWTH OF LEISURE


- In spite of the economic crisis that imploded in 2008-2009, leisure in all its dimensions will keep on growing
- Increasing share of leisure in individual time-budgets –a clear trend in OECD countries
- All countries except USA

DECREASING WORKING HOURS

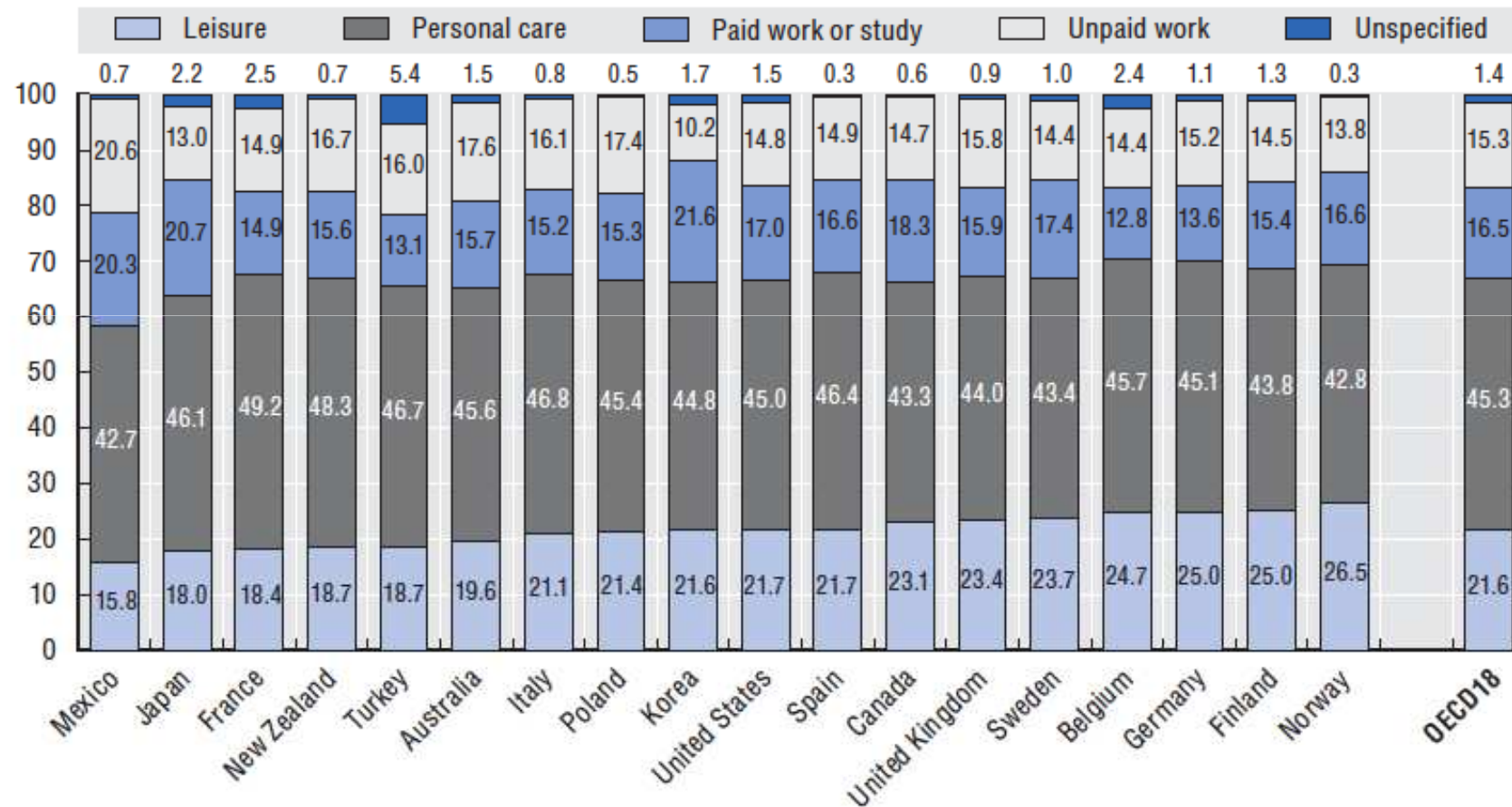
Annual hours worked by the total employed population in selected OECD countries




Source: Secretariat estimates based on OECD Employment Outlook 2006.

StatLink  <http://dx.doi.org/10.1787/548525556001>

OECD TIME-BUDGETS



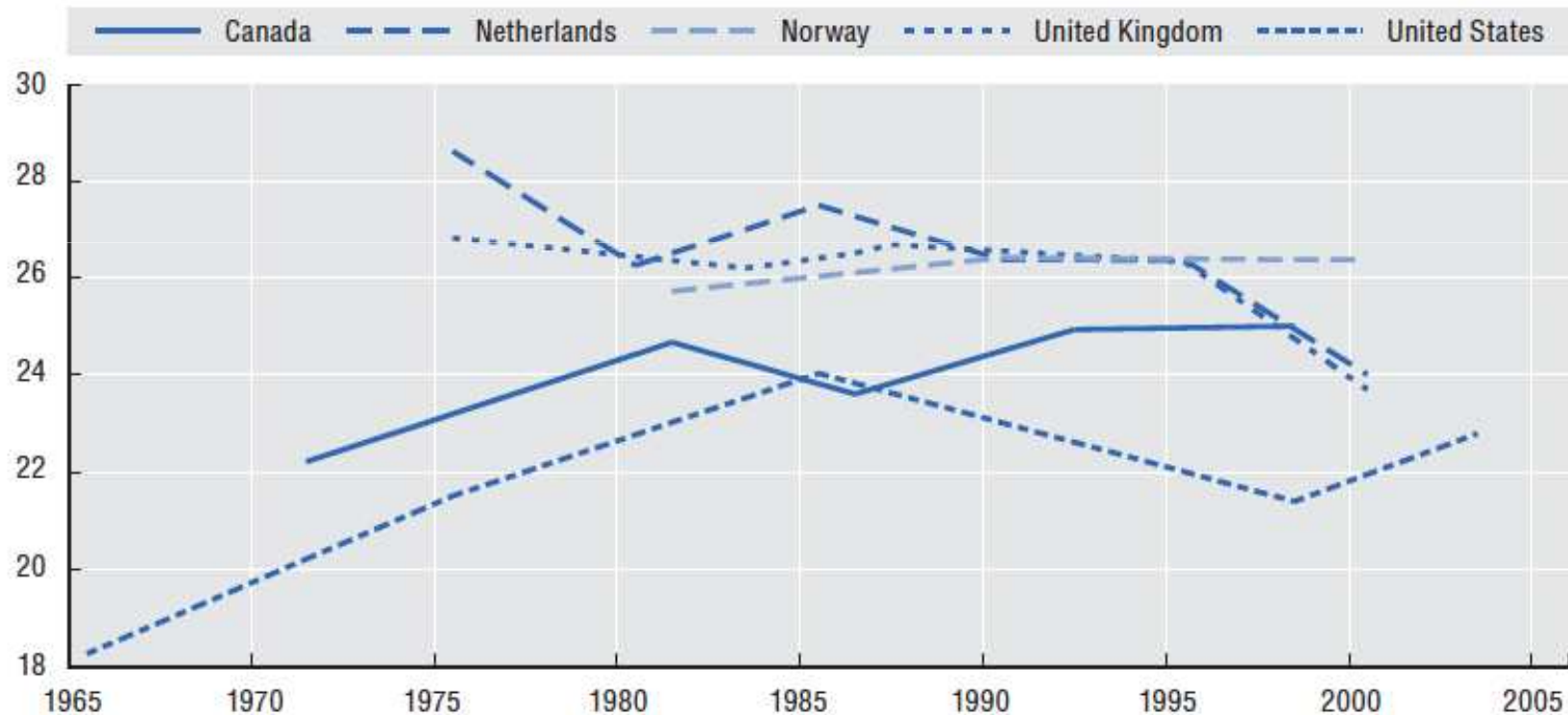
Source: Secretariat estimates based on national and multinational time-use surveys (2006 where available).

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LONG-TERM TRENDS

Figure 2.8. **Time trends in leisure from time-use surveys**

Long-term trends in shares of leisure in an average day for five selected OECD countries, in percentage



Source: Secretariat estimates based on national and multinational time-use surveys (2006 where available).

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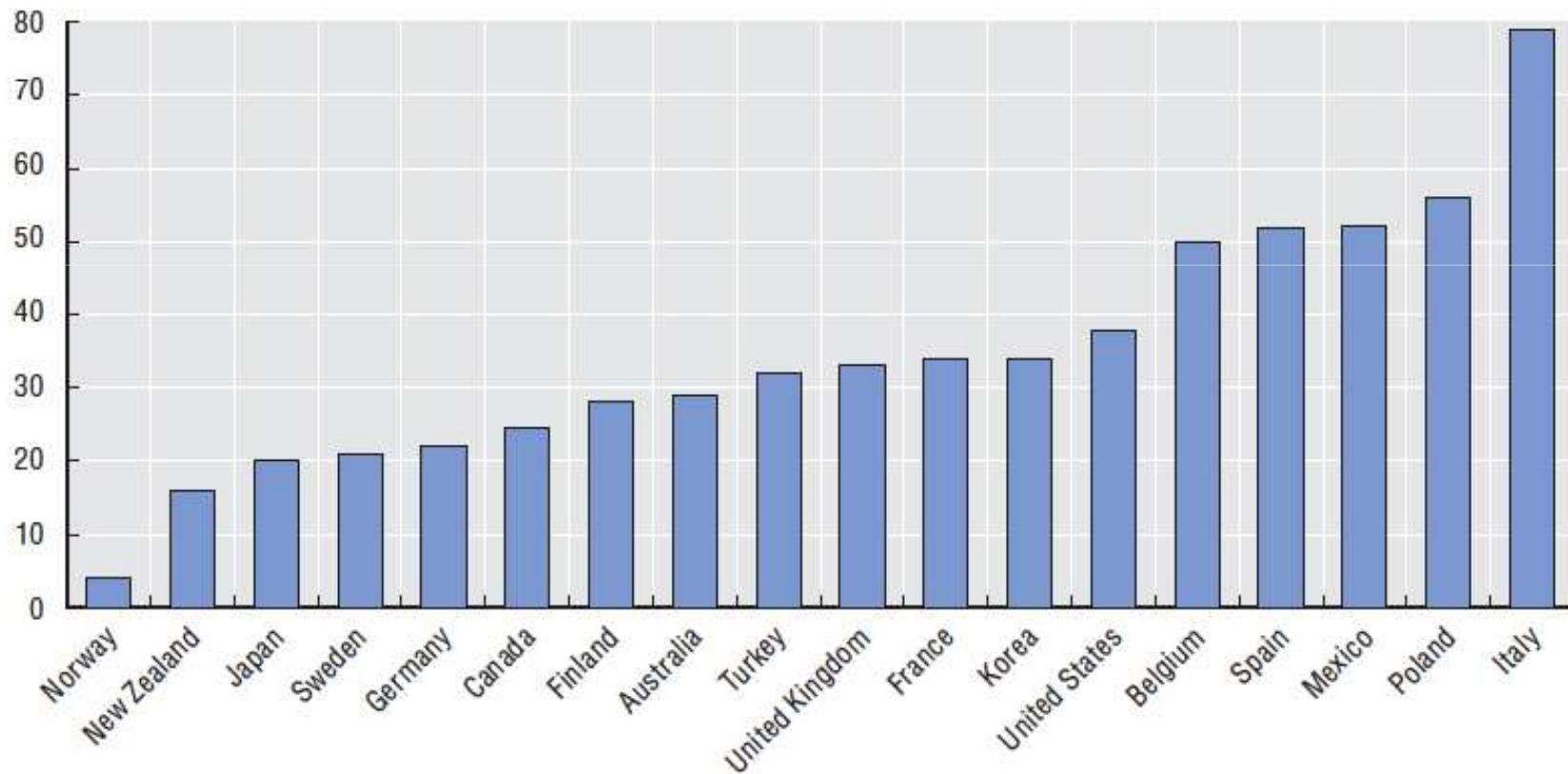
GENDERED LEISURE

- Especially important is the case of women
- They still have fewer leisure hours than men in most countries
- However, home labor-saving devices and in-house entertainment outlets (TV, DVD, Internet) have helped them to scrap increasing leisure-time

GENDERED LEISURE


Figure 2.9. **Men have more leisure than women**

Gender differences in leisure time, minutes per day, positive figures show a male advantage



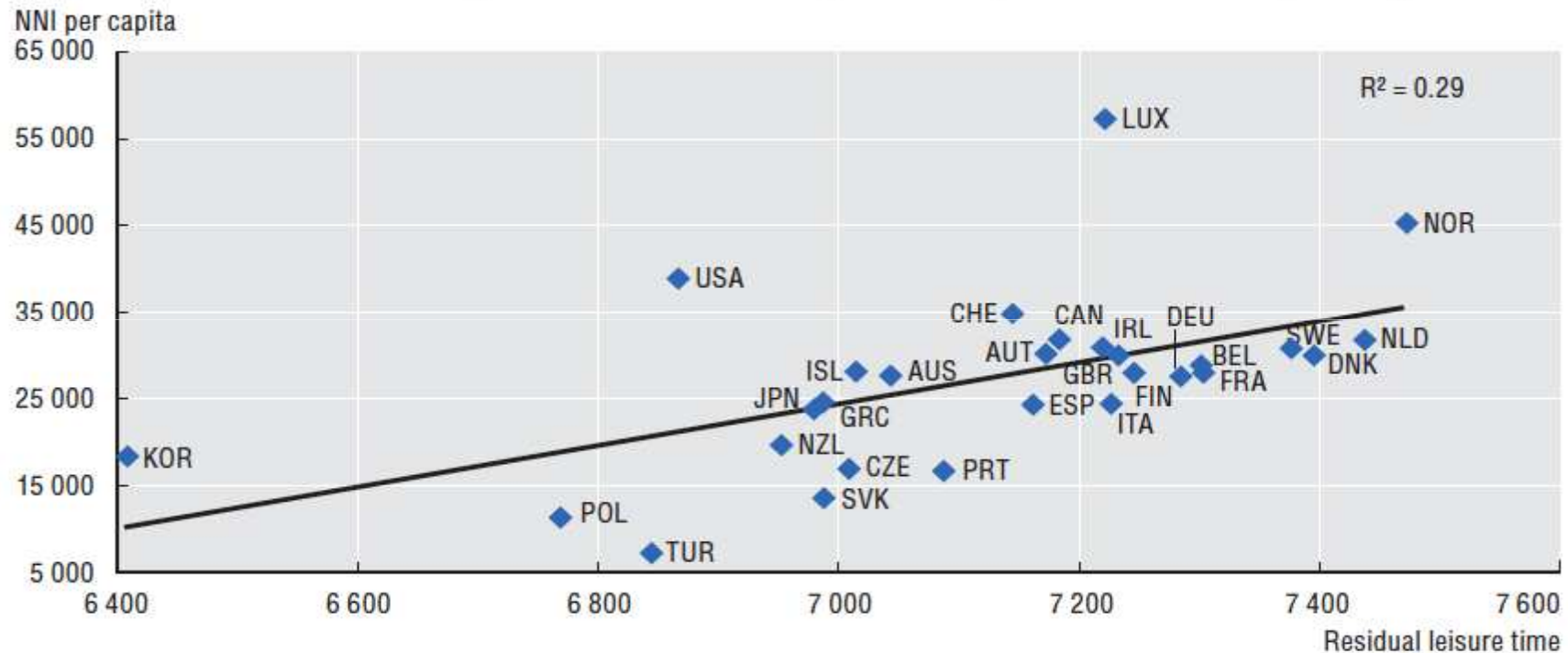
Note: The narrow leisure definition is used.

Source: Secretariat estimates based on national and multinational time-use surveys (2006 where available).

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LEISURE & INCOME

Figure 2.15. Residual of paid work time is positively correlated to per capita NNI



Note: Australia, Japan, Korea, New Zealand, Poland, and Turkey use 2005 data.

Source: Secretariat estimates based on OECD Annual National Accounts and Social Expenditure database (2006 where available), data from the 2006 Gallup Life-satisfaction Survey, the European Labour Force Surveys results, and EIRO (2006 where available).

StatLink  <http://dx.doi.org/10.1787/548775647222>

LEISURE IN OECD

Figure 2.17. **Paid annual leave and paid public holidays in the OECD**

Annual leave and paid public holidays, days per year

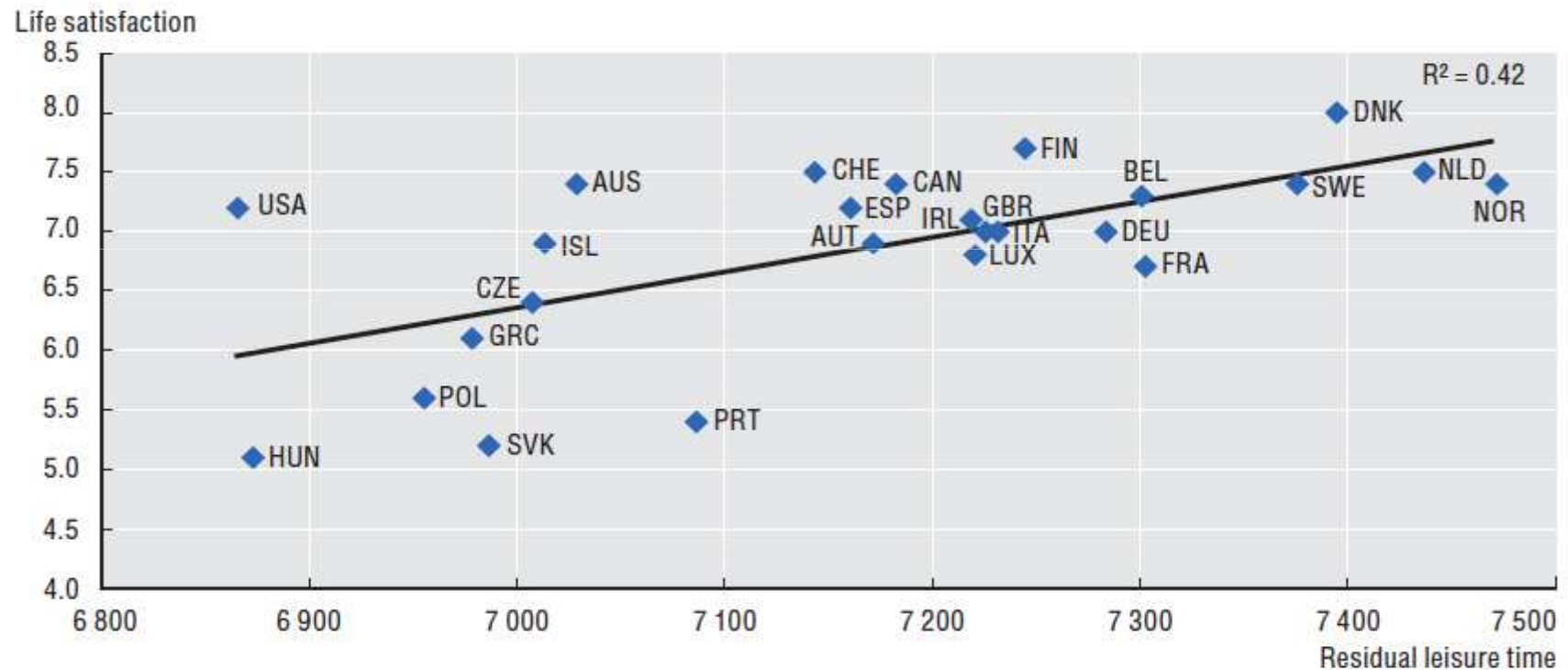


Note: Several nations' laws refer to workdays, while others refer to calendar days or weeks. The comparison assumes a five-day work week. The United States is the only country in the group that does not legally require employers to provide any paid annual leave. Of course, many employers in the countries in Figure 2.17 offer more paid leave and public holidays than the legal minimums described, on the basis of collective and/or individual agreements. This factor is especially important in the United States given that the law does not establish a legal minimum for either kind of benefit. United States law makes no provisions for paid public holidays, as is also the case in Japan, the Netherlands, Sweden, and the United Kingdom. For further information, see source.


Source: Schmitt and Ray (2007), with the exception of Mexico, which is an OECD Secretariat-collected figure.

LEISURE & WELFARE

Figure 2.13. Residual of paid work time is positively correlated with life satisfaction



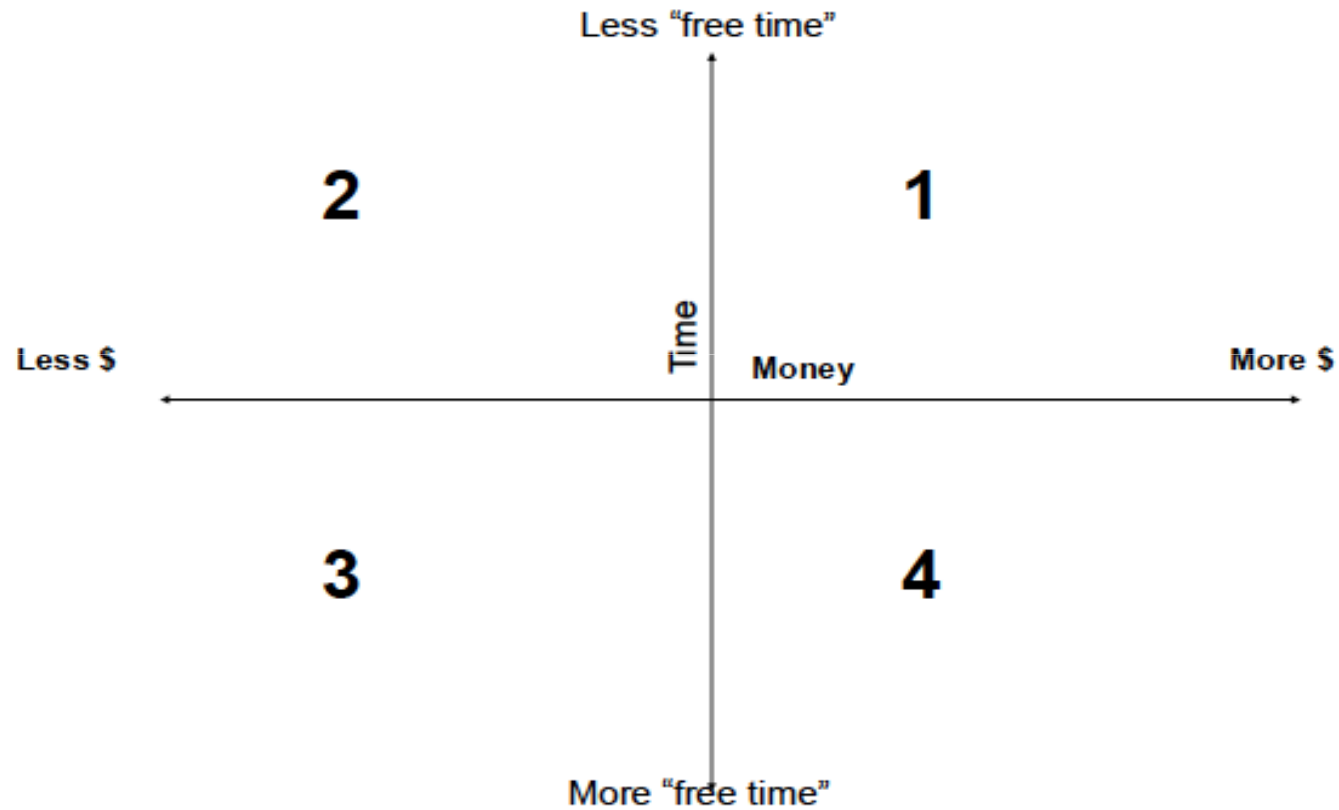
Source: Data from the 2006 Gallup Life-satisfaction Survey and other OECD data. Secretariat estimates based on European Labour Force Surveys results and EIRO (2006 where available).

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THE GROWTH OF LEISURE

- Increasing disposable income is expanding beyond its traditional fields.
- No longer limited to a few countries of the North
- It is growing in many other areas of the compass.
- If unfettered, this global increase in leisure will evolve around a number of parameters

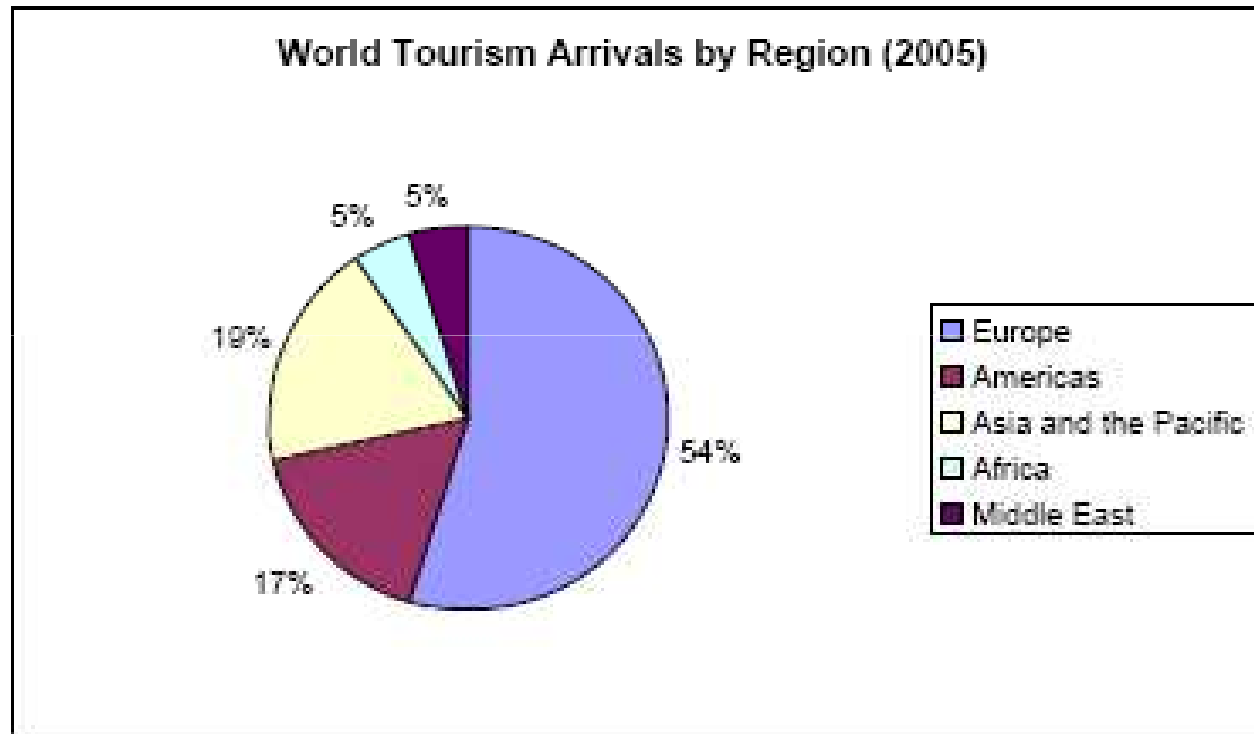
OPTIONS IN LEISURE



FOUR OPTIONS

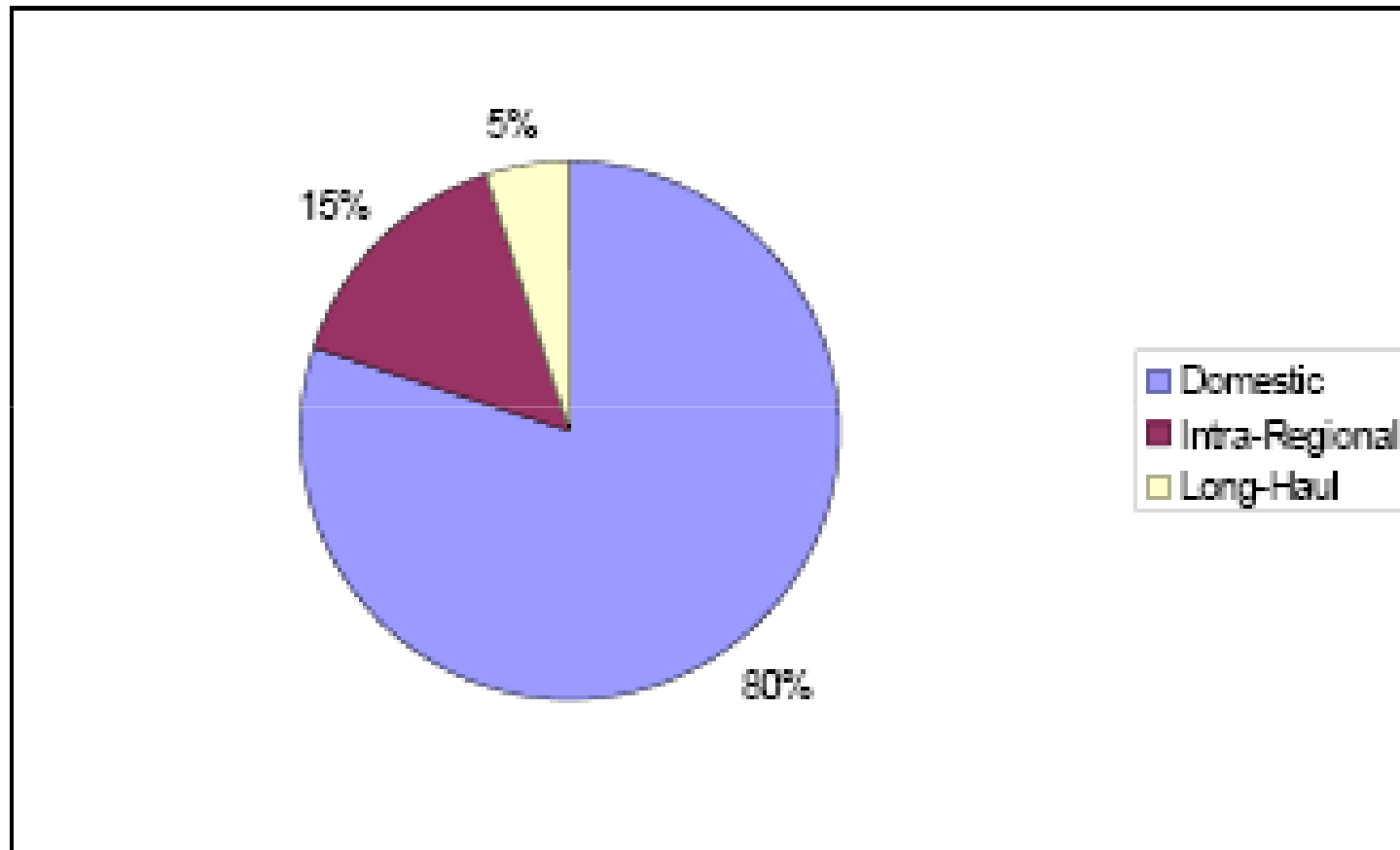
- **Just-in-Time VIPs**
 - Willing to pay a price for access
- **Cheap and Easy**
 - Easy access but not much money (iPod, E-books)
- **Back to the 19th century**
 - Looking for low cost access and lots of time
- **The Leisure Class**
 - Money does not count, experiences do

HOW GLOBAL IS TOURISM



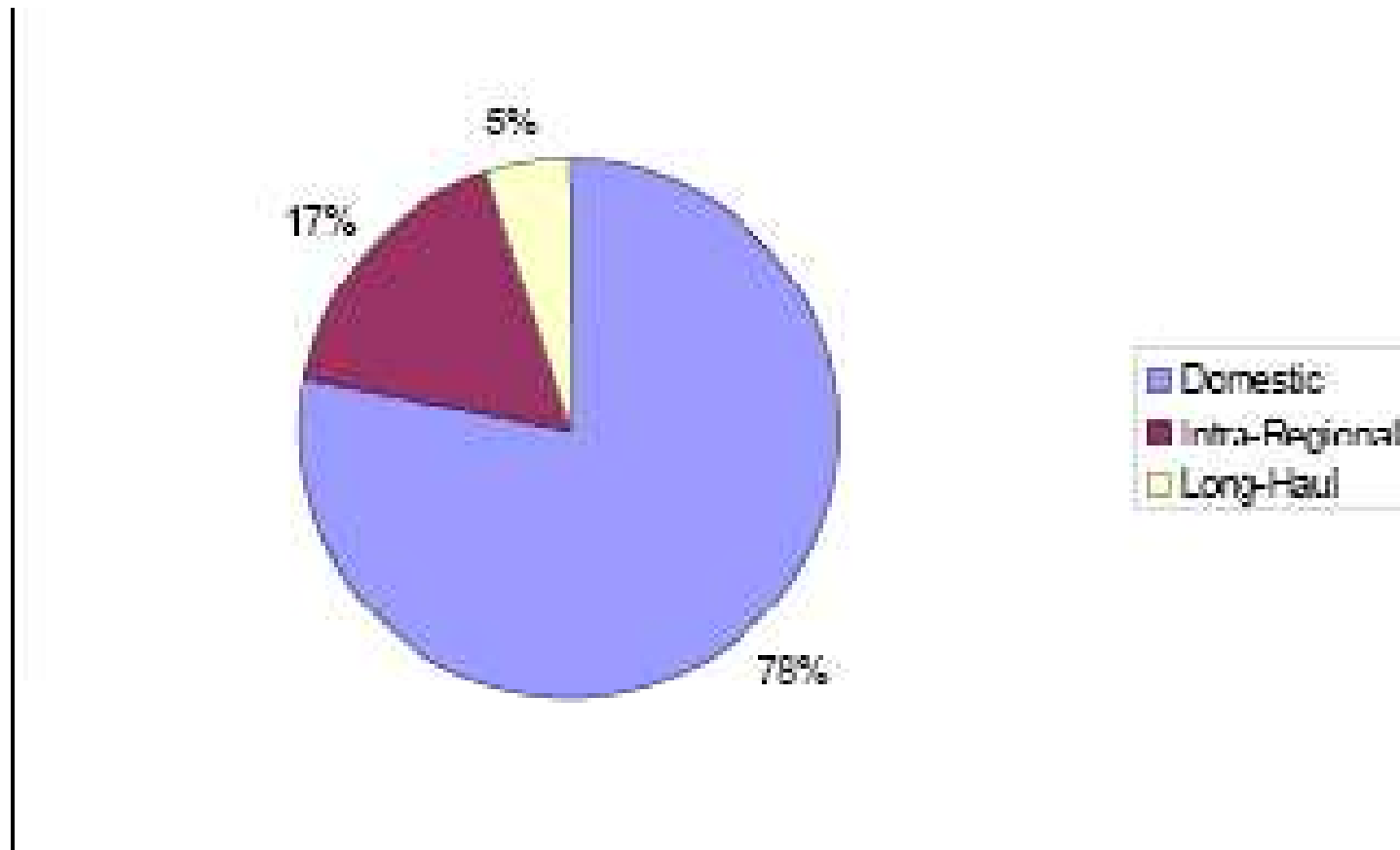
Source: UNWTO 2006b

HOW GLOBAL IS TOURISM



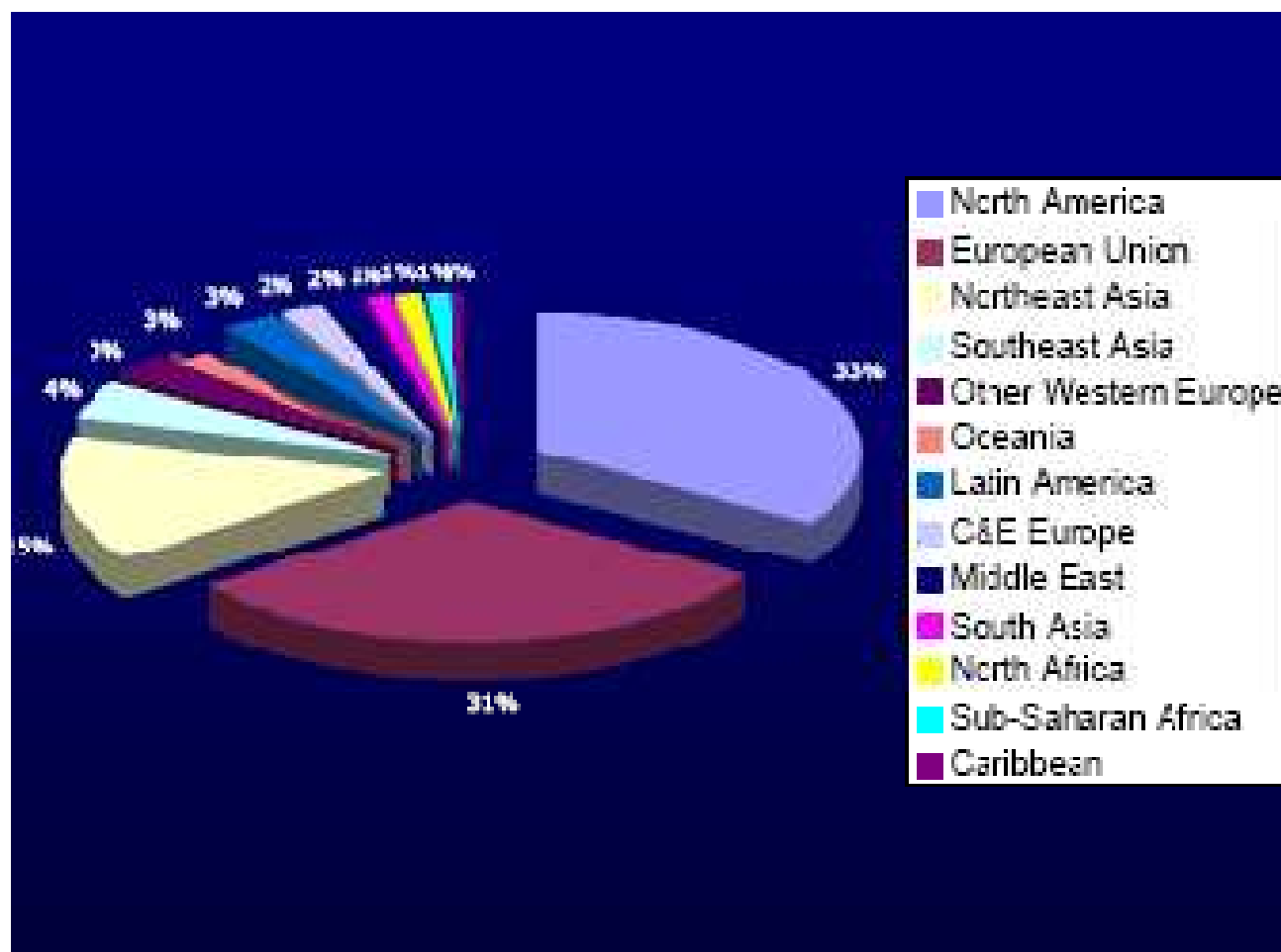
Source: Author's elaboration on WTTC (2006c)

HOW GLOBAL IS TOURISM

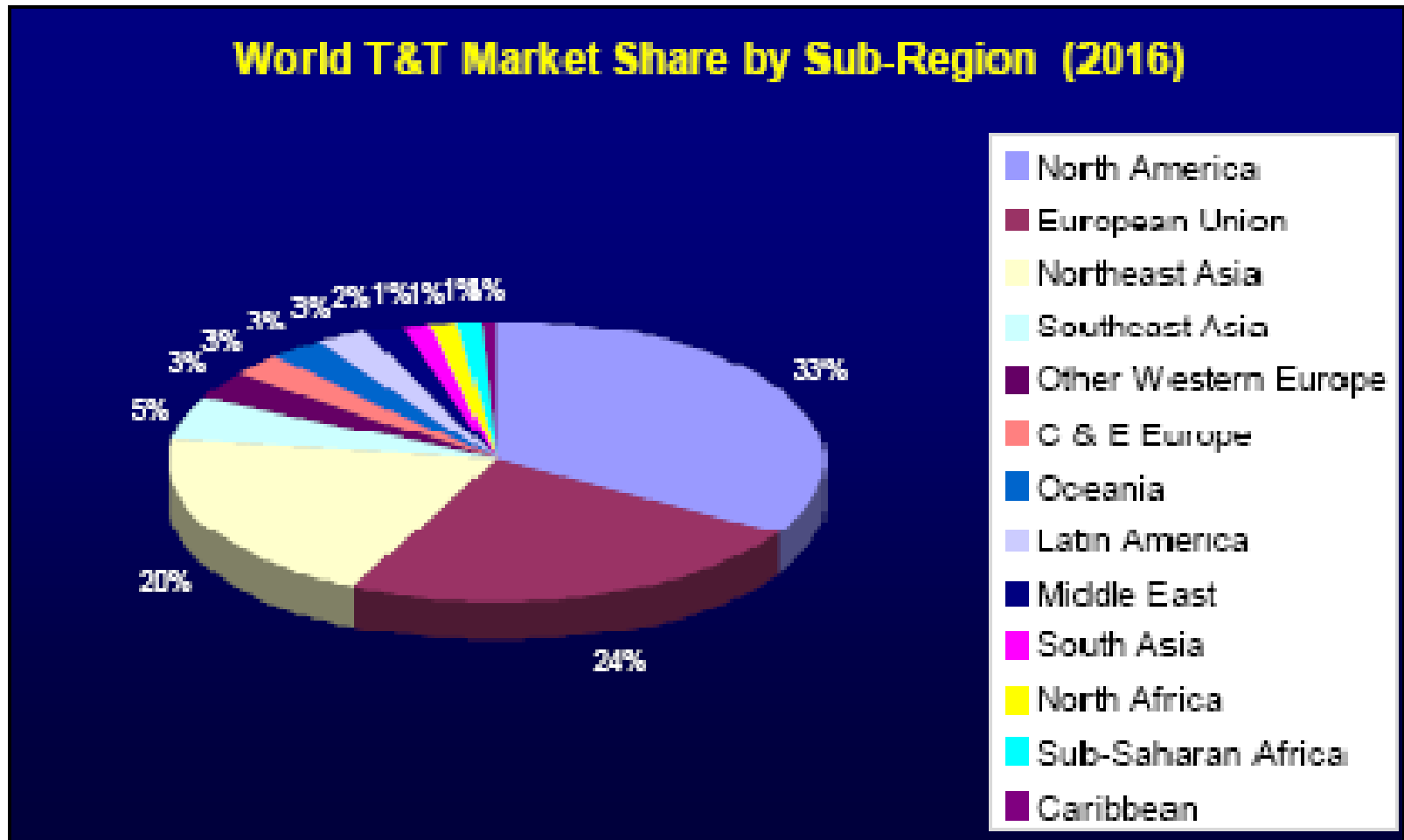


Source: Author's Elaboration on WTTC 2006c

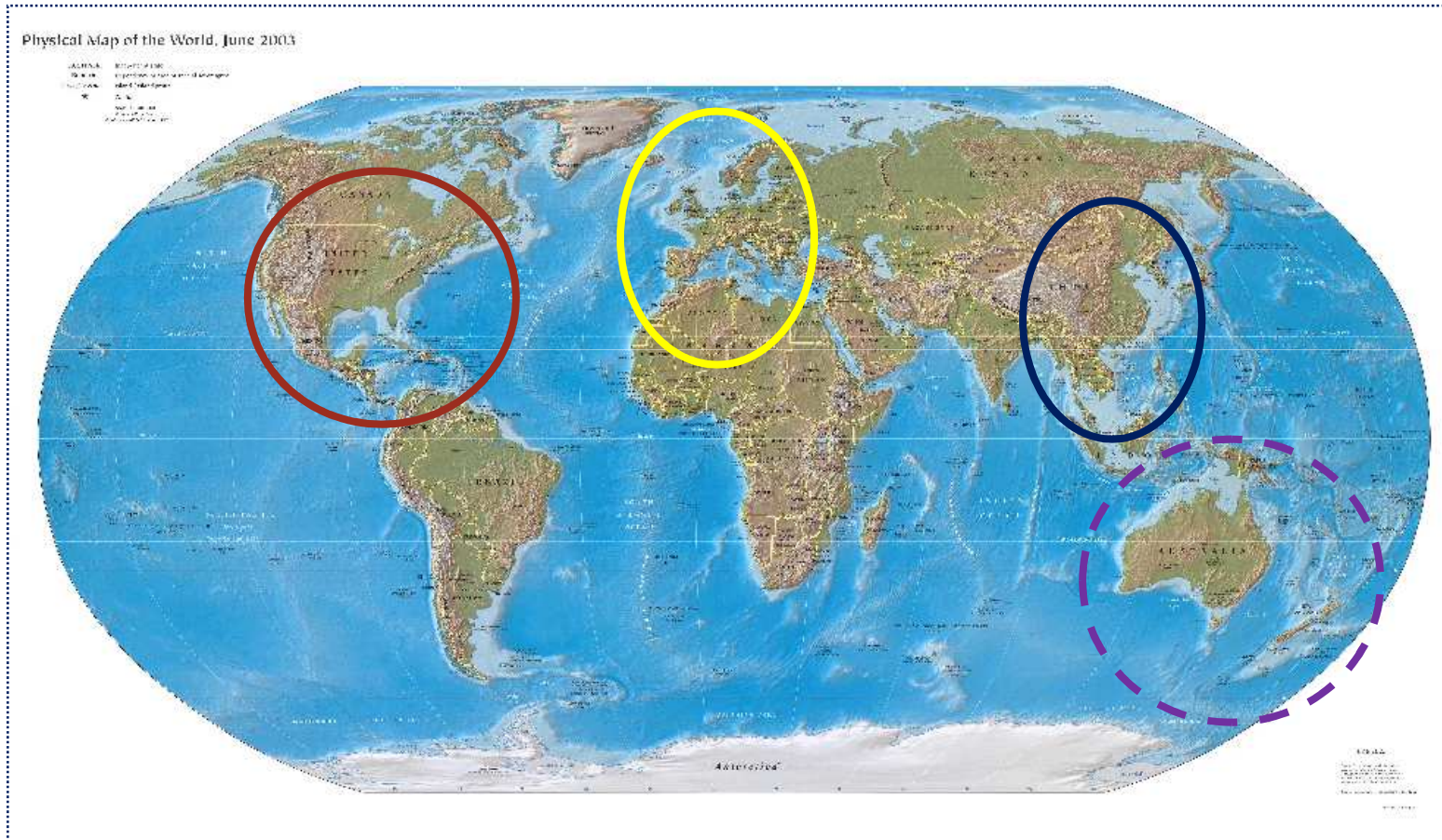
MAIN TOURISM AREAS (2006)



MAIN TOURIST AREAS (2016)



World Tourism Clusters



GDYNIA & THE BALTIC REGION



HOW TO COPE

- Mega-events
- Entertainment for the Global Village
- Decisive increase of Internet
 - Business
 - WOM.02
- No longer best kept little secrets
- Globalization at the local level

HOW TO COPE

- The future still bodes well for travel & tourism
- Both at home and in international destinations
- Intra-regional tourism will beat long-haul by far over the next few years
- The oil-stain pattern

THANK YOU!