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DEMOGRAPHIC FACTOR IN INTERNATIONAL (OUTBOUND) TOURISM

CZYNNIK DEMOGRAFICZNY W ZAGRANICZNEJ TURYSTYCE WYJAZDOWEJ

***Abstract*:** Basing on statistical data and World Bank's and World Tourism Organization's standards, we have considered gross and per capita international (outbound) tourism flows checked against such population's demographic attributes as its number, age structure and urban extent. Calculations were performed with respect to nearly 70 countries of the world to help establish the effects of demographic factor upon international tourism. The conducted analysis showed that international tourism activity is the most strongly effected upon by the age structure, in particular, children and seniors should be in the first place outlined with their differently directed influence. These two demographic characteristics inversely depicted the level of the country's development. If households' per capita consumption expenditures are taken to be an indicator of the country's level of development, it will be with the share of seniors that such expenditures correlate to its best (r = 0.7). This is why it seems to be well-substantiated that the share of people ageing 65 years and older can serve as the major demographic indicator of influence on international tourism. Having made use of the multivariate regression analysis, we checked the number of international tourism departures per 100 people against such demographic attributes as shares of seniors and urban population. The findings showed average correlation R = 0.62, that is, the same as in the case of pair correlation with age group above 64 years old. In other words, the urban extent as additional parameter did not at any rate worsen the strength of relationship.

***Key words*:** international tourism, tourism departures, international tourism activity, demographic factor, population number, age structure, urbanization
***Słowa kluczowe*:** turystyka międzynarodowa, wyjazdy turystyczne, międzynarodowa działalność turystyczna, czynnik demograficzny, liczba ludności, struktura wiekowa, urbanizacja

Introduction

Problem Statement and Purpose. According to the data available with the World Tourism Organization (UNWTO), there were nearly 1 milliard international tourists at the turn of the millenniums throughout the world. The involvement of this great number of people from many countries could not but make international tourism significantly effect on different spheres of human relations. At the same time, some aspects of international tourism still stay to be insufficiently highlighted. In particular, the study of the effects of population's characteristics as one of the factors of international tourism upon the formation of outbound tourism flows seems to be very important. Therefore the present work aims at the study of demographic factor effects in international tourism, in particular, the influence of population number, age structure and urbanization upon formation of outbound tourism flows.

Analysis of latest studies and publications. Among the scope of works devoted to international tourism we would accentuate upon publications by Aleksandrova (2002), Lûbičeva (2003), etc. The authors characterize basic concepts of international tourism, analyze geography of tourist demands with respect to world regions, and describe the latest trends and processes of globalization in this industry. The latest statistical information can be found in the annual analytical electronic edition "UNWTO Tourism Highlights" (UNWTO 2001-2016). However, some aspects of international tourism still stay to be insufficiently studied, in particular, how the demographic factor effects on the number of outbound tourists in this or that country.

Theory and methodology

Methods of study lie in the use of statistical data and methodologies available with the World Bank and World Tourism Organization, as well as in the use of methods of mathematical statistics, inclusive of correlation analysis.

Tourism is understood as one of the form of population migration, not connected with place of residence or work changes. The necessity of definition of the term "tourism" arouse in the 1st half of the XX-th century, caused by growth of tourists' flow, tourism economic significance increase and, as a result, efforts to statistically account the travelers.

The Committee of Experts in Statistics at the Nations' League was the first to offer definition of the term "tourist" (1937). The term found international acknowledgement and preserved its form till nowadays, with some further amendments. As of our days, a definition, worked out at International Conference for Travels and Tourism Statistics (Ottawa, 1991), is widely used in international practice. A World Tourism Organization (UNWTO) and the UN Committee for Tourism Statistics approved the definition. According to it, tourist is a visiting person, i.e., "a person who travels outside his/her usual environment for not more than one consecutive year

with any purpose, excluding activity remunerated from within the destinations" (Korol, Skutar 2008, p. 5).

The definition allowed for clearer outlining of the part of travelers who can be the object of statistical research in tourism. The summarizing documents of the Ottawa Conference and the WTO technical recommendations refer tourist as a visitor. This definition is recommended to be used in tourism statistics as a basic one. Alongside with tourists (overnight visitors), the term is also extended to same-day visitors. Probably, the latter is the reason of absence in definition of the minimal stay outside the usual environment (24 hours), set in national tourism legislation in many countries.

Tourism takes the forms of domestic and international tourism. International tourism presupposes travels outside the country of residence frontiers. It covers visitors who are the non-residents in the country of destination.

Depending upon whether a person is traveling to or from a certain country, international tourism is subdivided into inbound and outbound tourism. From the point of view of the country of residence, the tourist who travels to another country is the outbound one, whereas from the point of view of the country of destination, he/she who is received by a destination country is the inbound tourist. According to the UNWTO standards, outbound tourism flows are estimated in number of departures counted from the moment of the residents leaving their country for travel abroad for a period not exceeding 12 months and whose main purpose in visiting is other than an activity remunerated from within the country visited.

Results and discussion

Population number as a factor in international (outbound) tourism. Since a certain country's outbound tourist comes from its population, it was expected that the number of the departures would in the first turn depend on the number of country residents. To prove or disprove it, it was important to check the showings against each other. Such checking was done with respect to over 70 countries of the world. To make the results more reliable, all figures were regarded as average geometric values for 1999, 2004, 2008, with which further computations were performed. The choice of the above-stated period was substantiated by the fact of more or less stable political and economic situation established in the world after disintegration of the USSR and until the beginning of the world financial crisis.

The correlation analysis did not witness relation between the attributes under the study ($r = 0.21$). As seen from the diagram of distribution, the least correlation between the number of population and the number of tourism departures was observed in India and China (see fig. 1), whereas it was characterized as moderate correlation with r amounting to 0.54 without these two cases. Thus, the assertion that the number of departures would increase with the increase of the number of population appeared to be rather poor (fig. 1).

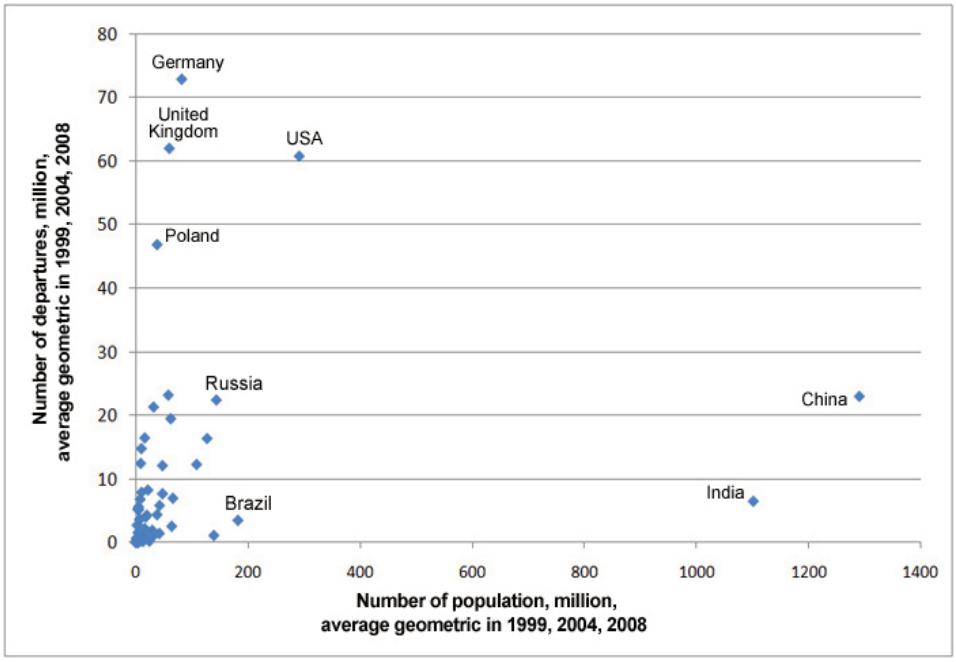

Fig. 1. Number of population in world countries and number of international tourism departures
Ryc. 1. Liczba ludności w krajach świata i liczba zagranicznych wyjazdów turystycznych
Source: World Bank Open Data 1999, 2004, 2008

We assume that it is the proportion of the involvement of residents of this or that country to travels abroad that should be suggested instead by way of checking the number of outbound tourists against the number of population. That is, the international tourism departures per 100 people (*Dep*) may serve to be the parameter that would show population's international tourism activity of the country:

$$Dep = \frac{\text{number of departures}}{\text{population number}} \cdot 100$$

It seemed necessary to ascertain whether or not the departures (*Dep*) depended on characteristics of population, because differences in demographic structures of countries could appear to strongly effect on their resident's wishes and capabilities to travel abroad. In particular, it is worth considering the demographic characteristics by countries of tourist's origin, as the age structure and the urbanization, and to find out their impact on the number of outbound departures per 100 residents. To do this, these features for almost 70 countries of the world have been consolidated into one set of data that, to raise the representativeness of the excerption and neutralize the effect of the events that could occur this or that year, were calculated as average geometric values for 1999, 2004, 2008 (table 1).

Table 1

Demographic characteristics by countries and the number of international tourism departures per 100 residents, average geometric values for 1999, 2004, 2008

Tabela 1

Charakterystyka demograficzna według krajów i liczba międzynarodowych wyjazdów turystycznych na 100 mieszkańców, średnie wartości geometryczne w latach 1999, 2004, 2008

Countries	Age structure (%)			Urbanization (%)	Departures per 100 capita
	0-14 years	15-64 years	above 64 years		
Algeria	30.00	65.48	4.31	63.23	3.75
Argentina	26.53	63.24	10.20	89.95	11.58
Australia	19.88	67.29	12.82	87.87	21.54
Austria	16.08	67.67	16.22	65.82	83.78
Azerbaijan	26.74	66.95	6.06	52.25	18.76
Bangladesh	34.62	61.03	4.28	26.36	0.82
Belarus	16.26	69.51	14.13	72.00	5.81
Belgium	17.15	65.75	17.09	97.36	75.96
Bolivia	38.35	57.23	4.39	63.84	4.09
Brazil	27.81	66.07	6.07	82.58	1.94
Bulgaria	14.16	68.50	17.29	70.36	47.69
Cambodia	36.56	58.92	4.31	19.09	1.61
Canada	17.87	69.00	13.09	80.06	66.89
Chile	25.19	66.73	7.97	87.22	13.93
China	21.42	70.82	7.52	41.41	1.78
Colombia	31.02	63.89	5.05	73.37	3.47
Costa Rica	28.37	65.66	5.84	64.56	10.17
Cyprus	20.25	68.98	10.70	68.25	70.34
Denmark	18.51	66.17	15.31	85.81	95.91
Dominican Rep.	33.28	61.13	5.55	66.69	4.16
Ecuador	32.92	61.50	5.55	61.43	4.28
Fiji	31.59	64.27	4.00	49.59	12.30
Finland	17.42	66.79	15.76	82.79	107.92
France	18.61	65.06	16.32	76.95	31.24
Georgia	19.11	66.92	13.83	52.58	15.69
Germany	14.53	66.94	18.43	73.44	88.64
Guatemala	43.14	52.61	4.23	46.90	6.59
Honduras	40.02	55.82	4.10	48.09	4.46
Hungary	15.71	68.55	15.71	66.25	146.27
India	32.44	62.85	4.66	29.03	0.59
Ireland	21.11	67.76	11.13	60.30	131.09
Israel	27.76	62.13	10.10	91.47	54.26
Italy	14.15	66.55	19.28	67.68	39.83
Japan	13.96	66.46	19.47	84.40	12.87
Jordan	37.79	58.97	3.20	80.98	31.25
Kazakhstan	25.59	67.20	7.15	54.85	13.25

Korea, Rep.	19.10	71.85	8.91	80.89	16.13
Kirgizia	32.09	62.48	5.32	35.29	4.99
Latvia	15.48	67.69	16.69	67.97	118.72
Malta	17.95	69.29	12.57	93.43	55.87
Mauritius	24.06	69.24	6.65	41.76	15.05
Mexico	32.43	62.23	5.31	76.08	11.33
Moldova	19.79	69.18	10.80	45.37	1.66
Morocco	31.19	63.81	4.89	55.03	6.61
Nepal	39.37	56.32	4.28	14.88	1.11
Netherlands	18.30	67.59	14.10	81.53	101.94
New Zealand	21.69	66.20	12.09	85.95	39.21
Nicaragua	38.10	57.74	4.07	55.78	13.15
Panama	30.91	63.04	6.02	63.46	8.41
Paraguay	36.10	59.12	4.72	56.89	4.08
Peru	32.27	62.37	5.31	74.74	4.39
Poland	16.96	69.99	12.95	61.43	122.34
Romania	16.30	69.29	14.31	53.25	37.92
Russia	15.95	70.74	13.22	73.47	15.59
Seychelles	25.04	67.12	7.69	50.98	52.39
Sierra Leone	42.69	54.84	2.47	36.69	0.62
Singapore	19.51	72.39	8.03	100.00	120.61
Spain	14.66	68.52	16.82	77.16	13.76
Sri Lanka	25.80	67.27	6.90	18.39	3.52
Sweden	17.50	65.07	17.41	84.36	138.39
Syria	38.67	57.83	3.44	53.53	22.75
Thailand	22.30	70.09	7.52	36.54	4.04
Tunisia	26.48	66.85	6.53	64.70	22.24
Turkey	28.82	64.67	6.46	67.33	10.54
Ukraine	15.28	69.43	15.18	67.75	25.40
Un. Kingdom	18.18	65.81	16.00	79.77	103.44
United States	20.64	66.89	12.46	79.81	20.84
Uruguay	23.77	62.76	13.45	93.11	20.66
Venezuela	31.70	63.30	4.95	88.41	3.93

Source: World Bank Open Data 1999, 2004, 2008

Age structure as a factor in international (outbound) tourism. It should be reminded that the increase in the number of people ageing 60 years and more was among the most remarkable changes in demographic situation with (in the first place) developed countries. Situation is explained by the decline of fertility in 1960s-1980s and gradual growth of the average life span.

Traditionally, the pension-age consumers were characterized by their low purchasing power, continual economy, and disenfranchisement. However, it was due to the state and private pension systems and the pension amounts' regular indexation that the welfare of a significant part of seniors continuously grew and subsequently

allowed for their active travels abroad. Today, the UNWTO experts emphasize that the present-day average pensioner is more than ever a well-educated, well-to-do and active individual. Consequently, there was every indication that the seniors appeared to be the new-coming tourism consumers specifically demanding as follows (Korol, Krachilo 2008):

– to have lasting journeys to the most attractive destinations;
– to have trips as far as possible distant from their places of residence;
– to enjoy routes with active cultural and recreation programs.

In conditions of "welfare society" with its high living standards and capacity to satisfy different material needs, social conscience in 1980s-1990s underwent transformations towards hedonism. Pleasure became the only worthy benefit a human being might have from living on earth. The work was no more for earning but for self-realization and career development. Free time was no more devoted to consumption of material values as well-being attributes but to the same of services which broadened "life horizons" and provided for enjoyments and impressions. Simultaneously, tourism irrevocably transformed from splendor to necessity and daily wants.

In the context of these transformations, there appeared such social-demographic group as young singles of up to 35 years old that live apart from parents, and middle-age loners. Highly cultural, well-educated and materially independent, these people do not wish to commit themselves to family life and obligations. Informal marriages as an alternative of relationship between persons of opposite sex between grow in popularity. The "loners" are peculiar for high educational background, pursuit of professional success, and high demands for comfort and quality of living. They extensively focus on organization of their free time and try to enjoy life thus predetermining their high tourism activity.

Tourism activity of couples having preschoolers and school-aged children is to a smaller extent lower than that of the "loners", since parents are now responsible for children's education and upbringing which requires more time and spending. Families are formed in more advanced years today, and women give births later than it was few decades ago. Such situation favors population's tourism activity though engenders a problem of fall in the birth-rate.

All aforesaid demographic changes tell on population's age structure. Firstly, the share of seniors increases. Besides, the increase in the number of employed women and couples without children, as well as the increase in the number of "loners" and trends towards late marriages lead to decline of the share of children in population's age structure. That was why in our analysis of the age structure as a factor of international tourism activity we dealt with age categories of 0-14, 15-64, and above 64 years old.

Age category of 0-14 years covers children who are not yet involved into economic activity and can not therefore earn money to support them. In the meantime, people having children are bound to spend more. Income in families with many children is distributed between more people that decrease the household's consumer per capita expenditures. Besides, the child during the travel is an additional individual who increases the cost of tourism service, the one who only tightens the travel.

Thus, the bigger is the share of children in the age structure, the less actively inhabitants of this or that country will travel abroad. To prove or disprove that thesis, we had to check the shares of 0-14 category against international departures per 100 people (*Dep*) in this or that country of the excerption. All figures were regarded as average geometric values for 1999, 2004, 2008, with which further analysis was performed.

The diagram of by-country distribution demonstrates the average inverse dependence between the share of persons ageing 0-14 and the number of international tourism departures per 100 people (*Dep*), the same being confirmed by the correlation analysis: $r = -0.57$. That is, it was the evidence of availability of moderate dependence when international tourism activity decreased with the increase of the share of children in population's age structure (fig. 2).

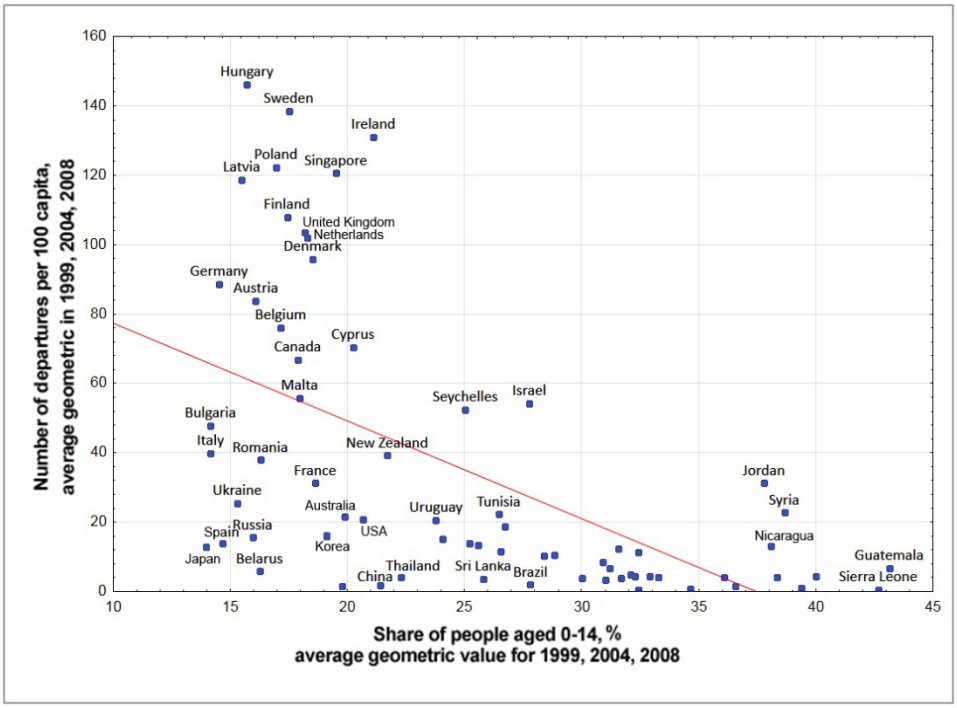

Fig. 2. Population's age structure and per capita international tourism departures
Ryc. 2. Struktura wiekowa ludności i międzynarodowe wyjazdy turystyczne na osobę
Source: World Bank Open Data 1999, 2004, 2008

Age category of 15-64 covers people of employable age who represent economically active population that leaves positive effect on their income, and, consequently, on per capita consumption expenditures. Hence, the bigger is the share of employable people in the age structure, the more actively population of this country will travel abroad. To substantiate this conclusion, we have conducted the analysis similar to that for the previous age category.

In the case with employable population we observed a weak direct relation between the people ageing 15-64 and the number of international tourism departures per 100 people (*Dep*) with correlation coefficient $r = 0.39$ (fig. 3). That is, there is no ground to maintain that the increase in the share of employable people in the age structure of population would lead to the increase of its international tourism activity.

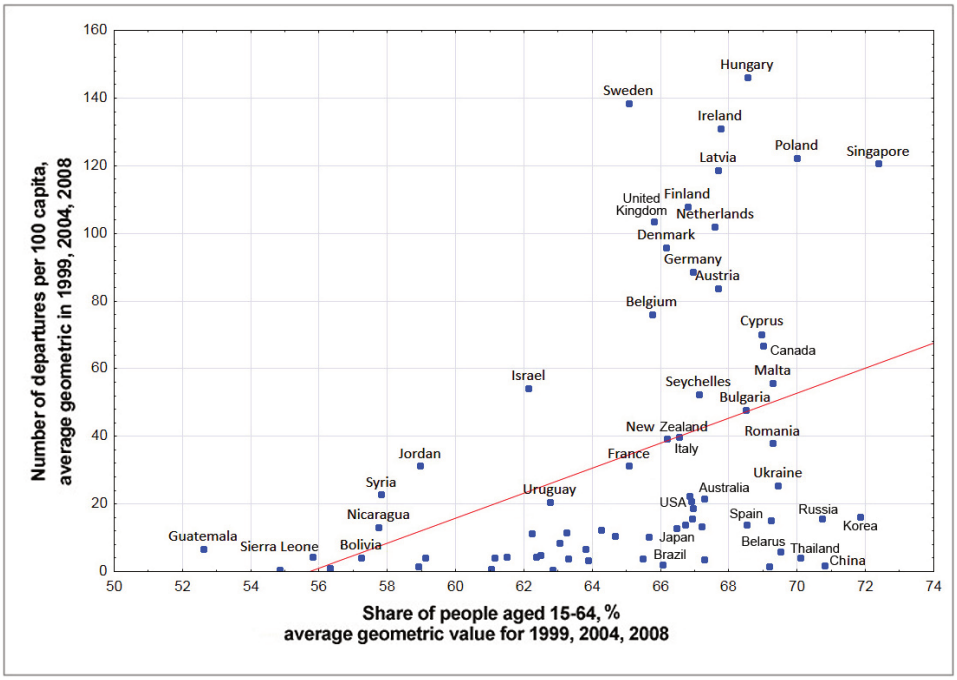

Fig. 3. Population's age structure and per capita international tourism departures
Ryc. 3. Struktura wiekowa ludności i międzynarodowe wyjazdy turystyczne na osobę
Source: World Bank Open Data 1999, 2004, 2008

Age category above 64 years covers people of pension age who are not already involved into economic activity, though, unlike children, have regular income in the form of their pension. Though pensioners' consumption expenditures are slightly less than that of the employable people, they have a greatest advantage – their free time. Hence, it is reasonable to assume that the increase in the share of this age category in population's age structure would lead to the increase of its international tourism activity. To verify this assumption, we have conducted the same analysis as in two previous cases.

In the latter case we observed the average direct relation between the share of people above 64 years old and the number of international tourism departures per 100 people (*Dep*), in particular, the correlation coefficient *r* was 0.61. That is, the correlation between the increase of international tourism activity and the increase of the share of seniors in population's age structure was as high as in the case with the children, but inversely directed (fig. 2, 4).

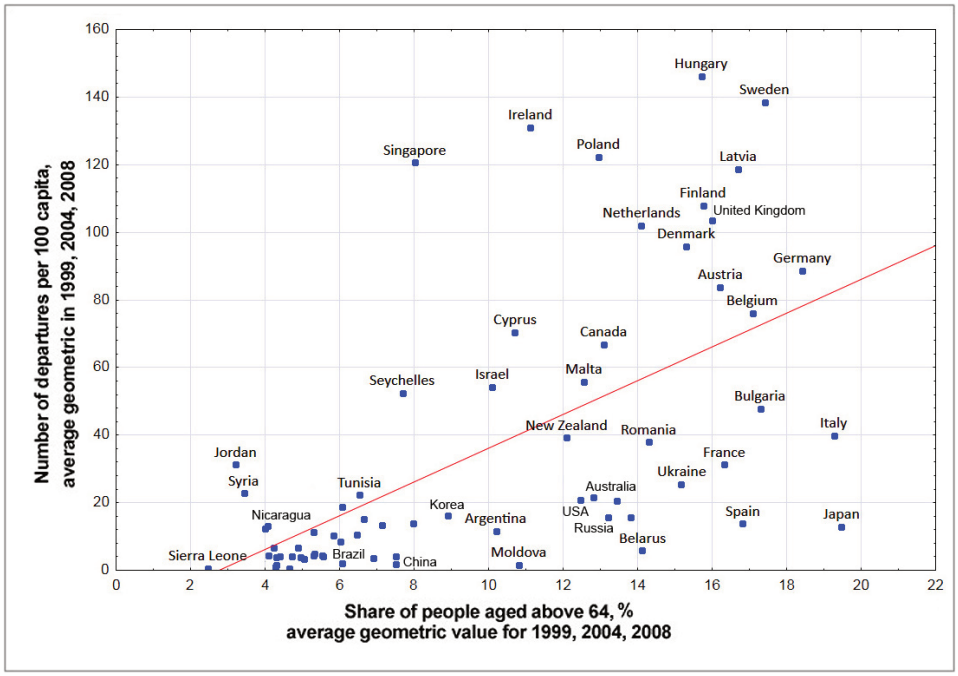

Fig. 4. Population's age structure and per capita international tourism departures
Ryc. 4. Struktura wiekowa ludności i międzynarodowe wyjazdy turystyczne na osobę
Source: World Bank Open Data 1999, 2004, 2008

Urbanization as a factor in international (outbound) tourism. Urban extent can contribute to growth of population's international tourism activity, since city dwellers feel higher demands for active rest in the open country to get for some time free from the nature of their living and working activity in conditions of a big city. The hustle and bustle of the urban monster, anonymity of the existence, sterility of city landscapes, alienation from nature, the necessity to possess continuous accelerated reaction and unceasing attention on the streets, daily coverage of enormous distances – all these form and strengthen nervous strain, and further the accretion of mental fatigue.

People's personal living space in the city is compressed to their apartment, while streets represent a competitive environment where, due to high density, an individual is made to literally fight for his "place in the sun" from the seat in the public transport to a parking slot for his vehicle. Such urban conditions do not allow for the ease and make citizens leave their homes running away from the "stone jungles" outside to find peace of mind and social contacts.

Engagement in non-agricultural production can also contribute to the growth of population's tourism activity. Having lessened physical loads, technical progress nevertheless increases nervous strain. Development of mechanization and automation of industrial production processes lead to substitution of people by the mechanisms in many production areas, and leave them to perform psychically exhausting monotonous and simplest operations. Office employees who work with information

spend great efforts to be ceaselessly concentrated. Such nature of work adds to increase of nervous strain and results in the advent and accumulation of mental fatigue, which, unlike physical, is calmed only through the active rest.

On the opposite, the engagement in agriculture and in the first place in homestead management significantly constrains inclinations for tourism. It is explained by the fact that rural homestead may not be left unsupervised for a long period of time, since farm livestock requires everyday attention. This is why the whole-family tourism travels in rural regions are so problematic.

Proceeding from the above, it seems probable that the expansion of urbanization would result in the increase in international tourism activity of city dwellers of this or that country. To verify the assumption, we have checked the share of urban citizens against the number of international tourism departures per 100 people (*Dep*). The same as it was in the case with the age structure, for the purpose of more reliability of the results, we have taken the data for 1999, 2004, 2008 and calculate average geometric values, with which further analysis will be performed.

The relation between the share of urban population and the number of international tourism departures per 100 people (*Dep*) appeared to be very poor with the coefficient of correlation $r = 0.4$ (fig. 5). Hence, such demographic characteristic of the country as urbanization does not significantly effect on international tourism activity of its inhabitants.

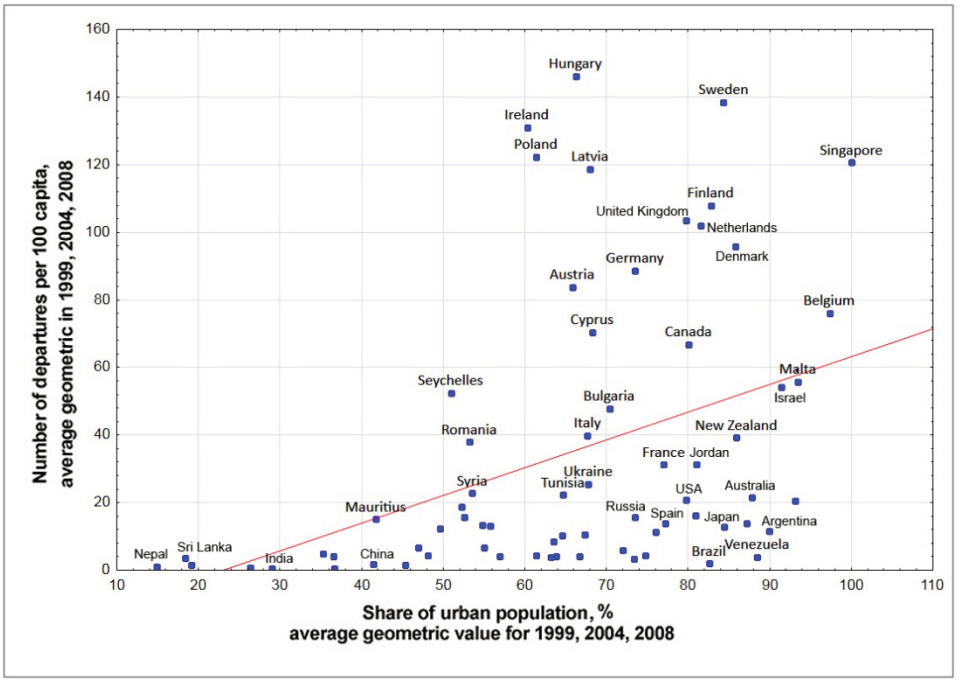

Fig. 5. Degree of urbanization and per capita international tourism departures
Ryc. 5. Stopień urbanizacji i międzynarodowe wyjazdy turystyczne na osobę
Źródło: World Bank Open Data 1999, 2004, 2008

The summary table hereunder with regression equations and correlation coefficients represents the result of the analysis of the extent of demographic characteristic effects upon international tourism activity in the selected countries (table 2).

Table 2

Relation between demographic characteristics and the number of international tourism departures per 100 people

Tabela 2

Zależność między charakterystykami demograficznymi i zagranicznymi wyjazdami turystycznymi (na 100 osób)

Departures depending upon	age structure			urbanization
	0-14 years	15-64 years	above 64 years	
Function	y= -2.81 x+105.3	y= 3.71x–206.8	y= 4.99x–13.85	y= 0.82x–19.02
Correlation	$r = –0.57$	$r = 0.39$	$r = 0.61$	$r = 0.40$
Countries	N = 69	N = 69	N = 69	N = 69

Source: own elaboration based on World Bank Open Data

Further analysis of countries that most largely strayed from the regression line allowed for disclosure of other (non-demographic) factors effecting on international (outbound) tourism (Euromonitor International 2012). In particular, it appeared that European countries with no sea access show the increased number of departures per 100 people. These were highly developed countries characterized by rational type of population's reproduction and high average lifespan resulting in availability of a significant number of seniors. If household per capita consumer expenditures (average geometric values for 1999, 2004, 2008 in prices as of 1996) is taken to be the indicator of the country's level of development, the figures would to their best correlate with the share of people at the age of 65 and more (r = 0.7). On the whole, economics is much weightier a factor for international tourism than demography.

When gross departures are considered, we would have to outline Germany and Great Britain, two doubtless leaders in outbound tourism who were involved in almost 15% of all international departures in the world in 2008. These two show great similarity in formation of tourism demand. Both countries are similar with respect to demographic and social-economic situation. If geographical environment is taken into account, moderate climate and cold sea waters in both countries do not favor domestic tourism, in the first place, swimming and beach recreation. At the same time, both Germany and Great Britain belong to European tourism region that accounts for over the half of world's international tourism flows and therefore cannot but stay among the leaders of outbound tourism.

When the structure of tourism departures from Germany and Great Britain is considered, we would discover that it is Spain that won the favor in both cases. On the whole, the southward direction was the most popular trend with tourists from these two countries covering almost the half of all outbound travels. The rest of destination countries visited by Germans and Brits won different places in the structure of their departures and explained by the factors of geographical and mental closeness. Thus, Italy which is much closer to German border was visited by 10% of Germans, or by twice more tourists than it was with Brits traveling in that direction.

Language and geographical closeness provided for the Austria's second place (11%) in the structure of departures from Germany. Due to mental closeness, the United States of America, though far beyond the ocean, won the third place in the structure of British outbound tourism (6.1%).

Besides, it was the EU newcomers that appeared to show the increased figures of departures per 100 people. Tourism flows from there are often directed to more developed countries, predominantly to neighbors, and have different motives from shopping tours within the frame of small cross-border movement to visiting relatives and friends who permanently reside or earn in richer countries, etc. For example, Austria and Germany are leading destinations for Hungarian tourists (14.5% and 12.5% respectively), while Slovakia wins the third place (12.5%). On the whole, the neighboring countries were visited by 42.7% of Hungarian tourists, where Austria, Slovakia and Romania (6th place in the structure of departures) have tight historic links with Hungary, and the travels to these destinations are therefore of predominantly private nature and nondurable, that is, cost-light. To be more precise, the share of short-run travels (1-3 days) by Hungarian tourists makes over 80% out of all their travels abroad.

Neighboring Germany takes the lead in the structure of tourism departures from Poland (25%). The country is most frequently visited by polish tourists for the purpose of business and in private interests (shopping and VFR). Day tours to neighboring West-European countries have already become a traditional event to people who live in border areas. The Great Britain's third place (6.1%) in outbound tourism of Poland is explained by the same motives of visiting relatives and friends who permanently reside or temporarily work there. The Polish Diaspora in Great Britain and Ireland features today over million people.

Developed countries that showed low per 100 people departures have all favorable conditions for domestic tourism or are too distant from major tourism regions of the world, e.g., Mediterranean countries of Europe, USA, Japan, and Australia. Thus, it is also the geographical factor that effect on outbound tourism activity: climate conditions, access to warm sea, total area of the country's territory and its geographical situation with regard to major destinations.

Italy, France and Spain possess all necessary resources to favor domestic tourism: they are situated in subtropical zone and washed by Mediterranean waters; have rich cultural heritage and a great deal of outstanding historic monuments. Besides, the territories of France and Italy are crossed by the Alps which thus preconditions and favors winter holidays in the mountains. Consequently, tourists from these countries have not yet formed their preferences as to international tourism destinations, and the first places in the structure of departures were thus won by their neighboring countries. Moreover, France and Italy showed no preference even in the choice of neighboring destination, for the shares of the departures correlated with the length of the common state border.

The rest of the countries are too distant from traditional tourism regions of the world, and two of these have insular situation, inclusive of Republic of Korea cut from the continent by North Korea. The insular situation of Japan and peculiar situation of South Korea prevent tourism flows to neighboring countries, whereas destinations with common land border may otherwise account for the half and more of

tourism departures. It is these flows that Japan and South Korea lack for high outbound tourism activity.

Unlike the aforesaid two countries, the USA have common lengthy land border with Canada and Mexico. However, this effects only on the figures of the structure of departures where 52% account for visits to neighboring countries, but never touch the outbound tourism activity of American people. It is only 21% of the US citizens who travel outside their country border. This situation can be explained by the fact that the USA have a huge territory washed by several oceans and is situated in climate zones that favor domestic tourism. Besides, the country possesses great landscape diversity, rich natural and cultural-historic resources, and a highly developed tourism infrastructure that provides big opportunities to those promoting domestic rest. At the same time, the US is significantly distant from major tourism regions of the world, and durable and costly air flights do not favor travels abroad, in particular, those overseas.

Like the USA, Australia has the same big territory with great landscape diversity, is washed by waters of several oceans and situated in tourism-favorable climate zones. All these presuppose broad opportunities for the development of domestic tourism. At the same time, the country is situated "at the world's end", and, occupying the whole continent, has a kind of "insular" situation. Consequently, almost all departures from Australia were the air flights, and an international travel took 20 days on the average. Australians spent rather big money for one travel – $4192 – which is among the biggest tourism expenditures in the world. For example, the average American spent $1867 per departure in 2008. It is thus little wonder that Australians reluctantly travel abroad with 21 departures per 100 people.

Among the countries with the lowest per 100 people departures, their majority consisted of those with low urbanization level and traditional type of population's reproduction, or those with household's low per capita consumer expenditures. It was poverty that oppressed outbound tourism activity of their inhabitants.

The least outbound tourism activity was shown by India, one of the poorest and most populous countries of the world. Poverty and sharp stratification of incomes results in the fact that it is only 1% of wealthy Indians may afford traveling abroad. Tourism expenditures per departure there were rather high ($1197), despite very low household's per capita consumer expenditures which made only $619 in 2008. Due to extensive character of India's international tourism, there did not form powerful outbound tourism flows, which is evidenced by the fact that 7 top destinations account for only 35% of departures. The first places were taken by rather distant and expensive Singapore, UAE, and USA, which were visited by 7.2%, 5.8% and 5.2% of all Indian tourists respectively.

Conclusion

Outbound tourism activity is strongest-effected upon by the age structure, in particular, by the age groups of children and seniors whose effect was oppositely directed. This in its turn hit an idea that these two demographic characteristics repre-

sented the opposite sides of something single (coefficient of correlation between them amounted to -0.9), for example, the level of the country's development. The great number of children in the age structure was observed with the traditional type of population's reproduction characteristic for developing countries. Meanwhile, the rational type of reproduction and high average life span in developed countries are responsible for the great share of seniors. When the per capita household consumption expenditures was taken to be the indicator of the country's level of development (average geometric values for 1999, 2004, 2008, in fixed price as 1996), such values to their best correlated with the share of persons of pension age with $r = 0.7$. On the whole, economics is much weightier a factor for international tourism than demography. By the way, this cost parameter is a weighty economic factor that makes an effect on the formation of international tourism flows. Therefore, it seems to be well-substantiated that the share of people above 64 years old could be the major demographic indicator of influence upon international tourism. Besides, it is also the geographical factor that effect on outbound tourism activity: climate conditions, access to warm sea, total area of the country's territory and its geographical situation with regard to major destinations.

And, finally, we have tried to consider the complex effect of demographic characteristics on international tourism activity. Having made use of the multivariate regression analysis, we checked the number of international tourism departures per 100 people against the shares of seniors and urban population. All three parameters were taken as average geometric values for 1999, 2004 and 2008. The analysis results showed the average relationship R to amount to 0.62, that is, to be the same as in the case of pair correlation with the age group of 65 years and older. In other words, the level of urbanization as an additional parameter did not at all events worsen the strength of the relation.

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Summary

Basing on World Bank's statistical data and World Tourism Organization's standards the per capita international (outbound) tourism flows were considered and checked against such population's demographic attributes as age structure and urban extent. The conducted analysis with respect to nearly 70 countries of the world showed that outbound tourism activity is strongest-effected upon by the age structure, in particular, by the age groups of children and seniors whose effect was oppositely directed. This in its turn hit an idea that these two demographic characteristics represented the opposite sides of something single (coefficient of correlation between them amounted to –0.9), for example, the level of the country's development. When the per capita household consumption expenditures was taken to be the indicator of the country's level of development (average geometric values for 1999, 2004, 2008, in fixed price as 1996), such values to their best correlated with the share of persons of pension age with r = 0.7. By the way, this cost parameter is a weighty economic factor that makes an effect on the formation of international tourism flows. Therefore, it seems to be well-substantiated that the share of people above 64 years old could be the major demographic indicator of influence upon international (outbound) tourism.

And, finally, the multivariate regression analysis was conducted to consider the complex effect of demographic characteristics on international (outbound) tourism. The number of international tourism departures per 100 people was checked against the shares of seniors and urban population. All three parameters were taken as average geometric values for 1999, 2004 and 2008. The analysis results showed the average relationship R to amount to 0.62, that is, to be the same as in the case of pair correlation with the age group of 65 years and older. In other words, the level of urbanization as an additional parameter did not at all events worsen the strength of the relation.

Streszczenie

W oparciu o dane statystyczne Banku Światowego i standardy Światowej Organizacji Turystyki badaniom poddano międzynarodowe przepływy turystyczne w przeliczeniu na jednego mieszkańca oraz przeanalizowano je pod kątem takich atrybutów demograficznych, jak struktura wiekowa i zasięg miast. Analiza przeprowadzona w odniesieniu do prawie 70 krajów świata wykazała, że aktywność turystyki wyjazdowej jest najsilniej warunkowana przez strukturę wiekową, w szczególności przez grupy wiekowe dzieci i seniorów, których wpływ był ukierunkowany przeciwnie. To z kolei doprowadziło do koncepcji, że te dwie cechy demograficzne reprezentują przeciwne strony pojedynczego parametru (współczynnik korelacji między nimi wynosił –0,9), na przykład poziomu rozwoju kraju. Gdy za wskaźnik poziomu rozwoju kraju uznano wydatki konsumpcyjne gospodarstw domowych na jednego mieszkańca (średnie wartości geometryczne za 1999, 2004, 2008 r., w cenach ustalonych na poziomie z roku 1996), to wartości te najsilniej korelowały z udziałem osób w wieku emerytalnym o r = 0,7. Nawiasem mówiąc, parametr kosztowy jest ważnym czynnikiem ekonomicznym, wpływającym na kształtowanie się międzynarodowych przepływów turystycznych. W związ-

ku z tym wydaje się uzasadnione, że udział osób powyżej 64 roku życia może być głównym wskaźnikiem demograficznym wpływu na turystykę międzynarodową (wyjazdową).

Przeprowadzono ponadto analizę regresji wielowymiarowej, w celu rozważenia złożonego wpływu cech demograficznych na turystykę międzynarodową (wyjazdową). Liczba wyjazdów zagranicznych w turystyce na 100 osób została przeanalizowana pod kątem udziału seniorów i ludności miejskiej. Wszystkie trzy parametry przyjęto jako średnie wartości geometryczne dla lat 1999, 2004 i 2008. Wyniki analizy wykazały, że średnia relacja R wynosi 0,62, czyli jest taka sama jak w przypadku korelacji par z grupy wiekowej 65 i więcej lat. Innymi słowy, poziom urbanizacji jako parametr dodatkowy w żadnym wypadku nie pogorszył siły relacji.