

Why Tourism?

Motivation: Is Tourism Important?

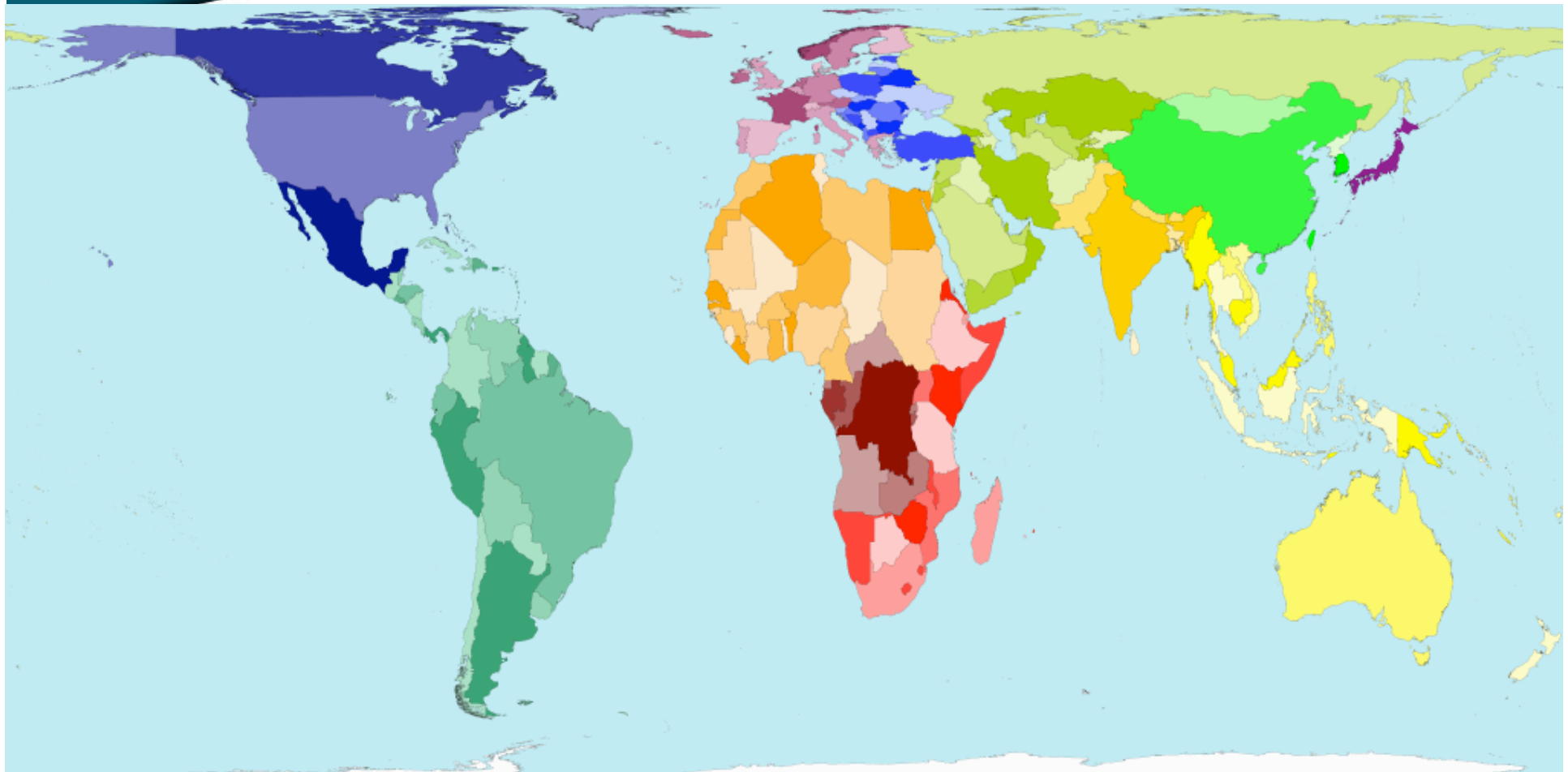
International Tourist Arrivals by region (million)

	Base year	Forecasts		Average annual growth rate (%)	Share (%)	
	1995	2010	2020	1995-2020	1995	2020
Total	565	1,006	1,561	4.1	100	100
Africa	20	47	77	5.5	3.6	5.0
Americas	109	190	282	3.9	19.3	18.1
East Asia/Pacific	81	195	397	6.5	14.4	25.4
Europe	338	527	717	3.0	59.8	45.9
Middle East	12	36	69	7.1	2.2	4.4
South Asia	4	11	19	6.2	0.7	1.2
Intraregional (a)	464	791	1,183	3.8	82.1	75.8
Long-haul (b)	101	216	378	5.4	17.9	24.2

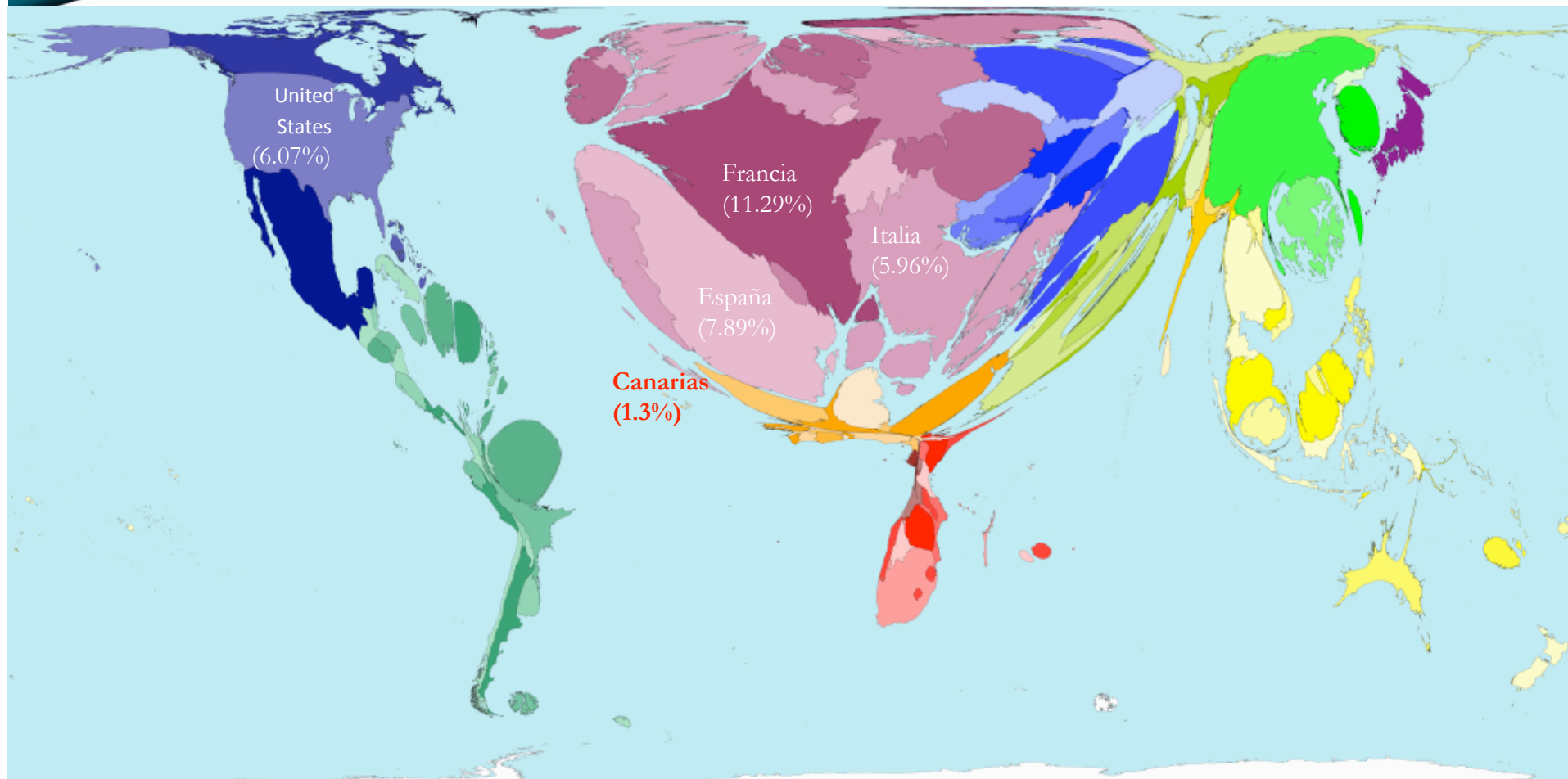
Fuente: UNWTO. Trendspotting 2012

Why in the Canary Islands?

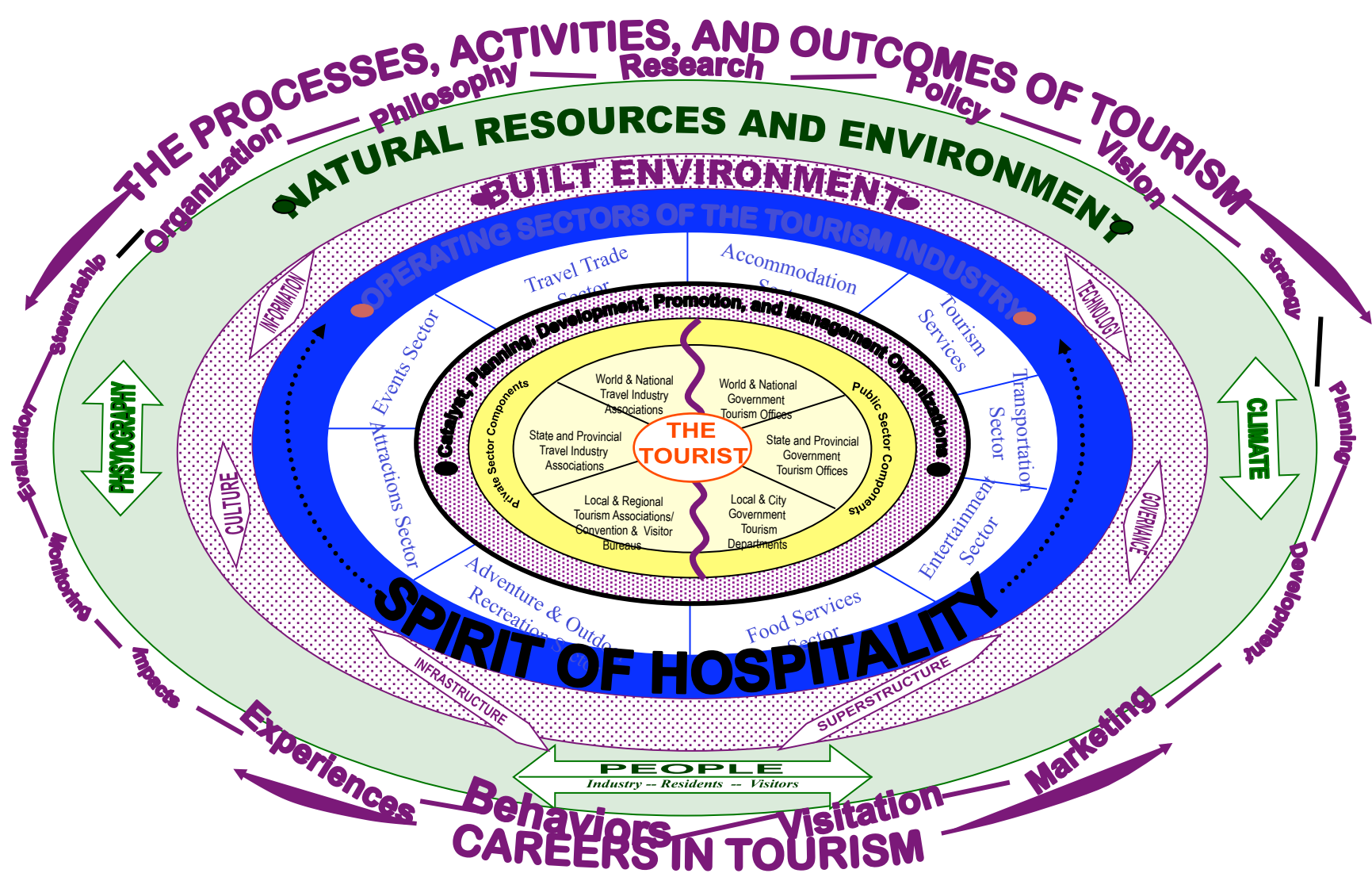
WorldMap (based on surface m²)



WorldMap based on Incoming Number of Tourists



Why a University degree?



Fenómeno Complejo



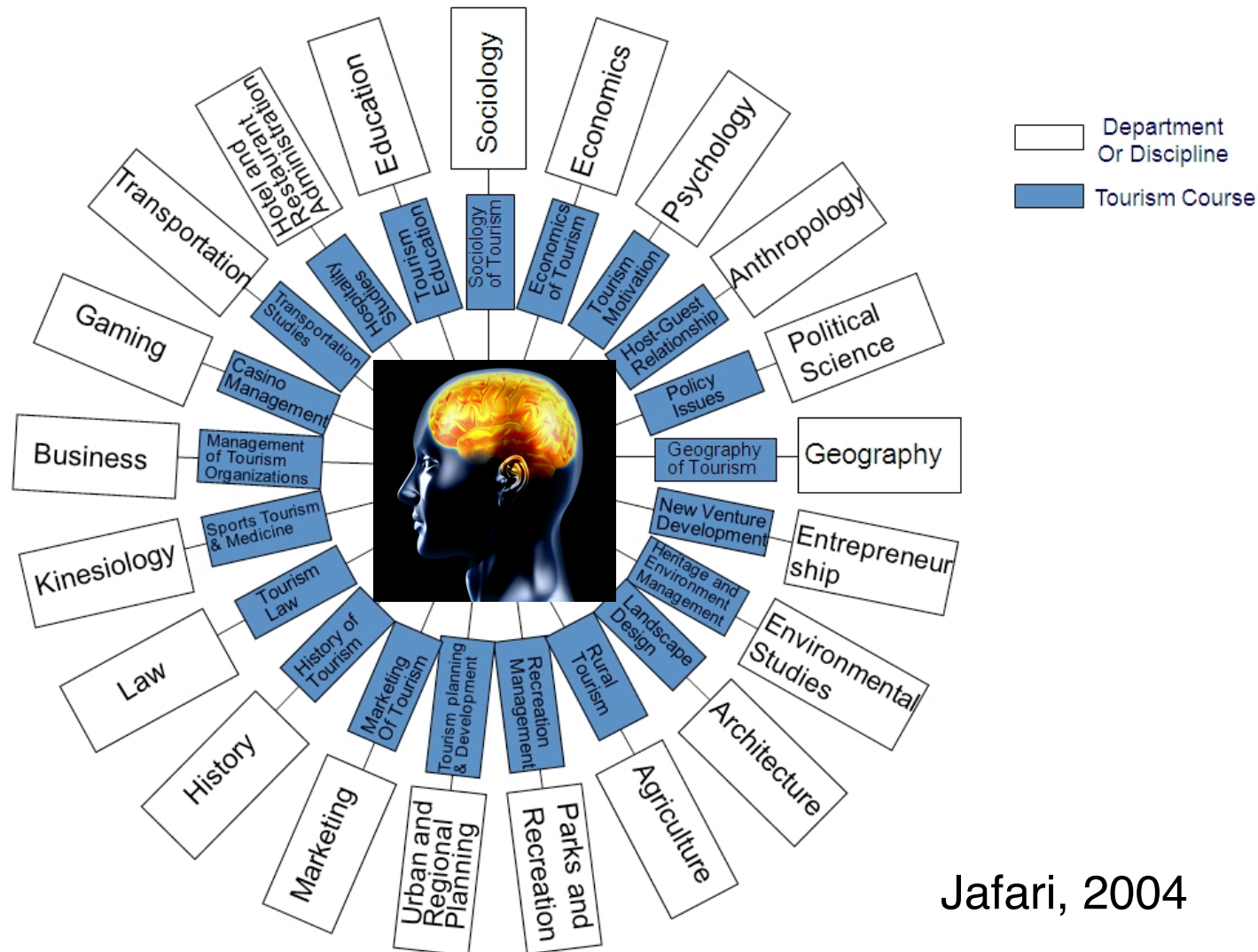
Multidisciplinary Approaches

-  Department Or Discipline
-  Tourism Course

Jafari, 2004

Complex Phenomenon

Multidisciplinary Approaches

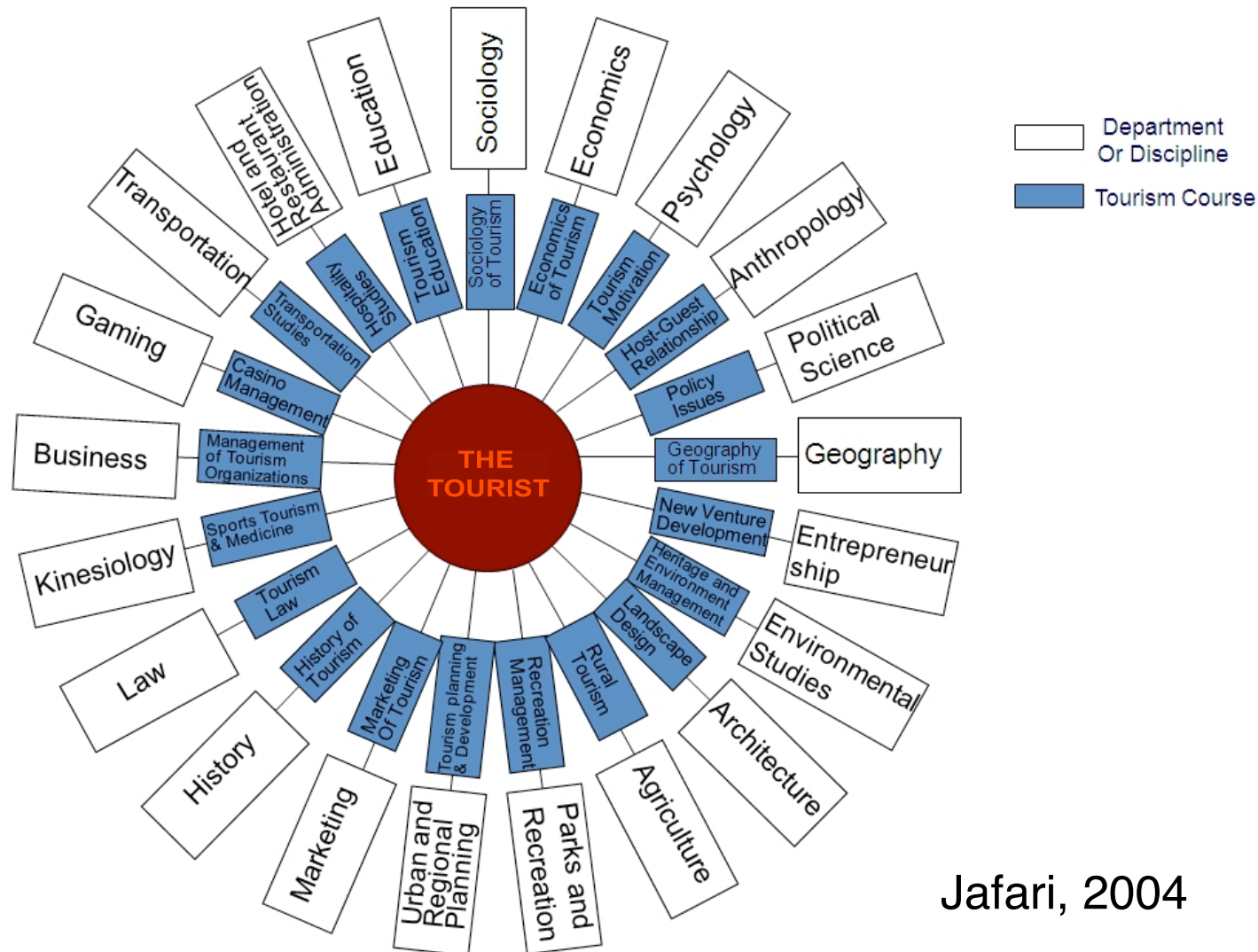


Jafari, 2004

Academic Goals

TIDES

Multidisciplinary Approaches



Jafari, 2004