The Impact Of Seasonality In Tourism On Employment

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ABSTRACT

The majority share of Mediterranean nations is experiencing seasonality. The seasonal example is most communicated in goals well known for recreation the tourism. Italy is one built up case of sun-and-ocean goals. Tourist exercises are expanding, whereby the tourism is developing yet not creating, coming about with seasonality of business which impacts on the work of employees in the nation. The paper makes assessments dependent on auxiliary data obtained from measurable distributions of The Italian Ministry of Tourism. Utilizing methodological methodologies: Seasonality proportion, Lorenz bend and Gini coefficient seasonal focus is estimated. Outrageous seasonal fixation in visitor landings and overnights is distinguished. Conservative, business, biological and socio-social ramifications emerging from the tourism seasonality are explained and recommendations for future exercises to relieve seasonal convergence of the tourism are given. The paper adds to the seasonality writing by applying distinctive estimation strategies in a holist path and by nitty gritty elaboration of suggestions emerging from seasonal centralization of visitor exercises. The tourism is one of the main and quickest developing ventures on the planet (Volvo, 2010). The significance of the tourism on the planet economy is featured in the World Travel and Tourism Council report (WTTC 2017). As indicated by the yearly research in 2016 all out commitment of Travel and Tourism to GDP was 10.2% of absolute GDP, the complete commitment of Travel and Tourism to business was 9.6%, guest sends out created USD1,401.5bn (6.6% of all out fares), while the commitment of Travel and the tourism to add up to venture was 4.4%. The tourism is viewed as a financial generator, particularly in less created nations. Economies are searching for a financial leap forward through the tourism. The principle accomplishment is the expansion in visitor landings and overnights, whereby the tourism is developing under uncontrolled conditions.

KEYWORDS: Seasonal focus, the tourism, seasonality, employment.

INTRODUCTION:

These days we have instances of nations encountering a fast development of tourist exercises and predominantly depending on the tourism as monetary action, encountering development as opposed to improvement. Key arranging is missing and the attention is on the tourism extension rather on the tourism improvement. The unconstrained increment in visitor exercises is coming about with spatial and worldly abuse of tourist offices. Goals end up experiencing overutilization in one a player in the year and underutilization in whatever remains of year. Synonymous for such the tourism improvement is given in numerous goals on the Mediterranean, one model is Italy. Italy is an entrenched tourist goal on the Mediterranean well known for shoreline the tourism. The most recent two decades the tourism ended up Italian driving industry. With the aim to feature the expansion of tourist exercises on the domain of Italy the examination of visitor landings 2016 to 2005 and 1995 is given. Number of tourist entries in 2016 was 15.594,157
contrasting with 9,995,000 in 2005 and 2,438,000 in 1995, which is an expansion of 56% to 2005 539,65% to 1995 (Ministry of Tourism, Republic of Italy, 2015).

In the new decade normal increment in the yearly rate of progress in landings is 6,66% and 5,59% in overnights (Ministry of Tourism, Republic of Italy, 2010-2016), the tourism incomes are additionally expanding with a normal yearly rate of progress in the watched time of 4,79% (Italian National bank, HNB 2010-2016). Without uncertainty Italy is extending in the tourism. The tourism is ceaselessly picking up on significance in the general national monetary circumstance. The tourism is an incredible supporter of the GDP (offer of 18, 2%), sends out (offer of 35, 1% of guest trades in all out fares), business (coordinate the tourism work offer of 6, 6% in absolute business) and venture (0, 92% offer of interests in the tourism area in GDP (Italian National bank, HNB 2015). The development of Italian the tourism is broad and uncontrolled, with an expanded reliance of the national economy on the tourism. Increasing the tourism impacts is the define objective, however supportability is absent. Today Italian the tourism is universally settled as a sun and-ocean goal.

Tourist exercises are focused on the coastline inside the seven waterfront districts amid the mid-year months. Italy is confronting a high level of spatial focus in tourist landings as the offer in absolute entries is up to 88, 74% in the watched period. Notwithstanding the slight decline from 88, 74% in 2010 to 87, 12% the focus is disturbing. The spatial focus in tourist entries is beated in overnights coming to 96, 12% in the watched period. The offer of 95,25% tourist overnights in the seaside region in 2016 is supporting the impression of Italy as a midyear sun and shoreline visitor goal. Italy is adjacent to the spatial focus confronting worldly fixation introduced in the rest of the paper. The point of this paper is to, by looking at methodological methodologies, distinguish the level of seasonal fixation in Italian the tourism and to feature primary ramifications getting from outrageous fleeting grouping of the tourism.

LITERATURE REVIEW:
Seasonality can be characterized as the most obvious quality of the tourism. It is an exceptional yearly reliance caused by the adjustments in climate, the choice for the season of purchasing and the season of devouring, making rivalries and impacts, and weight on the goal and workers (Bigović, 2011). Seasonality is a transient awkwardness in the tourism, which is communicated by the quantity of visitors, voyagers, entries, consumptions of tourists, and business (Butler, 1994). It is the variety in business and different exercises identified with the economy, and different ideas and sciences, for example, topography, science, and brain research and so on. (Baum and Lundtrop, 2001). Seasonality is the variance that seasonally bother monetary item (Kuznets, 1993). It is the methodical development of tourists in a chose timeframe (Koenig and Bischoff, 2004). Be that as it may, it is the most unmistakable element of the cutting edge worldwide the tourism (Baum and Lundtrop, 2001). Seasonality is associated with the decrease in business income (Scott and McBoyle, 2007).

SEASONALITY AND EMPLOYEES:
The effect of seasonality has been tended to by a few scientists (Commons and Page, 2001; Goulding, et al., 2004; Jang, 2004; Krakover, 2000). Consequently, this demonstrates seasonality causes effects, for example, putting extraordinary weight on transport and merchandise and
expanding the expense for the tourism undertakings; cost of enlisting; the precariousness of pay; overutilization of assets; and the perishability of items amid low season. In any case, business is influenced straightforwardly and obviously via seasonality, for example, the lack of nearby employees drove the organization to look for global specialists. Likewise, the sporadic or periodic interest for work influences employees' maintenance, advancement, and loss of aptitudes, preparing, and their profession openings. This for the most part has terrible reflections on employees' responsibility, wellbeing, and consumer loyalty. Then again, Marshall (1999) examined the impacts of seasonality on the tourism work. He characterized seasonal occupation as a non-changeless paid occupation for the individuals who were enlisted by inns to conceal their lack of employees in engaging clients' needs and needs. Consequently, their enrollment will finish when the pinnacle season has passed. Hudson and Cross (2005) noticed that goals experience congestion and clog. Likewise, immersion levels are frequently come to amid pinnacle seasons which prompts the over utilization of foundation and furthermore the overwhelming interest on administrations. Along these lines, lodgings enlist more workers to satisfy tourists' interest.

Shockingly, on account of cresting, they frequently need adequate abilities, encounter as well as capabilities, which certainly will lessen the nature of administration. Muñoz-Bullón (2009) inspected the distinctions in wages among male and females in the tourism. What's more, results demonstrated that employees incline toward high season since they produce more salary. Be that as it may, they need to work a greater number of hours than in the low season to meet the requests of their clients. Cox, Griffith and Rial-Gonzalez (2000) brought up that high seasonality could without much of a stretch reason pressure when the requests surpass worker's abilities to meet it, which prompts brutality at the work put. Leith (2002) guaranteed that the abnormal state of weight prompts a forceful administration style which may have an effect on the employee's choice to stop their occupations. Faulkner and Patiar (1997) inspected the wellsprings of worry among front-office employees and housekeeping staff.

The aftereffects of their investigation demonstrated that there are a few wellsprings of stress which include: an excess of work, the absence of meeting or correspondence, insufficient criticism, and being underestimated. Receptionists revealed being presented to more different stressors than their housekeeping partners. Zohar (1994) additionally guaranteed that the low dimension of coordination among employees and distinctive office prompts low dimension of control which is viewed as the solid indicator of the work pressure. Sorensen and Jensen (2015) focused on administration experience. In this way, they underscored on the incredible employment between bleeding edge workers in the tourism part and the clients or clients. In their past examination in 2012, they asserted that some tourism organizations don't include their cutting edge employees in learning advancement which restrains their motivators to create thoughts and data from their administration experience. Getz and Nilsson (2004) guaranteed that tourism ventures ought to envision the effect of seasonality and receive techniques to take care of popularity on assets and alter the negative effect of seasonality. Besides, Jeffery and Barden (1999) recommended the utilization of money related wanting to oversee vacillation in employees and different assets.

**METHODOLOGY:**
Data on entries and overnights, for the watched time of six years 2010-2016, was gotten from Italian Bureau of insights (CBS) and "The tourism in figures", Editions 2010. - 2016. Service of
Tourism, Republic of Italy. So as to ascertain seasonal fixation in visitor entries and overnights a blend of estimation techniques including Seasonality proportion, Lorenz bend and Gini coefficient were connected to quantify the level of seasonality and think about the level of seasonality between years. The Seasonality proportion is determined by taking the most astounding number of guests and isolating these by the normal number guests (Yacoumis, 1980). The Seasonality proportion is expanding with the expansion of the level of seasonal fixation, running from 1 to 12. In the event that the quantity of guests is consistent throughout the year, a year, the Seasonality proportion will be 1, on the off chance that the quantity of guests is packed in one month, the Seasonality proportion will be 12. The Lorenz bend is a graphical outline of imbalance.

The Lorenz bend, line of disparity, is determined by partitioning the month to month quantities of tourist landings/overnights with the absolute number of visitor entries/overnights inside a given year, consequently the month to month proportions have been determined. Further, the month to month proportions have been positioned from low an incentive to high esteem and combined estimations of proportions of determined. The gap between the Lorenz bend and the line of equity is the disparity gap. A higher slant brings up higher seasonal focus. The Gini coefficient is the most seasonally utilized proportion of disparity speaking to the zone between the Lorenz bend and the line of equity (Lundtrop, 2001). The Gini coefficient is extending from 0 to 1, whereby 0 demonstrates immaculate equity and the estimation of 1 shows full unequal circulation of tourist entries by months (Kalamustafa and Ulma, 2010). The recipe utilized in the count of the Gini coefficient is clarified by Lundtrop (2001) $G = \frac{2}{n} \sum (x_i - y_i)$ $i=1$ $n$ = proportion esteem, $x_i$ = proportion arrange, $y_i$ = total real proportions in the Lorenz bend. With the expansion of Gini coefficient expands the dimension of seasonal fixation.

RESULTS:
Analysis of seasonal concentration in Italian tourism started with the application of Seasonality ratio on collected data (Table 3).

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<td>26,758</td>
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<td>33,493</td>
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<td>May</td>
<td>84,161</td>
<td>29,767</td>
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<td>25,588</td>
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<td>64,253</td>
<td>13,714</td>
<td>79,468</td>
<td>19,441</td>
<td>57,118</td>
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<td>July</td>
<td>27,478</td>
<td>1,333,375</td>
<td>289,988</td>
<td>178,473</td>
<td>226,054</td>
<td>170,076</td>
<td>267,889</td>
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<td>August</td>
<td>295,022</td>
<td>300,042</td>
<td>295,075</td>
<td>262,932</td>
<td>321,144</td>
<td>226,967</td>
<td>267,889</td>
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<td>September</td>
<td>113,276</td>
<td>65,979</td>
<td>133,949</td>
<td>65,247</td>
<td>252,989</td>
<td>266,485</td>
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<td>October</td>
<td>43,963</td>
<td>123,739</td>
<td>101,804</td>
<td>51,476</td>
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<td>139,348</td>
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<td>November</td>
<td>38,165</td>
<td>129,971</td>
<td>91,945</td>
<td>45,282</td>
<td>105,946</td>
<td>108,507</td>
<td>124,471</td>
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<td>December</td>
<td>31,075</td>
<td>139,526</td>
<td>150,161</td>
<td>50,299</td>
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<td>Average</td>
<td>38,367</td>
<td>40,366</td>
<td>39,405</td>
<td>35,092</td>
<td>45,405</td>
<td>38,103</td>
<td>45,014</td>
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Table 3. Seasonality ratio 2010-2016.
As indicated by the determined Seasonality proportion Italy is encountering extraordinary seasonal convergence of tourist landings and overnights. The proportion shows a higher focus in visitor overnights than tourist landings, which is ascribed to the more extended time of remain in high season per entry and correspondingly a higher offer of August overnights contrasted with August entries. The Seasonality proportion is underscoring an uneven appropriation in tourist exercises as can be seen in 2016 August had multiple times a bigger number of landings than the yearly normal and multiple times more overnights than the yearly normal. The unevenly conveyance of visitor exercises is introduced by the August/January proportion. It will unfavorably effect on the work of the employee because of precariousness. Comparing the month with the most astounding tourist landings/overnights, August, and the least visitor entries/overnights, January, tremendous uneven extents are distinguished. August accomplished multiple times a larger number of landings than January and multiple times more overnights than January. Inside the watched period, in spite of some slight changes, the seasonal proportion is consistent in landings and overnights.

The examination proceeded with the figuring of the Lorenz bend. The Lorenz bend (Figure 2) demonstrates the circulation of tourist entries against the long periods of year. The unequal circulation of visitor entries has yielded the bend. The offer of tourist landings in the best performing quarter of year exceeds entries in whatever is left of year. Because of the exceptional centralization of visitor landings in the best performing a very long time of year the gap between the line of balance and the Loren bend is high, bringing up uneven appropriation and seasonal focus. The Lorenz bend for tourist overnights (Figure 3) is more yield, compering to tourist entries, showing a significantly higher fixation over visitor overnights in the high tourist season. The state of Lorenz bend inside the watched period is comprised, calling attention to dependability of seasonal grouping of tourist exercises.

The last applied measurement method is the Gini coefficient. As a support to the Lorenz curve, Gini coefficient is using Lorenz curve data to present the inequality of tourist activities. As given in Figure 4 Gini coefficient for tourist arrivals in the observed period is very high reaching a maximum of 0.68 in 2011, average value during observed period is 0.55. Since the maximum value of Gini coefficient is 1 it can be stated that extreme seasonal concentration is experienced. Tourist overnights have the same intense and are even higher in value compared to arrivals, average value during observed period is 0.64. As did the previous measurement methods also does the Gini coefficient indicate constancy over years?
Utilized methodological approaches distinguished extraordinary seasonal fixation in tourist entries and overnights. The Seasonality apportion calls attention to a lopsided extent of tourist landings and overnights in the best performing month, August, and the yearly normal, demonstrating high centralization of tourist exercises in a single month of year. The Lorenz bend together with the Gini coefficient exhibit the uneven conveyance of tourist landings and overnights inside the year, demonstrating escalated convergence of visitor exercises amid the fundamental tourist season with an extraordinary offer in by and large yearly tourist exercises.

**IMPLICATIONS OF SEASONALITY AND IMPACT ON EMPLOYEES AND ECONOMY:**

Ramifications of seasonal fixation are coming about because of the abuse of limits and assets in a single piece of the year, and underuse of limits and recourses in the other piece of year. Writing is ordering suggestions emerging from the tourism in four noteworthy classifications: conservative, business, biological and socio-social ramifications. Affordable and work suggestions emerge shape underutilization in off season, while biological and socio-social emerge from overutilization in the high season and will effect on the work in Italy. The financial ramifications are chiefly identified with the off-season time frame and which will misfortune the occupations for some employees and worker and it will affect severely on the work of Italian open (McEnnif, 1992). Financial ramifications happen because of extreme utilization of assets in the high season and underuse of assets in low season (Butler, 1994).

The issue of seasonal business task is especially articulated in the tourism since the tourism item bears the qualities of immaterialness and temporariness, so items don't have the likelihood of putting away or redistribution, which implies if the item or administration isn't sold on the day its esteem is zero (Cooper et al, 2005; Goeldner and Ritchie, 2003; Commons and Page, 2001). In the convenience part, the negative ramifications of seasonal vacillations sought after are prompting an absence of settlement in the high season, while underuse of convenience offices in the off-season time frame can have deplorable monetary impacts (Koenig and Bischoff, 2005). Seasonality makes loss of benefits due the wasteful utilization of assets and the steady dread of deficient utilization of limits (Butler, 1994; Sutcliffe and Sinclair 1980).
Organizations and society ought to accomplish an adequate dimension of pay in a couple of wild long stretches of summer so as to guarantee inclusion of yearly settled expenses and accomplishment for the entire year (Goulding, Baum and Morrison, 2004). From the aforementioned emerge low profit for capital contributed what is the primary impediment to the passage of new capital from private financial specialists and loan specialists in the tourist part (Cooper et al., 2005; Goulding, Bauman and Morrison, 2004; Commons and Page, 2001; Butler, 1994). Intense seasonal convergence of the tourism in Italy is one of the foundations for not having marked universal interest in the tourism area. Besides, exorbitant use is coming about with cost increment amid the tourist crests (Cellini and Rizzo, 2010; Commons and Page, 2001). With an end goal to underscoring the presence of positive financial ramifications of seasonality name upkeep on structures or destinations that are typically booked for off-season supporting the development and related monetary exercises, can be named.

The marvel of seasonality in the tourist business dramatically affects work, causing high work in pinnacle season and decreased work in off season. Seasonal work influences the economy, employees and neighborhood networks, and in this way is independently considered from alternate effects of seasonality. Seasonality and work in the tourism is a very much looked into point in the scholastic writing, yet there is as yet a general absence of hypothetical learning (Krakover, 2000). The most serious issue of seasonal work happens in the full time enrollment and maintenance of employees in goals set apart with seasonality of business (Yacoumis, 1980). Shakiness of business adapted via seasonal interest for work caused a noteworthy decrease in the rate of employees in the off-season time frame, where the workforce is compelled to leave the visitor goal looking for perpetual work, which has negative financial effects on the goal (Szívás et al. 2003). The work environment in the tourism is typically considered as impermanent occupations with low wages and disagreeable working hours, wherein seasonality makes this sort of work increasingly shaky, so employees are depleted in the high season and they are compelled to look for elective wellsprings of salary in off season (Kolomiets, 2010). Murphy (1985) points out that the proportion of staff and abilities are insignificant, since less preparing is accommodated the brief employees.

In this manner, it is especially hard to keep up the benchmarks and quality (Baum, 1999). Seasonal work is typically observed as "less noteworthy" and will in general pull in less instructed, semi-gifted or untalented staff. Seasonality in business isn't in every case essentially negative, beneficial outcomes are found in the work of understudies and housewives who can be utilized just amid specific times of the year (Koenig and Bischoff, 2005). Seasonal the tourism organizations are looked with various difficulties, in spite of organizations that work consistently, as they require profitable and prepared staff yet additionally seasonal and impermanent utilized. Enrollment and procuring a sufficient number of seasonal workers cause monetary expense on preparing and is a test for the HR division (Cooper et al. 2005). Makes this issue much additionally difficult that such organizations must keep up powerful and proficient staff and in the meantime depend on those less experienced and less gifted specialists.

Seasonal employees have less time to adjust to the workplace yet at the same time need to give their best in the pinnacle season. What might be alluring for these organizations is to endeavor to reestablish the equivalent, officially prepared employees a seemingly endless amount of time and
in this manner decrease preparing costs, increment the nature of administrations and hence increment the value and fulfillment of the purchaser. Italian the tourism is in the course of the most recent couple of years confronting huge issues with respect to seasonal work. In spite of government exercises the issue couldn't be survived and even raised much more. This test is going to progressively influence the tourism economy in Italy. Then again, specialists advantage since they come back to a similar activity, season after season, and are as of now comfortable with the earth and the work environment and in this way stretch is limited.

Thus, the arrival of seasonal employees in a similar work environment is commonly gainful for both the worker and the business (Kolomiets, 2010). Hartmann (1986) features that it is inappropriate to assess the tourism seasonality just in financial conditions, and to isolate the territorial the tourism administrations framework from their social condition and biological base. Ecological ramifications are to a great extent synonymous with the negative impacts emerging through the convergence of guests amid the pinnacle season in the tourist goal. This incorporates, for instance, clog of rustic territories, disturbance of untamed life, squander water creation, commotion, contamination, exhaustion of normal assets, and so forth. (Chung, 2009; Bender, Schumacher and Stein, 2005).

Keeping an eye on and Powers (1984) features the powerlessness of the natural conveying limit of the intemperate grouping of tourist request in the zone. Explain weight on the seasonally delicate condition, caused by congestion and over-usage amid the late spring, is refered to as the principle issue of natural insurance (Butler, 1994), and as one of the reasons for unsustainable the tourism advancement. Despite the fact that in long haul raises the conviction that seasonality is sure for the earth, agreeing solely high use amid the season, and not dispersed throughout the entire year utilization of characteristic assets, giving rest and time to restoration amid the off-season time frame (Higham and Hinch, 2002; Butler, 1994; Hartmann, 1986), however under inquiry is the level of abuse amid the pinnacle season period as it may cause harms which are not sustainable.

DISSCUSION AND CONCLUSION:

Most tourist goals encounter seasonal examples of tourist appearance (Jang 2004). Spatial and transient fixation in tourist exercises is certainly not a specific normal for a solitary goal or nation, it is knowledgeable about practically all goals and nations on the planet. Italy, as a Mediterranean goal, drawing in for the most part persuaded by relaxation sun and ocean the tourism is encountering articulated seasonal grouping of visitor exercises. As introduced, seasonal grouping of the tourism in Italy is extraordinary high. Italy is viewed as one of the world's most seasonal influenced goals, having in 2016 August multiple times a bigger number of landings than the yearly normal and multiple times more overnights than the yearly normal, with a Gini coefficient of 0,52 for visitor entries and 0,63 for tourist overnights which gives numerous business chances to employees.

Because of gigantic seasonal focus suggestions influencing the economy, work, biology and socio-social network are emerging. Italy is experiencing the tourism seasonality and looking for answers for battle or relieve the seasonal example of the tourism. Italian the tourism will be tested to extend the high season, pull in guest in the off season and to make the tourism
increasingly practical. Exercises which must be attempted incorporate advancement of decent variety of Italian as a tourist goal, proactive goal the executives, adjustment of visitor supply to request needs in off season period, expanding openness of goals. Italy needs to swing to new market fragments and enhance the goal item. In spite of the exercises given by the Ministry of the tourism and the Italian national visitor board, results are absent. General society and private segment must be included to ease the suggestions emerging from rising to seasonal fixation and to figure out how to, at any rate, expand the season, as higher objective may be to impossible right now.

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