

Economic measures of tourism yield: what markets to target?[†]

Larry Dwyer , Peter Forsyth

First published: 27 February 2008

<https://doi.org/10.1002/jtr.648>

[†] Research was supported by Sustainable Tourism Cooperative Research Centre, Australia. We wish to acknowledge the constructively critical input of two anonymous reviewers.

Abstract

An understanding of the yield potential of different source markets and segments can underpin destination marketing by both public and private sector organisations. The standard yield measure relates to expenditure injected into a destination from different market segments. This measure has several limitations, which are discussed in the paper. With the increasing sophistication of economic models such as computable general equilibrium, models, it is now feasible to develop new and more useful measures of tourism yield, which directly measure the gains to different stakeholders. Several economy-wide impact measures of yield are developed and contrasted for selected Australian inbound tourism markets. The measures produce conflicting signals for public and private sector tourism marketers and planners. The reward from further research in developing and operationalising yield measures is more informed policy-making by destination managers in respect of destination marketing and new product development, resulting in greater economic gains from inbound tourism. Copyright © 2008 John Wiley & Sons, Ltd.

REFERENCES

Australian Government. 2004. A Medium to Long Term Strategy for Tourism: The Future View of Australian Tourism, White Paper, Canberra, Australia.

[Google Scholar](#) 

This website utilizes technologies such as cookies to enable essential site functionality, as well as for analytics, personalization, and targeted advertising. You may change your settings at any time or accept the default settings. You may close this banner to continue with only essential cookies. [Privacy Policy](#).

[Manage Preferences](#)

[Accept All](#)

[Reject Non-Essential](#)

Briassoulis H. 1991. Methodological issues: tourism input-output analysis. *Annals of Tourism Research* 18: 435–449.

British Tourism Partnership. 2005. *Business Tourism Leads the Way*. British Tourism Partnership: London.

Buhalis D. 2000. Marketing the competitive destination of the future. *Tourism Management* 21(1): 97–116.

Collins D, Salma U, Suridge T. 2004. Economic contribution by inbound market segments. *Tourism Research Report* 6(1): 1–29.

Crouch G, Shultz L, Valerio P. 1992. Marketing international tourism to Australia: a regression analysis. *Tourism Management* 13(2): 196–213.

Dixon P, Parmenter B. 1996. Computable General Equilibrium Modelling for Policy Analysis and Forecasting. In *Handbook of Computational Economics, Volume 1*, H Aman, D Kendrick, J. Rust (eds). Elsevier Science B.V. pp. 4–85.

Dwyer L, Deery M, Fredline L, Jago L. 2007. Corporate responsibility as essential to sustainable tourism yield. *Tourism Economics* 13(3): 421–440.

This website utilizes technologies such as cookies to enable essential site functionality, as well as for analytics, personalization, and targeted advertising. You may change your settings at any time or accept the default settings. You may close this banner to continue with only essential cookies. [Privacy Policy](#)

[Manage Preferences](#)

[Accept All](#)

[Reject Non-Essential](#)

Dwyer L, Forsyth P. 1997. Measuring the benefits and yield from foreign tourism. *International Journal of Social Economics* 24(1/2/3): 223–236.

| [Google Scholar](#) |

Dwyer L, Forsyth P, Madden J, Spurr R. 2000. Economic impact of inbound tourism under different assumptions about the macroeconomy. *Current Issues in Tourism* 3(4): 325–363.

| [Google Scholar](#) |

Dwyer L, Forsyth P, Spurr R. 2004. Evaluating tourism's economic effects: new and old approaches. *Tourism Management* 25: 307–317.

| [Web of Science®](#) | [Google Scholar](#) |

Dwyer L, Forsyth P, Spurr R, Ho T. 2003. Contribution of tourism by origin market to a state economy: a multi-regional general equilibrium analysis. *Tourism Economics* 9(4): 431–448.

| [Google Scholar](#) |

Dwyer L, Forsyth P, Spurr R, Ho T. 2005. Economic impacts and benefits of tourism in Australia: a general equilibrium approach. *STCRC Sustainable Tourism Monograph Series*, February. ISBN 1920704108.

| [Google Scholar](#) |

Dwyer L, Forsyth P, Fredline L, Jago L, Deery M, Lundie S. 2006a. Concepts of tourism yield and their measurement. *STCRC Technical Report*, December, Gold Coast ISBN 9781920965181.

| [Google Scholar](#) |

Dwyer L, Forsyth P, Spurr R. 2006b. Assessing the economic impacts of special events. In *International Handbook of Tourism Economics*, L Dwyer, P Forsyth (eds). Edward Elgar: Cheltenham, UK and Northampton, MA, USA; pp. 1–560.

| [Google Scholar](#) |

This website utilizes technologies such as cookies to enable essential site functionality, as well as for analytics, personalization, and targeted advertising. You may change your settings at any time or accept the default settings. You may close this banner to continue with only essential cookies. [Privacy Policy](#)

[Manage Preferences](#)

[Accept All](#)

[Reject Non-Essential](#)

| [Google Scholar](#) |

Lundie S, Dwyer L, Forsyth P. 2007. Environmental-economic measures of tourism yield. *Journal of Sustainable Tourism* 15(5): 1-18.

| [Google Scholar](#) |

Madden J. 2006. Economic and fiscal impacts of mega sporting events: a general equilibrium assessment. *Public Finance and Management* 6(3): 346-394.

| [Google Scholar](#) |

Narayan P. 2004. Economic impact of tourism on Fiji's economy: empirical evidence from the computable general equilibrium model. *Tourism Economics* 10(4): 419-433.

| [Google Scholar](#) |

Northcote J, Macbeth J. 2006. Conceptualising yield: sustainable tourism management. *Annals of Tourism Research* 33(1): 199-220.

| [Web of Science®](#) | [Google Scholar](#) |

Organisation of American States. 1997. *Sustainable Tourism by Managing Its Natural And Heritage Resources*. XVII Inter-American Travel Congress Permanent Secretariat: San Jose, Costa Rica.

| [Google Scholar](#) |

Salma U, Heaney L. 2004. Proposed methodology for measuring yield. *Tourism Research Report* 6(1): 73-81.

| [Google Scholar](#) |

This website utilizes technologies such as cookies to enable essential site functionality, as well as for analytics, personalization, and targeted advertising. You may change your settings at any time or accept the default settings. You may close this banner to continue with only essential cookies. [Privacy Policy](#)

[Manage Preferences](#)

[Accept All](#)

[Reject Non-Essential](#)

TRREC. 2006. *Enhancing Financial and Economic Yield Sector Performance and Business Benchmarks Report*. Tourism Recreation Research and Education Centre (TRREC), Lincoln University for the Ministry of Tourism and Tourism Industry Association of New Zealand: Christchurch, New Zealand.

| [Google Scholar](#) |

Tourism Australia. 2002. *International Visitor Survey 2002*. Tourism Research Australia: Canberra.

| [Google Scholar](#) |

Tourism Australia. 2003. *International Visitor Survey 2003*. Tourism Research Australia: Canberra.

| [Google Scholar](#) |

Tourism Australia. 2004. *International Visitor Survey 2004*. Tourism Research Australia: Canberra.

| [Google Scholar](#) |

Wanhill S. 1994. The measurement of tourist income multipliers. *Tourism Management* 15(4): 281–283.

| [Web of Science®](#) | [Google Scholar](#) |

Citing Literature



[Download PDF](#)

ABOUT WILEY ONLINE LIBRARY

[Privacy Policy](#)

This website utilizes technologies such as cookies to enable essential site functionality, as well as for analytics, personalization, and targeted advertising. You may change your settings at any time or accept the default settings. You may close this banner to continue with only essential cookies. [Privacy Policy](#)

[Manage Preferences](#)

[Accept All](#)

[Reject Non-Essential](#)

OPPORTUNITIES

Subscription Agents
Advertisers & Corporate Partners

CONNECT WITH WILEY

The Wiley Network
Wiley Press Room

Copyright © 1999-2026 John Wiley & Sons, Inc or related companies. All rights reserved, including rights for text and data mining and training of artificial intelligence technologies or similar technologies.

WILEY

This website utilizes technologies such as cookies to enable essential site functionality, as well as for analytics, personalization, and targeted advertising. You may change your settings at any time or accept the default settings. You may close this banner to continue with only essential cookies. [Privacy Policy](#)

[Manage Preferences](#)

[Accept All](#)

[Reject Non-Essential](#)