

USA: INTERNATIONAL TOURISM TO HELP THE ECONOMY



The USA is beginning to learn from its mistakes done in the wake of 9/11 and realizes that it needs the international tourists it used to take for granted. International tourism is seen as one of the ways to solve the country's financial woes.

Almost two years ago a major declaration was made in the history of US tourism. Namely, we learnt that the country had suffered a "lost decade", with the Americans blaming the enforced security measures in wake of the planes crashing into the Twin Towers in 2001.

With the world just getting back to its feet after the financial beating it has taken in recent years, Americans now realize that **international tourism should play a vital role in their country's recovery and see the necessity to reduce strict security and immigration laws**. The panic after 9/11 means that potentially high-spending tourists are often sat in embassies waiting for a time-consuming and off-putting personal interview.

There was an increase in spending by international tourists last year, meaning that \$152 billion was spent on American soil in 2011, showing an impressive increase on previous years considering the restrictions.

For a businessman from, say, Rio de Janeiro the process of applying for a short-term business visa could take up to 87 days. Many have labeled the process of getting a temporary visa as laborious and often insurmountable.

Personal interviews and embarrassing airport checks have left many feeling disillusioned in the American security system. This is the reason why **America lost over 2.4 million people in the 1st decade**. Other explanations involve the USA being the only developed country to not have a national tourism board and tourism promotion strategy. In light of recent events, immigration and marketing conditions may well change to accommodate new attitudes towards incoming tourism.

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