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WORLD TOURISM: DEVELOPMENT TENDENCIES ON THE MODERN STAGE

СВІТОВИЙ ТУРИЗМ: ТЕНДЕНЦІЇ РОЗВИТКУ НА СУЧАСНОМУ ЕТАПІ

Abstract

Dynamics of the tourism development in the course of the last centuries facilitates active economic growth of numerous countries. At the same time the development of the tourism industry of a particular country is influenced by the world tendencies, either political, economic, social and other. Presently tourism ensures more and more working positions, in particular for women and youth, as a means of reducing the inequality on the national and international levels. Tourism equals almost to 10% of the world GDP, 6% of the world trade and provides with one out of eleven working positions. The development of the tourism industry contributes to the increase in the budget revenues, foundation of new offices, development of the infrastructure, building of new tourist attractions, intensification of security and reconstruction of the existing historical and cultural legacy and environmental protection. Tourism has become an important source of state's income and ranks among the most potentially productive branches of national economy. The development of the recreational tourism industry and the enhancement of its impact on the economic growth has become one of the strategic growth directions of the world economy.

Key words: *travel, tourism, tourism industry, economic growth.*

Анотація

Динаміка розвитку туризму в останні десятиліття сприяє активному економічному зростанню багатьох країн світу. У той же час на розвиток туристичної галузі господарства окремої держави впливають світові тенденції, як політичні, економічні, соціальні та інші. На сьогодні туризм забезпечує все більше і більше робочих місць, в тому числі для жінок і молоді в якості засобу для зниження нерівності на національному та міжнародному рівні. Туризм складає майже 10% від світового ВВП, 6% світової торгівлі і забезпечує одне з одинадцяти робочих місць в світі. Розвиток туристичної галузі сприяє збільшенню надходжень до бюджету, створення нових робочих місць, розвитку інфраструктури, будівництва нових туристичних об'єктів, посилення охорони та реконструкції існуючих історико-культурних пам'яток, охорони навколишнього середовища. У багатьох країнах світу туризм став важливим джерелом доходів бюджету і вважається найбільш перспективною галуззю національної економіки. Розвиток рекреаційно-туристичної галузі і посилення її впливу на економічний розвиток стали одним з пріоритетних напрямків розвитку світового господарства.

Ключові слова: подорожі, туризм, індустрія туризму, економічне зростання.

The modern stage of the tourism industry development is accompanied with the intensification of business activity in the tourism field, international competition, requirement alterations of tourists that all implies the investigation of global trends in alterations in the tourism field. In the context of globalization the tourism development in Ukraine necessitates the updating of the varieties in tourism activity, maintenance of integration with the world leaders in the tourism industry, employment of the world best practices in regard to the meeting of consumer's demand, provision of information on the relevant prospects of tourist enterprises, their attainments and advantages.

The question about the development of international tourism was thoroughly studied by such forefront Ukrainian and foreign scholars as: Z. Adamanova, M.P. Mal's'ka, T.I. Tkachenko, O.O. Jastrems'ka, O.A. Lozova, V.F. Kyfjak, O.E. Garbera and others. But despite numerous publications, the scientific literature does not quite elucidate the question of the modern world tourism development.

The aim of the article is to elucidate the major world development trends of tourism, prospects of its establishment and designation of the most lucrative countries and regions of the modern world.

The world tourism, under the influence of globalization processes and comprehensive integration, is developing in the most dynamic way among the national economy fields and is gradually becoming one of the key factors of the world economic growth and improvement of the welfare of people engaged in the tourism industry. The notion of globalization implies the process of economic, political and cultural alignment and confluence of different countries across the globe. Globalization processes in the tourism market are characterized by the service change, internationalization of the economic activity, modernization of the transport infrastructure etc.

The modern stage of the development of the world economy is characterized by the dominating service industry either in the national output structure of the world countries, or in the system of international economic relationships. The development of the world tourist services appears to be one of the manifestations of globalization. Being influenced by the integration and globalization processes which take place in the modern world economy it becomes typical for the majority of the world countries. Experience proves that the service industry is one of the most important and rapidly growing segments of the world economy. Consequently, in well-developed countries the part of the service industry in the BDG structure exceeds 70%, there is over 60% of the labor force engaged in it.

At the present stage the world-wide trade market is gaining even more significance and is in the focus of attention on the part of the forefront world experts. The growth of the world tourist market corresponds to the modern economic trends because the international service trade is gaining more importance for the comprehensive economic process.

The organization which is monitoring and correcting global tourism trends is the World Tourism Organization which, in addition to that, equalizes all its members endowing the small countries with the voting right, in this way restricting the economic dictatorship of the industrially developed countries that might be inevitable during bilateral negotiations. The trade system of the World Tourism Organization aids to fulfill the trade without any impediment and ensures every member country

with the constructive and equal mechanism of solving controversial trade questions simultaneously strengthening economic stability and collaboration [6].

According to the world practice, tourist services include services of tourist allocation, transportation of tourists to the destination country and within the country by different means of transportation, catering services, services intended to satisfy tourist cultural and business requirements (participation in congresses, academic conferences, exhibitions, fairs etc), services of trade enterprises (sale of souvenirs, presents etc), services on preparation and legalization of documentation (travelling passports, visas etc) [11].

In the service industry a consumer is rendered a service in the form of the differentiated product of labor (catering, recreation, allocation etc.) or directly in the form of labor (escorting interpreter's service, tourism instructor, guide, entertainer and so on), that is the services manifest themselves in material and immaterial form. In the sphere of actual tourism activity a consumer is offered an integral tourist product (a package tour or an inclusive tour) as a complex of material (commodities) and immaterial (service rendering) consumer costs necessary for needs repletion which arise during the travelling process [8].

Modern tourists have become more demanding concerning material values as well as their own impressions and needs. Investing the minimal cost into a trip they wish to gain the maximum of service and impressions, that is tourists have become more sensible in regard to their own expenditures. Tourists have become more discerning in the pricing facilities of vacation and its possibilities; they want to get a service of better quality, comfortable holiday and saturated program at the same price [7].

The location of the hotel in the first row or all-inclusive do not already meet their demand. Tourists are eager to make inquiry in advance on the character of the water entry on the beach, the quality of the sand or pebble stones, on who exactly entertains the public, on the cuisine and the variety of dishes, room design, service and so on [3].

The last quarter of the XX century and the beginning of the XXI century are marked with the accelerated growth of tourism that converted it into the global phenomenon taking into account its large-scale involvement, forms and technologies of holiday organization. Despite this, tourism remained regional and national in matter. The world tourism industry, offering unified systems of vacation and service, exploits regional natural discrepancies and national and cultural identity of ethnic groups and local communities that becomes the major holiday motif in many cases. It is difficult to seek out one more kind of productive activity in the national practice that simultaneously favors the globalization of economy and region development [2].

Globalization and regionalization are constituent parts of the unitary development process of the world tourism that makes it a unique economic tool.

The transcending of a tourism company beyond the state boundaries is a common practice conditioned by the peculiarity of a tourist product. The initiative of the manufacture internationalization in tourism is attributed to those countries which generate powerful tourist flows for they, in particular, have the largest profit from it. In North America it is the USA, Mexico, Canada, in Europe- it is France, Spain, Germany, Great Britain, in Asia – Japan and China. That is why the majority of the transnational companies, the activity of which covers the tourism business, are located in the USA, Western Europe, Japan and China.

In the world tourism the process of globalization is in the best way traced by the example of tourist allocation sector in which transnational companies acquire the form of the consumerist network. Transnational companies transcended from the competitive battle to the coalition policy and realization of joint projects. This tendency manifests itself in setting up of global corporation unions.

The principal aim of such coalitions lies in the coalescing of financial, scientific and technological, and human resources of different companies for the attainment of advantages in the competitive battle, or for the realization of joint programs and projects by means of collaboration. International and intercontinental alliances are concluded between American, European, American-European, Japanese

transnational companies in order to fasten own financial independence and competitiveness [1].

The formation of such alliances is a widespread practice for different tourism sectors. The global computer systems of booking of wide ranged tourist goods and services – from air travel, railroad transportation, and purchasing of package tours – to automobile hiring, advance booking of hotel rooms or tickets to a football match or a concert appears to be a vivid example of the activity of similar alliances.

The most popular with such is the «Amadeus» and «Galileo» which are available on the Ukrainian transport and tourism service industry [5].

Besides such kinds of alliances which practice the shift in ownership relations , there are coming into being strategic alliances that are based only on the agreement of parties and do not touch upon the property question. The formation of strategic alliances in the tourism industry aims at the foundation of the uniform sale system of the tourist production by means of advancement of brand market and distribution of financial risk. In the estimation of specialists, alliances are to become the core strategy of the development of hotel companies in the XXI century.

The civil aviation happened to be most engaged in the globalization process. The world forefront airlines prefer setting up strategic alliances with the business rivals of their own level in order to limit market capabilities of minor transport operators.

The main interaction space for the tourism industry is still represented by the contracts between airline companies concerning encouragement programs for the steady customers. They are designed to attribute air travellers to a particular airline company providing them with considerable discounts. It impedes customers' switching to other airline companies.

At the beginning of the year 2000 there counted more than 300 alliances of airline companies and there was observed a definite tendency to their enlargement. Herewith, one and the same company may be a member of several alliances [6].

The globalization of tourism bears negative consequences as well which directly or indirectly influence the development of the tourism industry. This entails

ecological problems, disease outbreaks, epidemics in different parts of the world and the threat of terrorist attacks. The major part of the mentioned problems bears a regional character but globalization «forces» the whole world tourism industry to react at them.

The interconnectivity of ecology and tourism is one of the remarkable points of the global development of the tourism industry and, in fact, – globalization. On the one hand, transnational companies reclaim countries with favorable ecology and unique natural resources involving them in tourist usage. It frequently leads to the degradation of susceptible ecosystems and necessitates taking steps in order to protect them etc. On the other hand, numerous industrial disasters and catastrophes in conventional vacation areas, integrated into the world tourism industry, exclude them from the top popularity list and create a range of problems for development.

For instance, pandemic contagious diseases alongside with unfavorable climate conditions and socio-economic backwardness hinders the intensification of the development of the international tourism in many African countries.

International terrorism acquires new forms and prospects related to the process of globalization, development of the world informational, economic, and financial ties [9]. According to specialists, the principal aims of terrorists in the XXI century is to undermine the established world order. Syria, Turkey, Ukraine, Tunisia, Egypt, Israel, the USA, Russia, France, Great Britain – are not the only countries included into the list of the countries which faced the repercussions of terrorist attacks.

Terrorism exposes to the threat the steady development of tourism that induces officials, managers, and marketing experts to look for the way-out of the dangerous situation. Security upgrading is a logical and conventional step. Promotional offers which consider an attempt to disguise potential problems or attempts to cross over to a new consumer market are a widespread phenomenon.

In accordance with the report of the World Tourism Organization «Tourism: panorama 2030» there will be singled out the most popular kinds of tourism at the present stage [10].

The experts of the World Tourism Organization define several most promising kinds of tourism in the XXI century. Firstly, these are cruises – one of the most perspective and drastically rising kinds of tourism. If at the beginning of 1980s the amount of «cruising» tourists equaled to 1,5 mln people, today it is the amount of 10 mln people; secondly, it is adventure tourism for admirers of sharp feelings, thirdly – cultural and educational tourism – when actively developed in Europe, Asia, the Near East, the value of landmarks conservation will rise respectively; fourthly, business tourism which is rapidly growing and which is related to the fast pace of the world economy, extension of political and economic ties between different states of the world.

Consequently, according to the WTO forecast, by the year 2030 there will be a tourist boom: the amount of international tourist arrivals will reach 1,8 bln. of people. World trips will be taken first of all by the dweller of industrially developed countries. Therefore, the main consumers of the foreign hotel and tourist business services in Europe – the citizens of Germany, Great Britain, Italy, France, the Netherlands, and Finland; in America – the USA, Canada, and Mexico; in Asia – Japan, South Korea, and Singapore.

As a result, according to the WTO, international tourism will further on take the first place in regard to the income criterion. The largest countries-suppliers of tourist flows are Germany, the USA, China, France, the Netherlands, Canada, Russia, Italy.

Therefore, taking into account the WTO forecast and having analyzed the world market of tourist services the following development tendencies of tourism till the year 2020 may be identified: - Europe will be obliged to hold a tough competition for the income from tourism that, in its turn will necessitate from European industry the improvement of the quality of tourist services. Firstly, the expenditure on all kinds of travelling will augment faster than other items of a family budget. Trips will become more frequent but more short-lasting because the expenditure on a single trip will decrease. On the whole, the expenditure on trips will increase due to consumption of a vacation of better quality. Secondly, the amount of trips will soar at

the expense of transcontinental trips from Europe to America, Asia and Oceania. Thirdly, the usage of airspace transportation will expand owing to the increase in direct flights. Fourthly, the geography of the world tourism will be defined with the help of priority factors of tourist attraction of these or that regions, countries and in regard to this, ecotourism will advance in the first place.

– the development of unconventional (extreme) kinds of tourism, extension of individual tourist trips, the development of up-market (hunting, scientific, congress) space tourism [9].

Therefore, the influence of global processes on the world tourism will grow that is connected with the extension of tourist contributions to external accounts of each country, maintenance of the local employment and also rational application of recreational resources.

The world tourism business will proceed its further advancement and undergo modifications. In the globalization era tourist-economic markets become unstable, what is effective today may become a failure in the future. Before developing a new tourist product or service or launching a work in involving tourists or retention of old customers, tourist centers should find time for consideration of their advancement programs towards strategic marketing.

Regarding the pace of the growth of tourist flows, it is forecast, that the visitation of the Near East will soar maximum up to 5%, of Africa – up to 3-5%, of Europe – up to 3-4%. In general, by the year 2030 the tourist flow will amount to approximately 1,8 bln. of people annually [10].

Despite the problems of global economy, the steady demand on the world tourism is still relevant. During the period of January-June 2015 the number of international tourists in the world has grown up on 5% (on 21 mln.) in comparison with the analogical period of 2014 [4].

The best achievements are credited to Europe – 582 mln. of tourists, or 8% more than in 2013. In Asia and at the Pacific coast the amount of international tourist arrivals has grown up on 5% (14 mln. of tourists) and the total amount equaled to 263 mln. people. In the American region this rate has increased of 8% per 13 mln. people

and the general rate has amounted to 181 mln. of tourists. In Africa the number of international tourist arrivals has remained on the level of 56 mln. people, and in the Near East – 51 mln people (-12%) [9].

There appeared principally new kinds of tourism - culinary tourism, tasting tours, diet, shopping tours, detox-tours, surf-tours (for which tourists go in order to just take up surfing) and others. In the demand structure there may be observed a priority shift from «standard» tours (e.g. beach vacation) to the favour of excursions and some special programs. A special popularity is enjoyed by extreme tours: on an air-balloon, survival in the jungles, expeditions to the Arctic, Kamchatka region, to the space travelling. The research company Tourism Control Intelligence states that the Antarctic will soon become the center of the world ecotourism.

There has appeared a portion of travelers for whom impressions rank first. For the representatives of this segment it is invaluable to gain useful experience, events and personal impressions from a trip. These people appreciate neither five-star hotels nor package tours, but authenticity, touch of traditions of other nations or countries. They strive for comprehension and feeling of a different culture, everyday mode of life, they are eager to live in uncomfortable conditions and alongside this all do not hesitate to spend money on some specific excursion or museum. Specifically such tourists are a target audience of the movement which is thriving over the last time Slow Cities (Citta slow, derived from Italy) – the joint authorship of small towns with the population up to 50 000 which lay stresses on the retention of traditions in culture, architecture, food (Slow Foods), environmental protection and during this tourist involvement process emphasize their exceptionality.

The usage of social networking systems and mobile technologies is one of the present tendencies under the circumstances of globalization. Like in other business segments a boosting development of this tendency is also observed in tourism. Tourists became more mobile, regularly connecting and monitoring the information in the Internet via their smart phones and the majority of them has a registered account in 1-2-5 social networks. For instance, according to the data of Mandala Research, 52% out of 152 mln. of adult American tourists make use of social

networks and generate \$102,9 bln. for the economy of the USA at the expense of domestic tourism in comparison with \$69,5 bln. from unregistered users [5].

It is justified by the fact that the fans of social networks travel much more often than those who are not engaged in different Internet-interaction. A common practice for tourists soon will be an interactive booking, mobile guide-books and tips of foreign friends concerning planning to go to their country.

Analyzing the condition and prospects of development of the modern world tourism there may be some long-lasting factors singled out which influence it. Namely they are: economic, scientific and technological advance, demographic, social, cultural, international factors. These ongoing factors may either be intensified or mollified at a particular stage due to multifarious less sizeable and short-term market condition changes. Herewith, the development of the world tourism signifies that the present stage is characterized by the fast renewal of dimensions in an unfavourable atmosphere.

The analysis of the present world tourism condition led to the conclusion that tourism appears to be one of the largest and most dynamic fields of economy today that is actively developing now and is characterized by its positive dynamics.

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