

РАЗВИТИЕ МЕЖДУНАРОДНОГО ТУРИЗМА ПОД ВЛИЯНИЕМ ГЛОБАЛЬНЫХ ТРЕНДОВ

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Проведен краткий анализ развития международного туризма в мире. В статье отмечены основные преимущества развития международного туризма для экономики государства. Особое внимание уделяется текущим глобальным экономическим трендам, которые как в позитивном, так и в негативном ключе влияют на развитие мировой индустрии туризма. В работе также представлены основные рекомендации по формированию стратегии развития международного туризма.

Ключевые слова: международный туризм; глобальные экономические тренды; стратегия международного туризма; мировая индустрия туризма; туризм; туристская индустрия; мировая экономика.

THE DEVELOPMENT OF INTERNATIONAL TOURISM UNDER THE IMPACT OF GLOBAL TRENDS

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The international tourism development analysis is conducted. In the article the main advantages of development of the international tourism for the state's economy are emphasized. Particular attention is paid to current global economic trends that have both a positive and negative impact on the development of the global tourism industry. Basic recommendations for elaborating an international tourism development strategy are given.

Keywords: international tourism; global economic trends; strategy of international tourism development; world tourism industry; tourism industry; global economy.

Tourism is one of the most dynamically developing industries contributing to the global economy. Now experts estimate that the share of tourism in the global economy accounts for more than 10 %. Along with that, tourism is one of the most vulnerable economic spheres that is still recovering from the coronavirus. If some decades ago tourism was developing in countries that were rich in tourist resources, then now almost each country includes development of tourism in its economic strategy. This is due to the transformation of the global economy from the industrial type to the post-industrial type, where society is focused on producing services.

Moreover, global economic trends have a great impact on tourism industry development. Thanks to globalisation, international communication development, community digitalisation, transport infrastructure development international tourism is becoming more and more available.

Back in 1950, the number of tourist trips was about 25 mln, in 1980 it increased more than 10 times and amounted to 278 mln, in 1995 (Fig. 1).

However, the coronavirus pandemic has made its own adjustments. Fig. 2 shows the dynamics of international tourist arrivals for the period 2019–2022.

We can observe, that before the pandemic crisis, the number of tourist arrivals was 1.5 bln. Then because of the spreading COVID-19 across the world, the tourism industry began shrinking dramatically. In 2022, the number of tourist arrivals reached about 900 million, which is twice as much as in 2021, but 40 % less than in 2019. In 2023, tourist flows are expected to rise in comparison to 2022. Nevertheless, in 2023 the international tourist flow will not reach the level of 2019. The current political situation, financial crisis and some COVID-19 restrictions are decelerating the growth of international tourist flow. The main tourist flow will be concentrated in European countries and the Middle East [1].

Nowadays, the European macro region is the most visited tourist destination. European countries have been popular for a long time because of the splendid combination of diversification of tourist resources and highly developed infrastructure. However, now we can see the increasing popularity of Asian Pacific countries as tourism destinations. It is not surprising, because those countries are rich in tourist resources. Now Asian countries are gradually integrating into the global economy, promoting tourist products on global markets. For developing tourism, it is not necessary to be rich in tourist resources, it is more essential to develop tourist infrastructure and create destination attractiveness that can provide tourists with comfortable and amazing leisure.

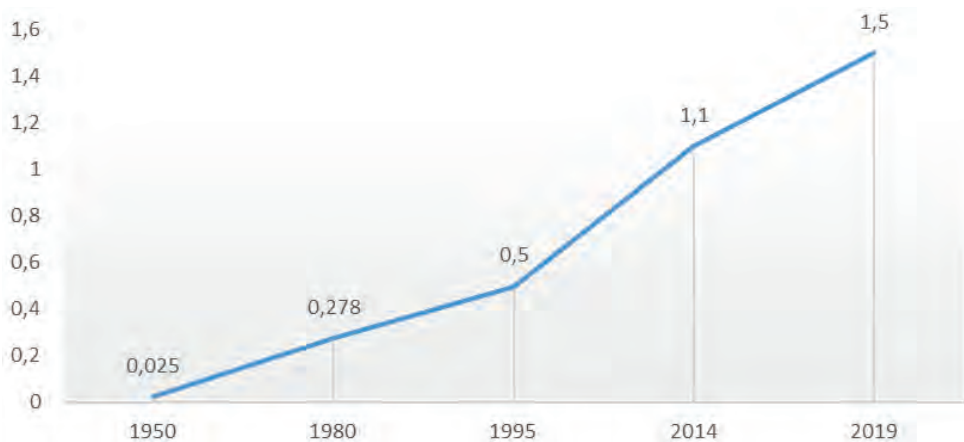


Fig. 1. The number of international tourist trips in the period from 1950 to 2019, bln units

Compiled based on: [2].

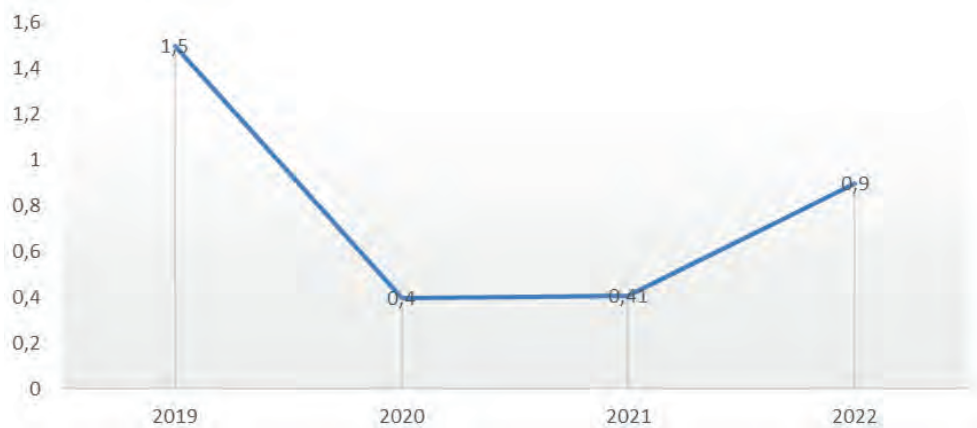


Fig. 2. The number of international tourist trips in the period from 2019 to 2022, bln units

Compiled based on: [2].

Presents the most visited countries in 2019 and in 2022, mln

2019		2022	
Country	Number	Country	Number
France	90,2	France	80
Spain	83,8	Spain	71,6
USA	78,7	USA	50,8
China	67,5	Turkey	50,4
Italy	64,6	Italy	49,8
Turkey	52,5	Mexico	38,3
Mexico	44,9	Great Britain	30,5
Thailand	39,7	Germany	28,4
Germany	39,4	Greece	27,8
Great Britain	36,9	Austria	26,2

Compiled on: [3; 4].

As the table illustrates, in 2019, 5 out of the 10 most visited countries were European, whereas in 2022, 7 out of the 10 most visited countries were European. The increase can be related to the coronavirus and the political situation, when it was really difficult for Europeans to visit Asian countries because of the difficult logistics, increasing flight prices and conserving coronavirus restrictions. That is why European people prefer to travel around the European Union.

Now the most popular destinations where tourists spend the most are Paris, Barcelona, New York, Istanbul, London, Dubai and others. Experts predict that by 2032 this list will have changed somewhat. Such cities will mainly include Asian megacities, namely: Tokyo, Shanghai, Hong Kong, Bangkok, Dubai, Doha and so on. Such a change will be caused by the changing distribution of tourist flows and the increasing cost of life in these megalopolises. Over the past 15 years, there has been a rise in tourist arrivals in the Asia-Pacific region, and the number of travellers to African countries and South Asian countries is also increasing [5].

Almost each country comprehends the benefits of the developing tourism industry, not only for the economy, but also for different spheres like social, cultural and political activity. Considering the benefits of tourism, it is important to understand both direct and indirect effects, because the tourism industry is connected with various spheres of economy.

Tourism, both domestic and international, contributes to:

- efficient distribution of cash flows between countries through the spending of travellers and the allocation of foreign direct investment (FDI);
- balancing the exchange rate of national currencies by making currency exchange transactions between travellers;

— stimulating investment in a number of developing countries and regions;

— creating large conglomerates through vertical and horizontal integration of companies, while minimising transaction costs, increasing the competitiveness of the tourist product and generally contributing to the efficiency of the economic system by reducing transaction costs for information retrieval, monitoring, establishing contacts with partners, contract compliance supervision and suppression of opportunistic behaviour;

— increasing demand for the production of a number of goods, primarily essential products;

— reducing the unemployment rate by creating a number of additional jobs in the sectors of the economy that serve tourists;

— development of related economic sectors related to the tourism industry and serving tourists (IT companies, aviation industry, financial sector, etc.);

— development of small and medium-sized businesses, since large amounts of resources are often not needed to serve tourists;

— GDP and GRP growth;

— increasing state revenues due to the receipt of taxes from businesses engaged in the tourism industry;

— increasing business activity in general [3].

The tourism sector also contributes to building an effective dialogue between countries and peoples, cross-cultural exchange of information, expanding the horizons of travellers and improving their level of education. The tourism industry accounts for about 6-7 % of jobs, and tourism ranks 4th in world exports after energy resources, pharmaceuticals, and automotive products [4].

Moreover, it is necessary to understand that the development of the tourism sector in the country contributes to the development of infrastructure for the population and the diversification of production areas. First of all, organisations serving tourists can also serve the local population, contributing to improving the quality of life of citizens and the life satisfaction index. For example, due to the development of tourism, new catering establishments are being opened, scientific and educational institutions (museums, galleries), tour bureaus are expanding their activities, modern urban spaces and natural parks are being designed, which are also used by local residents.

Nowadays, it is becoming difficult for countries to compete in the international market because of the destination diversity and increasing tourist needs. That's why it is really important to understand global economic trends that also affect tourism.

Generally, all global trends can be divided into three groups:

— global trends resulting from the aggravation of environmental problems («green economy», the concept of sustainable development, etc.);

- global trends related to the development of digital technologies (ecosystem development, digital economy, big data, etc.);
- global trends related to the increasing importance of services (transition of countries to the production of services, the economy of impressions, etc.) [6].

Thanks to the expanding “eco” trend, new types of tourism are developing, such as eco-tourism. The tourism industry also contributes to solving environmental problems: hoteliers are trying to introduce modern technologies into hotels aimed at saving and renewing energy, recycling old materials and products; eco-hotels are being built from environmentally friendly materials. The tourist administrations of the largest megacities, such as Barcelona, New York, Paris, Berlin, Seoul, are trying to implement sustainable tourism strategies in urban development in order to minimise the negative effect of tourist activity and prevent the phenomenon of «overtourism». Moreover, for developing tourism destinations, a lot of tourist administrations use ESG approach and the concept of sustainable tourism, which helps develop the tourism industry without damage to the environment.

The global trend of digitalisation of all spheres of public life has also significantly affected the tourism industry. Today we can observe how much digital technologies are involved in tourism. It is difficult to imagine what the tourism industry would be like without the digital technologies that we have now: online booking systems, mobile applications for the purchase of air tickets and tours, GPS systems, online translators, «big data», contributing to the effective analysis of statistical data in tourism and aimed at the rapid exchange of information between the main participants, which contributes to the rapid decision-making aimed at the development of the tourism sector.

The global trend associated with the transition of countries to the production of services and the advance of the economy of impressions certainly contributes to the development of tourism. In the modern world, more and more attention is paid to intangible things that can deliver positive emotions and impressions, and leave memories. This is one of the reasons for the growing tourist flow. Mass tourism is gradually fading into the background, giving way to more exotic and unusual types of tourism. The geography of travel is expanding due to the development of digital technologies and the reorientation of a number of countries to the production of services. New requests for recreation are being formed which should satisfy the limitless needs of travellers, new types of tourism are emerging, consumers are striving to get a customised individual tourist product created in accordance with their requirements and desires.

Nevertheless, developing international tourism is a rather lengthy and intensive process that requires a consistent action plan. Besides creating destination attractiveness, it is crucial to elaborate a strategy focused on

developing international tourism and then implement it. This strategy should include different aspects:

Firstly, the strategy should define the tourist product that will be offered to tourists. This section should include the main destinations, infrastructure of the destinations and tourist resources, principles of developing tourism in the destination in order to remain competitive in the world.

Secondly, the strategy should contain the steps for promoting tourist products on the international market. According to in-depth marketing research, this section should determine the main principles of promoting national tour products on the international market including promotion tools, destination branding, and distribution channels.

In terms of attracting tourists, the tourist product should be oriented towards the tourist market of specific countries. It will help to tailor the customised tourist product for foreign tourists, taking into account their needs, tastes and cultural aspects, which is really crucial. For developing tourism, the government should establish international relationship with target countries and implement certain measures that can enhance the flow of tourists, for example, electronic visas or some profitable offers for tour operators.

In conclusion, it is important to emphasise the contribution of international tourism to the development of the global and national economy. The development of international tourism helps countries to promote the establishment of international relationships, development of interconnected economic spheres, reinforcement of economic relationships with different countries, enhancing the investment climate, etc. Tourism is one of the most vulnerable economic spheres that is affected by global trends. On the one hand, global trends make the tourism industry more available for tourists from different countries and make international trips easier. But on the other hand, global trends can have a negative impact on the tourism industry. When developing international tourism in a country, it is important to elaborate a strategy that defines tourist products for foreign tourists and promotion on the international market. Moreover, within the framework of this strategy, it is essential to determine target countries to tailor a customised tour product.

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