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TENDENCY OF THE WORLD MARKET TOURIST SERVICES DEVELOPMENT IN THE CONDITIONS OF STRENGTHENING GLOBALIZATION PROCESSES

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The article analyzes globalization processes of the world economy, which accelerate the development of international tourism; the specifics of the tourist product are determined; the regulatory role of national institutional structures in the development of international tourism and global unions are generalized; the role of transnational corporations in the formation and development of the world tourism market is shown.

Keywords: *international tourism, tourist services, world markets of tourist services, globalization, regionalization, tourism sector of economy.*

ТЕНДЕНЦІЇ РОЗВИТКУ СВІТОВОГО РИНКУ ТУРИСТИЧНИХ ПОСЛУГ В УМОВАХ ПОСИЛЕННЯ ГЛОБАЛІЗАЦІЙНИХ ПРОЦЕСІВ

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Проаналізовано глобалізаційні процеси світової економіки, які прискорюють темпи розвитку міжнародного туризму; визначено специфіку туристичного продукту; узагальнено регулятивну роль національних інституціональних структур у розвитку міжнародного туризму та глобальних союзів; показано роль транснаціональних корпорацій у формуванні та розвитку світового туристичного ринку.

Ключові слова: міжнародний туризм, туристичні послуги, світові ринки туристичних послуг, глобалізація, регіоналізація, туристичний сектор економіки.

ТЕНДЕНЦИИ РАЗВИТИЯ МИРОВОГО РЫНКА ТУРИСТИЧЕСКИХ УСЛУГ В УСЛОВИЯХ УСИЛЕНИЯ ГЛОБАЛИЗАЦИОННЫХ ПРОЦЕССОВ

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Проанализированы процессы глобализации мировой экономики, которые ускоряют темпы развития международного туризма, определена специфика туристического продукта, обобщена регуляторная роль национальных институциональных структур в развитии международного туризма и глобальных союзов; показана роль транснациональных корпораций в формировании и развитии мирового туристического рынка.

Ключевые слова: международный туризм, туристические услуги, мировые рынки туристических услуг, глобализация, регионализация, туристический сектор экономики.

Formulation of the problem. International tourism as an important part of the foreign economic activity of each of the states of the world community is one of the largest and most profitable sectors of the world's economies, because it is among the three largest export industries, second only to the oil and mining industry and automotive industry.

Today, globalization processes have created all the necessary preconditions for the development of international tourism. The tourist services market is characterized by high growth rates, new tourist routes are being developed, new types of tourism are emerging, new jobs are created,

infrastructure is being developed, and new technologies are being introduced in the tourism sector.

Analysis of recent research and publications. The study of the peculiarities and patterns of the development of the international tourism market is being paid by leading domestic scientists and foreign economists V. Azar, V. Beznosyuk, V. Gerasimenko, P. Gudzya, M. Zhukov, E. Kadta, V. Kifiak, K. Cooper, V. Kozik, L. Levkovska, Y. Makogon, R. Mill, A. Morrison, V. Novitsky, T. Tkachenko, O. Chudnovsky and others.

Selection of previously unsettled parts of the general problem. The current stage of the world economy development is characterized by domination of the sphere of services in the structure of national production in most countries of the world, as well as in the system of international economic relations. This indicates, on the one hand, formation of a new type of economy, and, on the other hand, global transformations - transition to the next degree of the world community development. Today, leading positions in the sphere of services in the system of creation of the gross national product, foreign trade of an individual country and, respectively, international trade in general. Therefore, the issues of the evaluation of the newest processes taking place in the world market of tourist services in the current conditions of regionalization and globalization remain the issues not sufficiently investigated.

Presentation of the main research material. Among the contemporary trends in the development of the world economy, the processes deserve special attention: globalization and regionalization. Globalization is a new stage in the development of the world economy, which is characterized by a sharp acceleration of the pace of internationalization in all spheres of public life. Globalization processes have good reasons for creating a new sociopolitical formation - globalism. Globalization has already led to the formation of specific industrial relations, new technological systems and the mode of production in general. The beginning of the XXI century is characterized by the accelerated development of tourism, which has transformed it into a global mass, forms and technologies of the organization of recreation phenomenon.

Despite the worldwide scale, tourism remained regional and national in content. The tourist industry of the world, offering unified recreation and service systems, exploits regional natural differences as well as national and cultural identity of ethnic groups and local communities, which in many cases becomes the main motive of travel. In the world economic practice, it is difficult to find another type of productive activity, which simultaneously promotes the economy globalization and development of the regions.

Globalization and regionalization are the part of a single process for the development of international tourism, which makes it a unique

economic tool capable of forming industrial systems of international nature and preserving local significance.

Expansion of the tourist exchange and the transition to organized forms of mass tourism led to the necessity to harmonize national interests in the market of tourist services and to develop global strategies for the development of international tourism, reflected in the creation of various institutions and specialized international organizations, the development of a mechanism for global regulation of tourism development.

The main regulatory role in the development of international tourism belongs to the national institutional structures that develop appropriate strategies and tactics for the participation of countries and their companies in international tourist services markets. At the national level, the regulation of the tourism industry is provided by the state authorities responsible for the development and regulation of tourism. The effectiveness of the state regulation of the tourism development depends on the effectiveness of investment in tourism infrastructure, the creation and promotion of national tourism products both inside and outside the country, the creation and maintenance of the country's positive image, the country's revenues from providing tourist services and increasing employment in the country through the development of the industry.

The systems of state regulation of international tourism vary significantly between the countries depending on the role of the tourism industry in the state economy, potential of the national tourist market, the country's place in international tourist services markets, the scale of construction of tourism infrastructure, and attraction of investments in the development of international tourism.

In international tourism, the process of globalization can be best traced on the example of the sector of tourist accommodation, in which the TNC acquires the shape of hotel chains, or chains. Transnationalization of international tourism is a common practice, which is conditioned by the specifics of the tourism product. The initiative of internationalization of tourism production belongs to the countries that generate powerful tourist flows, because it gives them the greatest profit. In North America, it is the USA and Canada, in Europe – Germany, Great Britain and France, in Asia – Japan and China. That is why most of the TNCs whose business is involved in the tourism business are based in the United States, Western Europe, Japan, and more recently in Hong Kong and Singapore.

TNCs are focused on the smooth running of the parent company's overseas affiliates, and at the same time should enable foreign affiliate managers to make their own choices on how to meet the demand of consumers, considering the specifics of the local market and in accordance with the host country's legislation. Opening branches abroad, they are implemented in the economy of host countries, and the countries themselves

fit into the internationally organized by these corporations of tourism products. The activities of TNCs increase the interconnection and interdependence of domestic and foreign tourist markets of individual countries.

Most of the TNCs in tourism are based in the so-called "Triad" countries: the USA – Western Europe – Japan and, more recently, in Hong Kong. The geography of TNCs' headquarters confirms the fact that the transnationalization of tourism business originates in the countries - donors of tourist flows that carry out foreign investment.

In international tourism, the processes of transnationalization are traditionally considered on the example of the placement sector. Features of TNCs are most clearly traced in the hotel industry. The TNC's prototype in the tourism industry is hotel chains.

According to the latest data from the UNWTO International Tourism Barometer, in 2016 the number of international tourist arrivals increased by more than 4% to 1035 billion. Growing economies regained their leadership positions (+ 4.1%), bypassing developed countries (+ 3.6%), with the most successful results achieved by the Asia-Pacific markets.

Table 1

International tourist arrivals for 2000–2016, million people

Name	International tourist arrival					Change,%	
	2000	2007	2014	2015	2016	2015/2014	2016/2015
Total worldwide	675	798	952	996	1,04	4,7	3,8
Europe	386	439	488	518	535	6,1	3,3
Asia and the Pacific	110	154	205	218	233	6,4	6,8
Region of the Americas	128	133	150	156	162	4	3,7
Africa	26,5	35,4	49,8	49,2	52,3	-1,1	6,3
Middle East	24,1	36,3	59,2	55,3	52,6	-6,7	-4,9

Among the regions, Asia-Pacific (+ 7%) occupy the leading position, while South-East Asia, North Africa (+ 9% each) and Central and Eastern Europe (+ 8%) ranked among the best sub-regions (Table 1).

However, despite different dynamics of tourist arrivals in the regions, the previously formed structure of the international tourist market with the domination of European (Figure 1) is still maintained (Figure 1). In 2014, market-economy countries grew more rapidly (+ 4.1%) compared to the developed countries (+ 3.6%). This trend has been observed in the sector for many years.

The number of international tourist arrivals in Europe (the most visited region of the world) has increased by 3%. This is a rather positive result in the light of the current economic situation after a high level of 2016 (+ 6%). The total number of arrivals reached 535 million, which is 17 million more than in 2016. Among the sub-regions, the countries of Central and Eastern Europe (+ 8%), followed by Western Europe (+ 3%), became the best tourist destinations. The tourist destinations of the North-Mediterranean Europe (+ 2%) have consolidated their excellent results in 2016 and returned to their normal growth rates.

It should be noted that in general, the structure of revenues from international tourism completely correlates with the structure of international tourist flows (Figure 2). The leading international tourist markets (by volume of income) today are the developed countries of Europe, America and Asia-Pacific.

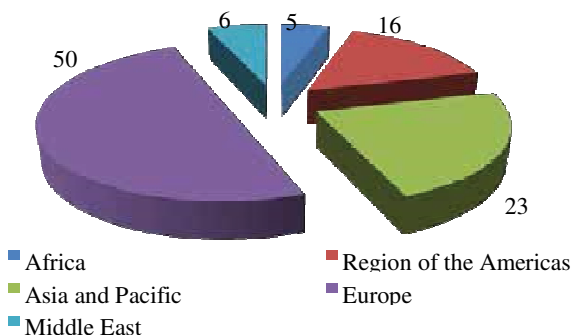


Fig. 1. Regional structure of international tourism market in 2016, %

Nevertheless, such regions as Central and Eastern Europe, Southern Europe, South Asia and South America for the period 2015-2016 began to lose much of their popularity on the tourist market. On the contrary, South-East Asia, the Caribbean and Central America continue to receive more and more tourists. North Africa shows the greatest increase - for the two periods it has reached the highest level.

According to the World Tourism Organization, Asian and Pacific countries are confidently leading the world in the tourist market for

servants. The estimated growth of international tourism in 2017 in these countries is 5–6%, which is almost 2 times more than the current leader in Europe (Table 2).

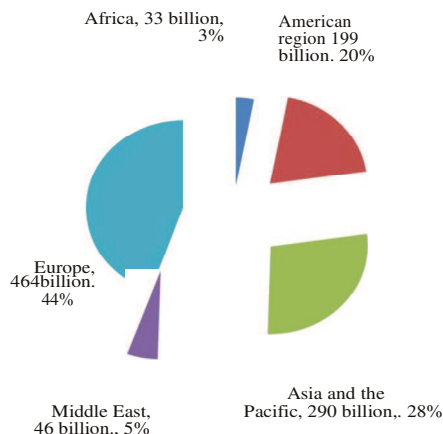


Fig. 2. Receipts from international tourism in 2016, billion dol.

Typically, enterprises of the tourist industry, expanding the scope of their activities, do not set a direct goal to increase its own share in the tourism market. The efforts of companies are aimed at stimulating the further development of tourism in general, so that it will lead to additional opportunities for the core business activities of the enterprise. In practice, this implies a share premium in shares of foreign firms, the signing of non-investment management agreements, which is particularly popular in the tourism industry in recent years.

Table 2

The growth of international tourism in 2016–2017, %

Region	2016	Forecast for 2017
Worldwide	3,8	3,5
Europe	3,4	3
Asia	6,8	5,8
America	3,7	3,4
Africa	6	6
Middle East	-4,9	5

The conclusion of global unions is common practice in various sectors of the tourism industry. A striking example of the activities of such unions is the global computer reservation system for a wide range of travel goods and services – from air travel, railroad crossings and the purchase of package tours, to rent a car, pre-order a seat in a hotel or tickets to a football match or a concert.

Globalization of tourism has negative effects that directly or indirectly affect the development of the tourism industry. It is about environmental problems, outbreaks of diseases and epidemics in different parts of the world and the threat of terrorist acts.

Most of the listed problems are of a regional nature, but globalization "forces" to respond to them all the world tourism industry. Interconnectivity of ecology and tourism is one of the decisive moments of the global development of the tourism industry and, in fact, of globalization. On the one hand, TNCs are developing countries with a favorable ecological situation and unique natural resources, involving them in tourist use. This often leads to the degradation of vulnerable ecosystems and the need to implement measures to protect them, to develop alternative types of tourism: ecological, scientific, rural, adventure, etc.

On the other hand, numerous man-made accidents and catastrophes in the areas of traditional recreation, integrated into the world tourism industry, make them popular and create a few problems for the development.

Conclusions. The impact of globalization processes on international tourism in the world is increasing, due to the expansion of international tourism contributions to the balance of payments of the countries, ensuring employment, promoting diversification of the economy, as well as rational use of recreational resources. Despite the weak economic growth in many countries, macroeconomic tension and high unemployment, in recent years, the international tourism market has managed to maintain its relative stability of development. It is significant that in the conditions of the instability of the world economy, tourism industries in all regions of the world had positive development indicators, the overall picture looks ambiguous. Even in the context of economic crisis in the global tourism industry, there were positive trends. International regulation of the tourist industry in an institutional sense is a multi-level and multidimensional system of interacting international organizations, the core of which is the World Tourism Organization.

Modern trends in the development of international tourism activity are the formation of a global market for tourist services, the intensification of competition and the intensification of transnationalization processes, creation of strategic alliances and global unions; liberalization of national tourist markets, expansion of access of developing countries to international tourist relations.

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