

*V. Kononova, Student*  
*O. Milinchuk, research advisor*  
*I. Kovalchuk, PhD in Ped. Sc., Lecturer, language advisor*  
*Zhytomyr State Technological University*

## **TRENDS OF TOURISM BUSINESS DEVELOPMENT UP TO 2020**

**Actuality of theme.** Nowadays tourism is an industry that has a significant impact on the development of the economy. Tourism is an industry that provides services for high-speed recoument of a tourist product.

**The research aim** is to analyze how the development of the tourism services market will change over the next two years.

**The results and discussion.** The modern tourist industry is rapidly progressing. Its development promotes the active economic growth of many countries in the world.

Nowadays, tourism has become an independent branch of the economy, almost 6% of the world's gross national product, 5% of all taxes and 7% of world investments.

An analysis of recent research and publications in the field of tourism has shown the considerable interest of scientists from different fields to this issue. In particular, among the Ukrainian researchers, M. Afanasyev, O. Lyubitseva, V. Kifiak, I. Malskaya, I. Smirnov, L. Ustimenko, and V. Khudo were engaged in these issues.

In their research, the history of tourism is widely described, the concept of "tourism" and "tourism industry" are deeply disclosed, the current state of tourism development in Ukraine, the characteristics of tourist financial flows and management models in the international tourism business are also analyzed [1].

According to forecasts of the World Tourism Organization (WTO), tourism will continue to grow in the future. The number of travelers to 2020 will reach 1.6 billion people per year, which means an increase in tourist arrivals 2.4 times compared to 2000. At the same time, revenues from tourism, according to the forecasts of the WTO, in 2016 will amount to 1550 billion US dollars, that is 3.3 times the level of 2000, and by 2020, the increase in revenues is expected to reach 2000 billion US dollars.

With an annual increase of 8%, the number of tourist arrivals in China will reach \$ 137.1 million by 2020. The second most popular tourist destination will be the United States (102.4 million), then – France (93.3 million), Spain (71.0 million), Hong Kong (59.3 million).

The daily expenses of tourists, with the exception of funds for air travel, will increase to 5 billion dollars a day. According to the forecasts of the WTO, the rapid development of outbound tourism is expected. Germany, Japan, the United States, China and the Great Britain will become the largest suppliers of tourist streams.

The economic backwardness of the countries of Eastern Europe is a real barrier to attract the population of these countries to international tourism. The volume of tourism between the countries of Western and Eastern Europe will grow mainly in the direction from East to West.

Specialists of the World Tourism Organization identified *the five most promising types of tourism* in the twenty-first century [2]:

1. *Cruises* – one of the most promising and rapidly growing types of tourism. In the beginning of 1980 the number of "cruise" tourists amounted to 1.5 million, nowadays – 10 million people, and their number is constantly increasing.

2. *Adventure tourism* – for fans of acute sensations. The demand for climbing to the highest peaks of the world and excursions along the sea depths is constantly growing.

3. *Cultural and cognitive tourism* – will actively develop in Europe, Asia, the Middle East, respectively, increase the importance of protecting cultural monuments.

4. *Business tourism* has become active now and will develop in the future, which is associated with the rapid development of the world economy, the deepening of political and economic ties between different countries of the world.

5. *Space tourism* according to American experts, will provide an annual income of \$ 10 billion.

**Conclusion.** The analyzed data testify that the tourism industry is actively developing: the number of tourist arrivals in the world is increasing and in all tourist macro-regions in general. Therefore, further scientific research in this direction will be devoted to finding ways to solve problems of tourism industry development.

## REFERENCES

1. Кифяк В.Ф. Організація туризму: навч. посіб. / В. Ф. Кифяк. – Чернівці: Книги-XXI, 2008. – 344 с.
2. Все о туризме – туристическая библиотека, Экономика туризма, 2017. Режим доступа: <http://tourlib.net/> [Дата звернення 15 березня 2019].