

THE IMPACT OF GLOBALIZATION ON THE TOURISM BUSINESS

Today, globalization processes have created all the necessary prerequisites for development international tourism. Tourist market services is characterized by high rates growth, new tourism is being developed routes, new types of tourism are emerging, new jobs are being created, infrastructure is being developed, new technologies are being introduced in sphere of tourism.

Tourism is the world's third largest export category after chemicals and fuels, and ahead of automotive products and food. Driven by a relatively strong global economy, a growing middle class in emerging economies, technological advances, new business models, affordable travel costs and visa facilitation, international tourist arrivals grew 5% in 2018 to reach the 1.4 billion mark. This figure was reached two years ahead of UNWTO forecast.

At the same time, export earnings generated by tourism have grown to USD 1.7 trillion. This makes the sector a true global force for economic growth and development, driving the creation of more and better jobs and serving as catalyst for innovation and entrepreneurship. In short, tourism is helping build better lives for millions of individuals and transforming whole communities.

Growth in international tourist arrivals and receipts continues to outpace the world economy and both emerging and advanced economies are benefiting from rising tourism income. For the seventh year in a row, tourism exports grew faster than merchandise exports, reducing trade deficits in many countries.

Globalization and regionalization are components of a unified process of international tourism development, which makes it uniquely economic a tool capable of shaping production systems of an international nature and retain local significance.

Establishing global alliances is widespread practice in various sectors of the tourism industry. A striking example of the activities of such unions are global computer reservation systems a wide range of travel goods and services - from air travel, rail crossings and the purchase of package tours, car rental, pre-booking a hotel venue or tickets to a football game or concert.

The globalization of tourism has its downside consequences that directly or indirectly affect the development of the tourism industry. It is about environmental problems, disease outbreaks and epidemics around the world and the threat acts of terrorism.

The impact of globalization processes on international tourism in the world is increasing related to the increased contribution of international tourism to the balance of payments, employment support, diversification of the economy, and rational use of recreational resources.

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

Development of international tourism in Ukraine and its transformation into a source of significant and stable budget revenues requires the development of an appropriate regulatory legal framework for tourism, an active state policy and concerted actions of all state and local authorities on tourism development, creation of a competitive tourism product, significant improvement of the tourist infrastructure.

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