

The Development of International Tourism

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Abstract: This article describes an analysis of the development of international tourism in the current global economic environment was held.

Keywords: Types of tourism, Tourists, Tours, Management, Employment.

Introduction.

International tourism is one of the most highly profitable and dynamically developing industries in the conditions of the modern world economy, it ranks third after the fuel and energy and military-industrial complexes and is formed under the influence of the processes of globalization of economic, political, cultural and social spaces.

This is largely due to the fact that the costs of organizing a tourism business are relatively low, and the amount of profit that such firms receive remains high. The tourism sector, influencing such key sectors of the economy as transport and communications, trade, construction and much more, is a catalyst for the socio-economic development of countries. Tourism is the main source of foreign exchange earnings in many countries. Tourism in the modern world is seen as a socio-economic phenomenon that has a direct and indirect impact on the development of all related infrastructure. Modern tourism is based on a high level of development of transport, social and service sectors, which ultimately turns it into a highly profitable sector of the economy.

According to the World Tourism Organization (WTO), today tourism is one of the most profitable and most dynamic sectors of the world economy. In terms of profitability, it is second only to the extraction and processing of oil. Tourism accounts for about 6% of the world's gross domestic product, 7% of global investment, every 16th job, 11% of global consumer spending and 5% of all tax revenues. In this regard, in many countries, the tourism industry is actively developing with state support.

Main part. One of the main features of tourism development is the uneven distribution of international tourist flows in different regions and countries. Tourist flows are concentrated in several regions of the globe, their movement is mainly intraregional in nature. Tourist flows are mainly concentrated in Europe and Asia. At the same time, the role of the countries of the New World in tourist exchanges is increasing.

Currently, the following proportions are observed: mass or group tourists make up 20-30% of the total number of tourists; the remaining 70-80% are individual tourists traveling to nearby countries. This ratio has been changing in recent years in favor of mass tourism, the reasons for which are as follows: a decrease in the number of consecutive vacation days and, at the same time, an increase in the frequency of vacations; low price of air transportation; an increase in the number of charters; increased interest of tour

operators in mass tourism; search for new directions with great advantages; increasing the number of jobs in mass tourism; increase in the number of tourists traveling by bus.

The volume of travel for the purpose of recreation is increasing more dynamically compared to the volume of business tourism. If in the 70s. 20th century Since the business segment dominated the international tourism market, now the ratio has changed towards recreational tourism: 60% of tourists travel for recreation and only 40% for business purposes. It can be assumed that the main development of tourism will be carried out by increasing the number of travelers for the purpose of recreation, despite the fact that business tourism will be important for world tourism in general.

By the end of the 20th century. there is a trend towards an increase in the length of stay during international travel and the number of trips made during the year. The first occurs mainly due to the number of elderly tourists, pensioners. At the same time, there is an increase in the number of short-term trips for weekends or 2-3 overnight stays in world tourism. This is due to young tourists seeking to break out on a trip for several days in order to avoid long breaks in work.

There is an increase in customer demand for service. This is especially evident as tourists travel more and learn about modern service. The more often tourists travel, the more comfort they want, comparing the level of service provided, often criticizing something, demanding claims.

There is an increase in the mobility of the population. Many have cars, they are easily removed from their seats and travel. Travel expenses have increased, travelers have begun to spend more money while traveling. Now non-traditional means of accommodation are popular - mountain chalets, hunting lodges, bungalows, etc. The tourist product is becoming more and more sophisticated. New gastronomic concepts are being created.

The increase in the offer of excursion programs is due to the understanding of the important role for a person of cultural and educational activities and recreation, the recognition of the need to create conditions for the realization of a person's cultural needs in the knowledge of history, religion, traditions, features of the lifestyle and lifestyle, in general, the culture of other peoples. The basis of educational tourism is cultural capital, which is expressed in everyday and highly artistic, common and aristocratic and other sources of culture.

Cognitive tourism, being an important branch of the world economy, is characterized by an extremely uneven level of development in the regions of the world, which is explained both by the differentiation of the states of the world in terms of socio-economic development, differences in the structure of consumer demand and the attitudes of various social and demographic groups of the population, and the uneven distribution recreational and tourist resources, multidimensional tourist policy of states and international organizations.

The search for new experiences determines the increase in demand for tours to Africa and the Middle East. Combined tours are developing at a high pace in these regions, which are offered mainly to Morocco, Syria, South Africa, and Tunisia. However, the main part of the income comes from the organization of beach holidays (UAE, Egypt, Tunisia). The popularity of educational tours to such countries as Tanzania, Kenya, Zambia, Zimbabwe, and some others is gradually growing.

One of the interesting trends in the development of international tourism can be the creation of special conditions for the development of tourism (accommodation, transportation, meals, travel programs, etc.), taking into account their national and religious characteristics. Such an approach will contribute to the development, for example, of "halal" tourism (tourism according to the laws of Islam) in the context of a predicted rapid increase in the tourist flow from the countries of the Middle East. We can also talk about

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the formation of special requirements for tourists from other Asian countries (for example, Japan or China), whose perception of the proposed tourist opportunities is very different from the perception of their representatives of Western civilization. The ever-increasing flow of foreign tourists, who differ greatly in culture, traditions, mentality from the population of their host countries, also forms a new idea of cultural and educational tourism, covering a wider range of issues than the traditional understanding of culture, and requires the creation of a new combined cultural, educational and entertainment tourism. a tourism product that provides an opportunity to get acquainted with all aspects of the life of the society visited by tourists. The changes concern not only the content, but also the technology of the trips.

Thus, the main feature of the development of modern tourism is the need to create an individualized tourist product that would correspond to the constantly changing complex nature of the needs of tourists and could be flexibly and quickly transformed, taking into account the impact of political, economic and other factors of world development. The current stage of tourism development is also characterized by the widespread introduction of innovative technologies. They are manifested in the improvement of all components of the infrastructure of international tourism, the deepening and expanding diversification of types of tourism activities that meet the increasingly complex needs of a modern person in a variety of recreation and leisure, the development of new directions and markets for international tourism.

Conclusion. Currently, educational tourism is one of the leading branches of international tourism. In the context of globalization, educational tourism is no longer considered only as a type of tourism activity, but also as an important mechanism for managing the intercultural dialogue of peoples, an effective way to implement the principles of social partnership at the level of various subjects of interaction. A new understanding of culture in social development and awareness of the need to preserve cultural diversity in the world expands the prospects for educational tourism as a factor in regional development.

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