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MULTIFACTORAL DEVELOPMENT OF THE INDUSTRY OF INTERNATIONAL TOURISM AS ONE OF THE MOST PRIORITIZED INDUSTRIES OF THE ECONOMY OF THE XXI CENTURY

The article deals with the industry of international tourism from the position of influence on its development (economic, social, political, cultural, scientific and technological progress etc.) of various factors that have a direct or indirect effect. There is an argumentative explanation of the direct and indirect influence of various factors on the development of the tourism industry. In particular, it explores how world economic integration influences the development of the tourism industry and is interconnected with tourism, the field of human activity, including the «multiplier effect». An analysis of the political aspects of the progress of the tourism industry and its significance for international relations, aspects of the positive development of the social sphere and mutual respect, as well as the promotion of the preservation of the cultural, historical and natural heritage of mankind, is carried out.

Keywords: *industry, tourism, factor, economy, politics, multiplier, employment, enterprise, dynamics.*

General problem statement and its connection with important scientific and practical tasks. The industry of international tourism is undoubtedly one of the most profitable, most promising and dynamically progressing spheres of human activity. In addition, tourism as an industry, plays a stimulating role in the development of other, that is, tourism industries related to the economy, such as tourism enterprises, accommodation facilities, food etc. Currently, there is a direct interdependence in the globalized world of the 21st century due to a significant number of factors,

including economic, social, political, cultural, etc., which have an impact on the development of tourism.

A fundamentally important aspect of the tourism industry is its study as an interbranch complex, which not only interacts with a number of other related industries, but is also a valuable element of a unified and coherent system for the functioning of the tourism industry.

Against the background of the dynamic development of the tourism industry and at least a dynamic transformation of international relations, there is a need for an integrated grouping and differentiation of factors that have a direct and indirect effect on the development of tourism.

Analysis of recent research and publications. Theoretical and methodological bases of the research are the scientific works of foreign and domestic scientists on the multifactorial impact on the development of the industry of international tourism. In the scientific literature, the issues of multifactorship in the development of tourism were covered in the works of such foreign and domestic scientists as Kabirov I.S. on the impact of tourism on the country's economy [3], Rutkovsky V.V., who emphasizes the prospects for the development of the tourism industry [4], Moomont T.V. [5], Kucherenko K. [9], Sirik A.Ye. [10], Solodovnik A.V. [14] reveals the main factors of the development of tourist services, Muratova L.I. devotes his research to the «multiplier effect» [12], Kucherenko V.S. focuses on the features and trends of tourism management [13].

Study of the work on the question of the multifactor of the development of the tourism industry suggests that the issue of the relationship between the level of development of tourism and the general state of development of the state, the importance of tourism for international relations, dynamic integration into the world society, etc., makes the issue of this study very relevant.

Formulating the purpose of the article. The purpose of scientific research is to analyze the processes of influencing economic, social and political factors on the development of international tourism.

Achievement of the set goal has necessitated the following tasks:

- to substantiate the reasons for the dynamic progress of international tourism in the XXI century;
- to define a clear distinction between direct and indirect influence on the development of tourism;
- analyze the concept of «multiplier effect»;
- to analyze the economic significance of tourism for the state;
- to explain the social phenomenon of tourism development;
- to argue the importance of tourism for international relations;
- to find out the positive and negative aspects of the impact of tourism on the cultural environment.

Presentation of the main research material from complete justification of the received scientific results. The beginning of the 21st century is characterized by intensification of globalization processes in all spheres of world economy. These changes have not passed such an important sphere as the tourism industry. The tourist industry includes: hotel enterprises, vehicles, catering, entertainment, cognitive, business, recreational, sporting and other purposes, enterprises that carry out tour operator and travel agency activities, as well as organizations providing excursion services and services of guides-translators.

The total amount of revenues from international tourism and international transportation reaches 1.5 trillion dollars or 3.5 billion dollars daily. The number of international tourist arrivals has long crossed the mark of 1.3 billion people. According to the World Tourism Organization, 266 million people in the world are employed in the tourism industry and related industries. The share of international tourism (travel and passenger transportation) reaches 30% of world exports of services and 7% of total exports of goods and services. Tourism as the export category ranks fifth in the world after the export of fuel, chemicals, food and automotive, and at the same time – the first place in many developing countries [1].

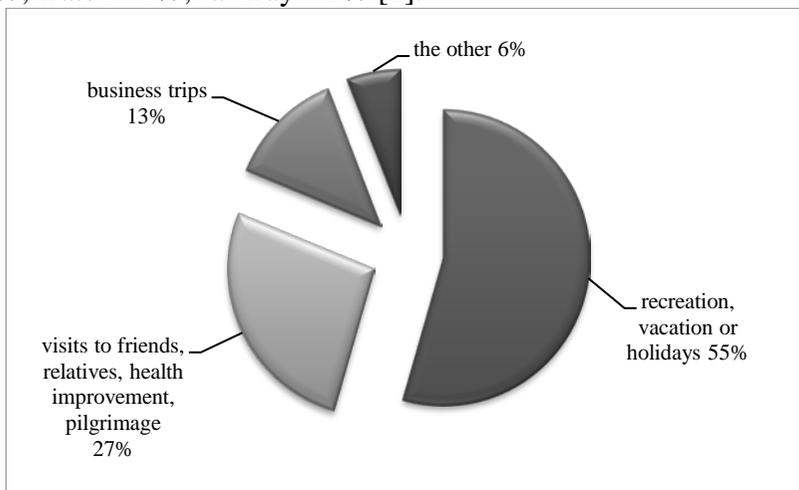
International tourism contributes to the country dynamic economic growth, the creation of new jobs, the preservation of the

cultural heritage of the world, as well as the protection of the environment and has a direct impact on international relations through improved inter-state relations and the prevention of the spread of terrorism.

The main aspect of increasing tourist flows is the growing interest of tourists in certain types of tourism. Due to this, by 2017, the main motive for visiting any country in the percentage were (Fig. 1): recreation, vacation or holidays – 55%; visits to friends, relatives, health improvement, pilgrimage – 27%; business trips – 13%; the other – 6% [2].

The chart shows that in 2017, the prevailing factors in the implementation of tourist trips were trips for recreation and holidays (55%). The smallest share was visited for business purposes and other reasons – 13% and 6% respectively.

With regard to the choice of transport during a trip in 2017, the following trends were observed (Fig. 2): air – 57%; automobile – 37%; water – 4%; railway – 2% [2].

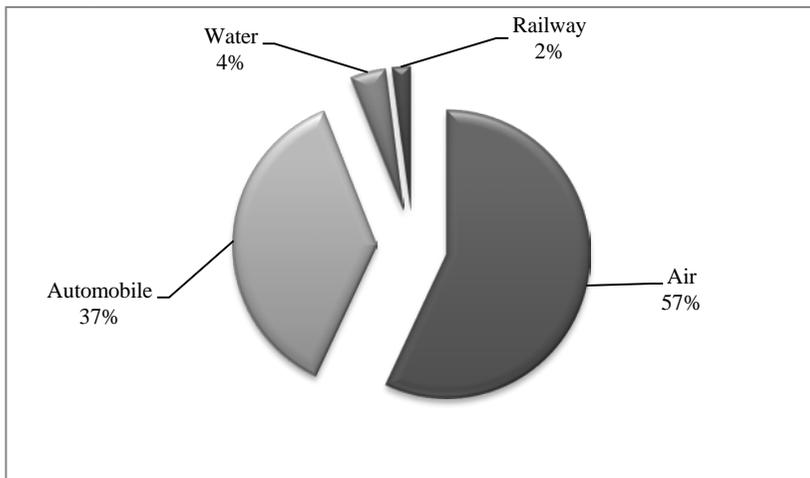


Compiled by: UNWTO Tourism Highlights, 2018 Edition. 2018. [2]

Fig. 1. Main motives for visiting countries in 2017, share %

Among the main motivations that have contributed to increasing the interest of people in tourism and its rapid development, we can name:

- an indispensable sign of any person – a thirst for a new knowledge;
- it follows from the first - the acquisition of education abroad;
- the spread of world religions and, consequently, the emergence of pilgrimage tourism;
- regulation of human labor and its labor rights, as well as increasing the free time of workers;
- creation of legal and regulatory framework for tourism industry;
- establishment of the main authority in the field of international tourism - the World Tourism Organization (WTO);
- infrastructure development, both in the world and in specific countries;
- a dynamic transformation of geopolitical relations in the world.



Compiled by: UNWTO Tourism Highlights, 2018 Edition. 2018. [2]

Fig. 2. Transport trends of tourists in 2017, share %

As it can be seen from Figure 2, the main type of transport among tourists is air or aviation (57%). This type with a significant difference is ahead of other modes of transport, namely automobile – 37%. However, even larger gap is observed in comparison with the water and rail modes, which occupy 4% and 2% respectively. The above data confirms that speed and comfort, even at a higher cost, are a priority among the travel preferences of tourists.

Tourism has both a direct and indirect effect on the state economy. With direct influence, everything is quite understandable, as revenues to the state increase at the expense of direct expenses of tourists, so that the profits made are invested in the development of the tourism industry, its infrastructure etc. Thus, one follows from another, that is, indirect influence is realized through the development of tourism-related sectors of the economy, such as tourist enterprises, catering and accommodation, transport, animation enterprises etc. [3, p. 64].

Using a scientific terminology, such a process is called «multiplier effect» [3, p. 65]. Its essence lies in extremely simple dependence – the stimulation of the development of other related branches of the economy through tourism and the introduction of certain funds in their development. And this means: the more money will be spent within a certain country, the more money will remain on its development, and hence the «multiplier effect» will be bigger and more qualitative. Due to the direct and indirect influence of tourism enterprises, they contribute to increasing the employment of the population not only in the tourism industry, but also in other areas of human activity (Table 1) [3, p. 65].

Table 1.

Interaction of enterprises providing «multiplier effect» in the tourism sector

Direct interaction		Indirect interaction
tourist enterprises	touoperators and touragents	embassies, consulates
establishments of accommodation of tourists	hotels, sanatoriums, recreation houses etc.	banks, exchange offices

food establishments	restaurants, bars, cafes etc.	airports, railway stations, etc.	
animation enterprises		insurance organizations	
transport enterprises		parking lots, car service centers	
excursion bureau		communication services	telephone, mail
exhibition centers		medical institutions	clinics, hospitals

Compiled by: [3, p. 64-67.]

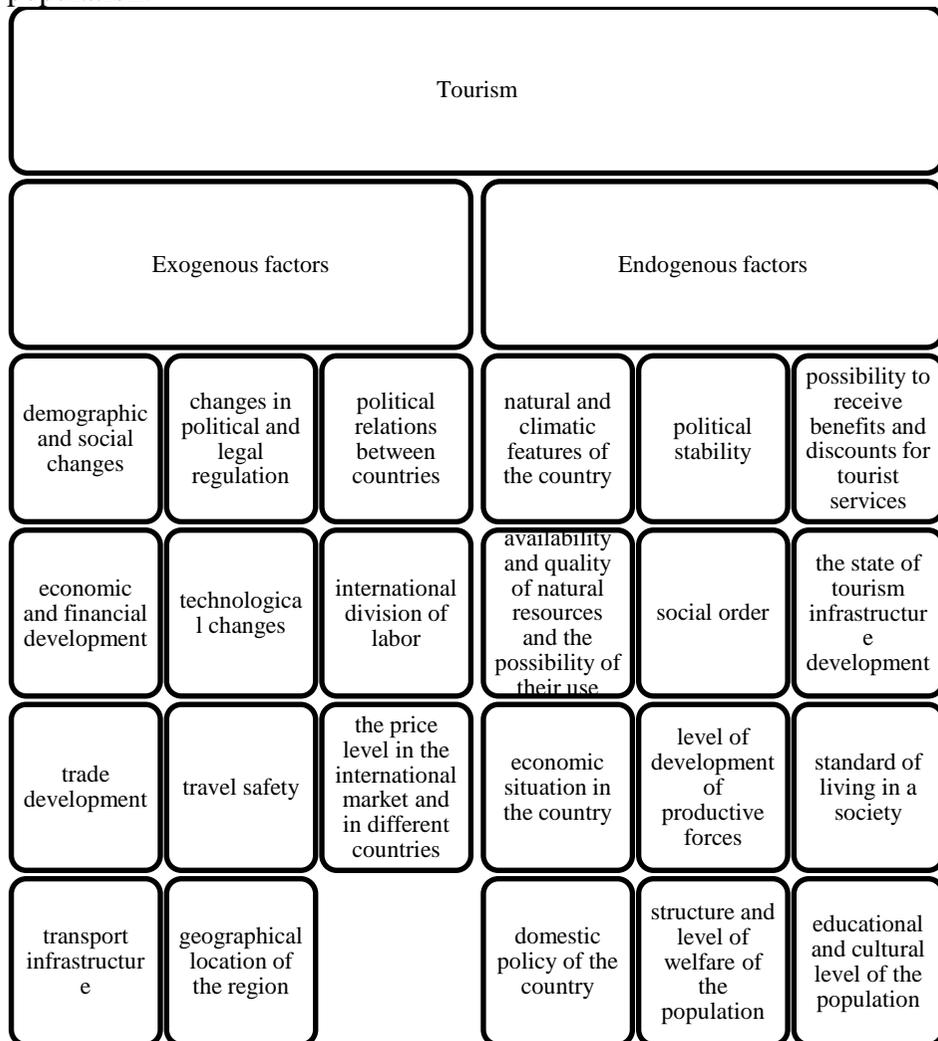
Tourism is one of the main sources of income for many countries of the world (one of the main sources of income for 83% of the states, and most important source of income for 38% of the states) [4, p. 1]. This percentage of the world countries shows us that the orientation of the state economy for this category of states is different.

But the logical assumption is that the economic orientation of the state or its provision with tourist resources does not always adequately reflect the state of tourism development. This is precisely because, according to most scholars, a significant number of factors have a particular impact on the development of the tourism industry in different countries and these factors are not only related to the economic situation or social conditions.

The influence of numerous factors on the development of the tourism industry can be represented as a model (Fig. 3) [5, p. 22]. As it can be seen from Figure 3, there is a number of factors that influence the development of the tourism industry can be divided into two groups – exogenous and endogenous. The group of exogenous factors includes: demographic and social changes; changes in political and legal regulation; political relations between countries; economic and financial development; technological changes; international division of labor; trade development; travel safety; the price level in the international market and in different countries; transport infrastructure and geographic location of the region.

Among the main endogenous factors of tourism development there are: the natural and climatic features of the country; political stability; possibility to receive benefits and discounts for tourist services; availability and quality of natural resources and the

possibility of their use; social order; the state of tourism infrastructure development; economic situation in the country; level of development of productive forces; standard of living in a society; domestic policy of the country; the structure and level of welfare of the population and the educational and cultural level of the population.

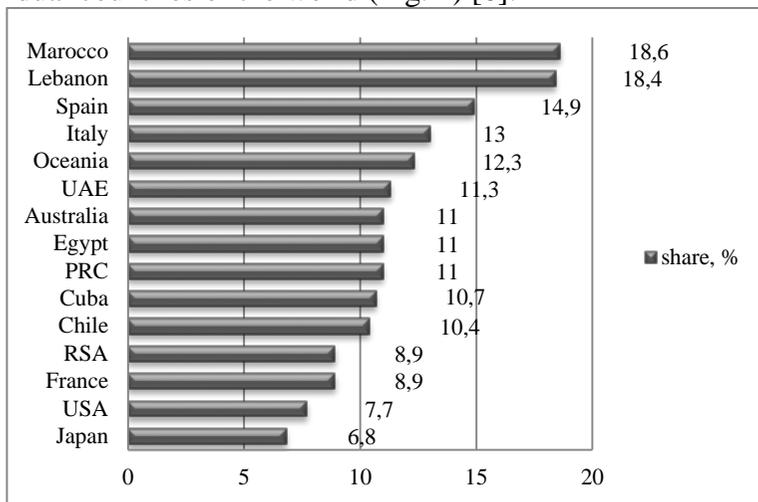


Compiled by: [5, p. 19-24].

Fig. 3. Factors of tourism development

Combining these factors into groups that directly and indirectly influence the development of the tourism industry, we can call the following: economic, social, political, cultural and scientific and technological progress etc. Among the above factors, above all, we must highlight the most important factor affecting the development of tourism – the economic situation in the country. As noted earlier, tourism is an important component of the economy of many countries of the world, and for some and only source of profit.

As noted earlier, tourism is an important component of the economy of many countries of the world, and for some and only source of profit. This is evident from the analysis of statistical data of individual countries of the world (Fig. 4) [6].



Compiled by: Туризм, общий вклад в ВВП (доля %). [6]

Fig. 4. Total contribution of tourism to GDP in different countries as of 2017, share %

From the chart above, it is clear that among the countries with one of the largest contributions to the international tourism industry in GDP by 2017 are the countries of the African tourist region, in particular Morocco (18.6%). The next is the country of the Middle East tourist region of Lebanon (18.4%). The interesting point is that all the countries of Oceania (Polynesia, Melanesia and

Micronesia in particular) have a tourism share of GDP of just over 12%, which is lower than in Spain and Italy with 14.9% and 13% respectively.

An important aspect of the above statistics is that, depending on the priority of the economic sectors of each particular country (industry, agriculture, service sector, etc.), the share of tourism in GDP will also differ. For example, in the industrialized countries like the USA and Japan, the share of tourism in GDP is 7.7% and 6.8%, respectively, which is much lower than those of the industrialized economies of Morocco and Lebanon.

In addition, it should be noted that the development of tourism is influenced by the economic standard of living of the population, i.e. countries in which the income per person is greater, the population has the opportunity to travel more and vice versa. For example, Europe has the largest number of tourists visiting different countries, especially due to the close location of the neighboring countries of the European tourist region. This situation contributed to the emergence of segmentation of tourists for their solvency, namely [4, p. 2]:

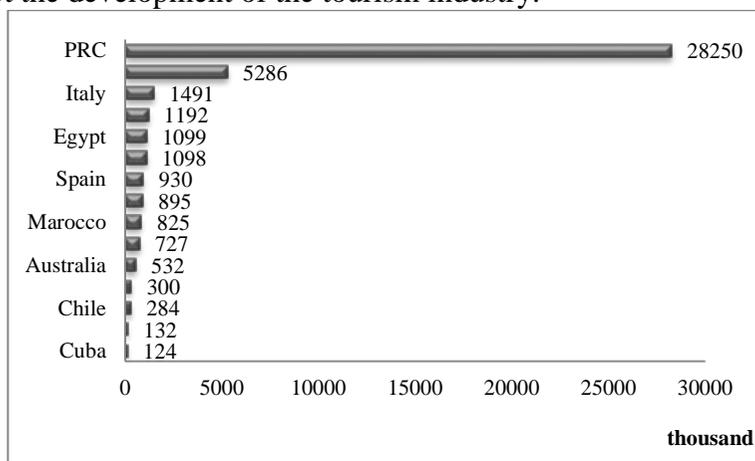
- costs more than \$ 500 per person;
- costs from \$ 150 to \$ 500 per person;
- costs less than \$ 150 per person.

The first segment is inherent, as we have said, mainly for developed countries of Europe, America and Asia. The second segment is for the middle class of countries of Europe, Asia, the Middle East, some countries of America and Africa. The last or third segment is for the least developed countries, mainly Asia, various parts of America and Africa.

Another, not less important factor influencing the development of tourism, is the social situation in the country. The employment of people, in this case in the tourism sector, is significantly influenced here. Today the tourist industry is one of the leaders in the number of job creation, which grows every year. For example, in 1998, the world tourism industry employed about 115 million people, and according to the forecasts of the WTO by 2020,

the dynamic growth is expected to reach 550 million people (Fig. 5) [7].

As it can be seen, the dynamics of the number of people employed in the tourism industry shows us that having the largest number of people in the world, China has simultaneously created the largest number of jobs in its own tourism industry, thus providing work to more than 28250 people! The United States ranked second with 5286 people, and the UAE has a significantly smaller number of 300 people, Chile 284, Cuba 124, and so on. It is also worth taking into account the overall economic development of the elected states, the social situation and the military-political situation, which directly affect the development of the tourism industry.



Compiled by: Туризм, прямой вклад в занятость (тыс.). [7]

Fig. 5. Total contribution to employment, due to the development of the tourist industry by 2017, thousand

Also, it should be noted that the increase in the intensification of labor in the XXI century has contributed to the development of tourism, that is, the need to restore the physical, and especially the spiritual forces of man is a well-founded reason for travel, obtaining new impressions and knowledge. An interesting fact is that the aging of the population also contributes to the development of tourism, although from a demographic point of view this is not quite the case. This is explained by the fact that elderly people have

more free time and they want to travel, but such a trend is typical for highly developed countries in Europe, the United States and some Asian countries [4, p. 3].

In a globalized world, politics is one of the main levers of influence on international relations. In view of this, the political situation has also become one of the factors that not only indirectly influences on tourism, but also has a direct effect on the development of the tourism industry. Confirmation of this is any international conflict or conflict between specific regions in the country, which directly reduces the tourist attendance of the country. A striking example of this is the political situation in the Middle East tourist region, which is one of the most depressing among all other tourist regions, especially in Afghanistan, Iraq and so on. In the African tourist region, the political situation is also not very attractive, as in a large number of countries there are military conflicts, revolutions, political upheavals. And do not forget about Europe, because in all six countries of the former Yugoslavia, you can still hear about the echoes of the 90 war. And of course, the conflict between Ukraine and Russia has essentially and, most importantly, negatively impacted on tourist attendance both in Ukraine and in Russia.

Cultural factors are one of the main elements that have a direct effect on the progress of tourism in the world [8]. The main determinants of cultural factors are gaining education abroad, knowledge of cultural-historical traditions and customs of different countries and peoples of the world. For example, some tourists from the European tourist region, particularly Norwegians, prefer the more extreme types of tourism, while the French, on the contrary, tend to make more informed decisions about their leisure time. And the British most prefer visiting a variety of museums, historical and architectural monuments, etc. [11].

The last and one of the most influential factors in the development of the tourism industry is the scientific and technological progress, which takes place due to the dynamically improving quality of transport equipment, its speed, as well as transport links. Integration of new means of scientific and technological progress allows faster formation of a tourism package

of services, analysis of tourism activities and better monitoring of problems, more expeditious solving them.

Conclusions from this research and prospects of further exploration in this direction. The conducted scientific analysis has demonstrated how various factors have an impact on the development of the world tourism industry. In particular, the authors examine the relationship between direct and indirect influence on the development of tourism, the features and interrelationship of tourism with other spheres of human activity, the concept of «multiplier effect» is disclosed.

Authors provide statistical confirmation that tourism has become one of the most profitable sectors of the world economy and how tourism contributes to the development of the economy in specific countries of the world. It also substantiates the importance of tourism for international relations, including the role of tourism as a tool for resolving political conflicts in the world. The social aspect of tourism development, which has a positive effect on the creation of new jobs, is thereby determined, thus improving the situation on the world labor market, as well as facilitating inter-ethnic and international communication. In addition, the authors identified the positive and negative aspects of the impact of tourism on cultural-historical and natural objects of world heritage of mankind.

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Вяткіна Т.Г., Клик Б.О. Багатофакторність розвитку індустрії міжнародного туризму як однієї з найпріоритетніших галузей економіки XXI століття. У статті розкрито вплив низки чинників на розвиток індустрії міжнародного туризму. Проведено аргументоване роз'яснення прямого та опосередкованого впливу (економічних, соціальних, політичних, культурних, науково-технічного прогресу тощо) факторів на розвиток індустрії туризму. Високий рівень рентабельності індустрії міжнародного туризму констатується за допомогою статистичних даних.

Автори аналізують основні аспекти, що сприяли розвитку міжнародного туризму, основні мотиви, які змусили туристів відвідати певну країну, а також екзогенні та ендегенні фактори розвитку індустрії міжнародного туризму.

Зокрема, досліджується як світова економічна інтеграція впливає на розвиток туристичної галузі та взаємопов'язані з туризмом сфери діяльності людини, серед іншого «ефект мультиплікатора». Здійснюється аналіз впливу політичних аспектів на формування та розвиток туристичної індустрії, її значимість для міжнародних відносин, розбудови соціальної сфери, який приводить до зниження рівня безробіття у світі та зростання рівня взаємної поваги, науково-технічний прогрес, через який прискорюється процес формування та реалізації туристичного продукту, а також важливість збереження культурно-історичної та природної спадщини людства.

Ключові слова: індустрія, туризм, фактор, економіка, політика, мультиплікатор, зайнятість, підприємство, динаміка.

Вяткина Т.Г., Клык Б.О. Многофакторность развития индустрии международного туризма как одной из наиболее приоритетных отраслей экономики XXI века. В статье рассмотрена индустрия международного туризма с позиции влияния на ее развитие разнообразных факторов, которые имеют прямой или косвенный эффект. Осуществляется аргументированное разъяснение прямого и косвенного влияния (экономических, социальных, политических, культурных, научно-технического прогресса и т. д.) факторов на развитие индустрии туризма. В частности, исследуется как мировая экономическая интеграция влияет на развитие туристической отрасли и взаимосвязанные с туризмом сферы деятельности человека, в том числе «эффект мультипликатора». Осуществляется анализ политических аспектов прогресса туристической индустрии и ее значимости для международных отношений, аспектов позитивного развития социальной сферы и взаимоуважения друг друга, а также содействие сохранению культурно-исторического и природного наследия человечества.

Ключевые слова: индустрия, туризм, фактор, экономика, политика, мультипликатор, занятость, предприятие, динамика.