



The Main Trends and Prospects of Development of International Tourism

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ABSTRACT

In the global economy of today, there is a tendency for progressive development, there has been expansion in the volume of trade in the international market, modernization of the transport sector, increasing the internalization and globalization of world economic spheres, increasing the number of contractual alliances, visits of the population related to economic activity. Currently, there is actively progressing the development of the world services to the public as the formation and organization of international tourism. This area in the modern context is one of the most important global economic activity, is a difficult and complex procedure which has no small influence on the structuring and the overall picture of the development of the world economy and the state. Disclosure of the major issues of the development of international tourism in global society reveals one of the urgent problems of the world - understanding tourism and its development trends. The main objective is to study the main provisions of international tourism market of the world powers. The main tasks of the disclosed topics: Analysis of statistics of international tourism; the impact of major internal and external factors impact on tourism; identification of prospects of development and formation of international tourism.

Keywords: Tourism, World Community, Competition, Market, Development Trend, Economy

JEL Classifications: L83, Z30, Z32, F63

1. INTRODUCTION

In modern times, in world space is constantly observed tendency of dominance the total number of tourists who organize their tourism travel in the countries of regions that are similar in location over the total number of tourists who leave the choice to travel great distances of movement.

So the international tourism organization of the United Nations (World Tourism Organization - UNWTO) have provided evidence that there were more than 847 million of the arrival and profit from this arrival was more than 733 billion U.S. dollars.

Therefore, the spread of tourism due to the fact that international tourism, disclosed and analyzed as one of the most profitable

and dynamically developing activities of world economy States. This assumption is confirmed by the fact that in 2015 the share of international tourism accounted for 6% of world gross domestic product and 8% of total exports.

Improving international tourism has important significance and impact not only on the main indicators of the country, but also involved in stimulating the development of many economic sectors: Transport activities, communications, trade relations, construction of infrastructure and improvement of recreational areas, and all areas in General, modernization of agriculture, the performance of the products consumption of the population and tourist flow - these areas of development involve one of the advanced stages of the readjustment of the economic system.

In recent years, the tourist business, as the international nature and the state, is faced with the continuous growth of competitiveness of organizations in the tourism industry. The observed increase in competition, which can be seen through the methods of struggle, sometimes not friendly, the advertising performance of a particular company (Silnov, 2015), area, zone, which contributes to trying to promote them on the world market of tourist services.

The main directions of improving the competitive hell tour companies are in the stage of development of the most important sectors to the economy of their general condition, which is related to the fact that they have a continuous impact on the development of international tourism in the world. After all, the main competitive features are based on the following points: Socio - political conditions of development and formation of the country, transportation, information technology, service.

Therefore, we can conclude that increased competition as demand for travel services, and their suggestions is the main promising step in the formation of international tourism on the world market the consumption of services.

2. MATERIALS AND METHODS

Theoretical and methodological basis for the writing the article were the classics, the economic publication for the definition of international tourism, tourism science management, tourism business, domestic and foreign scholars, human resource management in tourism, potential, and overall organizational education tourism enterprises and world-class destinations, economic processes, internal and external policy activities.

The research methodology is built on the dialectical method, systemic and strategic approaches to analyze objects. Scientific provisions, conclusions and recommendations made in the article are based on the use of a range of methods of historical and logical analysis, comparison and synthesis, induction and deduction, economic-statistical method and expert evaluations.

The information base of the research were the laws of the Russian Federation, the official publication of the state statistics, bodies of management of socio-labour relations in employment in the tourism business, the International labour organization, thematic collections and reference books, information published in scientific editions and periodicals, Internet resources (Cardenas-Garcia et al., 2013; Nonhapot, 2016).

When writing work has taken into account the data characterizing trends in the development of institutional and socio-labor relations in the system of international tourism, factors of increase of competitiveness of the directions of development of tourist places and recreational areas.

3. DISCUSSION

In order to analyze and evaluate the main trend and prospects of the international tourism business it is necessary to study the work

of many authors who see the vision and understanding of this area, to consider the main tendencies of formation and development of international tourism and to generalize accumulated material into a single understanding of its progressive stages (Scott et al., 2015).

In his works, and the materials they tried to summarize and present the main stages of development of international tourism, which are in the following areas:

1. The development of international tourism is a heterogeneous disbanding of the total tourist flow in different areas of the hotel. The main mass of tourists is identified in several regions of the globe; their movement is mainly integrated. A major percentage of the tourist population has its own location in the territories of Europe and Asia. But along with these zones, increasing the arrival of tourists in the countries of the new world.
2. In our time viewed the following proportions: A group of tourists or mass concentrations of 20-30% of the total, the residual interest in the range of 70-80% are tourists, individuals who travel to their journey at close range. But recently there has been an increase in the percentage of mass tourism, the main reasons for the increase of this number is that there is a decline in the number of vacation days, thereby increasing the quantity; low transport costs; the increase in the number of charters (Loh, 2013); the increasing interest of tourism operators in the organization of a mass congestion of tourists; provision of a new, previously unrepresented areas, with competitive advantages; increase of working posts of mass tourism; the growing number of tourists who prefer public transit buses.
3. The total number of tourist groups with the main purpose of recreation - recreation has the growth dynamics compared to the volume of tourism business format. If in recent times on the international tourism market had the advantage of business tourism, at the present time, the ratio can fluctuate. The main advantage of rest is given to recreation and tourism, 70% and only 30% of business travelers. This trend, we can assume, has suffered its change due to a representation of the formation of international tourism and its basic development through the growth of the overall travelers to recreation, although the importance of international tourism as a whole plays the business the rest of the population.
4. Recently there has been a trend of increasing length of stay of tourists in international travels, journeys, trips and the total number of journeys on the territories of world powers, which are produced during the year (Joshi et al., 2016). First, the dynamics of growth of length of stay mainly due to the number of tourist flow related to old age pensioners. But the same number also remains the short duration of stay of tourists using the services of international tourism for 2-3 days (weekends, nights). The duration of stay is more acceptable to younger tourists who want to escape on vacation for a few days from work, not to lose financial work.
5. An important and probably the most important criterion of consumption of this service is the increase of requirements of tourists to the service. This trend is observed in recent years especially often, as the world's countries studied widely and consumers have something to compare the services provided and to demand higher quality of a service. The modern service

is not in place and already it has its own modifications and innovations. The more tourists travel to tourist tours, the more comfortable conditions they require, thus his criticism improve competitiveness and represent one of the main prospects of development of international tourism in the country, region, area.

6. The growth of the mobile population has a positive trend. Many tourists in their personal use are cars that allows more without obstacles to travel. Due to economic influences: Higher prices, higher wages, pensions, tourist flow has the ability to afford the increase in tourist spending during trips (Frolova and Kabanova, 2014). Especially popular among tourists for its unconventional location - a mountain Chalet, bungalows, forest huts and so on. Tourist product becomes more modified and modern - as a requirement to use the services of international tourism increases daily.

Based on the above trends and perspectives of tourism development world, it can be concluded that a tourist area should and must have prospects of its development every day. Each organization involved in this process must lead a policy that would be unique in its approaches, internal and external processes have a distinguishing sign. All these advantages will now be the basis of the presented prospects of development of international business.

The tourist is an element that contributes to and determines the basic dynamics of tourism development. As discussed above, increased mobility of population flow in their preferences of leisure, gives impetus to policy development of international business (Morais et al., 2016).

More recently, the trend is clearly labeled with special attention to environmental issues and environmental protection (Chueva et al., 2016; Zakharov et al., 2016). High levels of life and education provided in Europe, give the prospect of development is lagging behind the tourist area. The analysis of the main countries of Europe leads to increased demand for "sustainable tourism," which includes key issues shaping tourism and the parallel protection of the environment.

Therefore, this increased attention to these issues has a positive effect on the formation and the production of new, not previously presented tourism products, how tourism individual and the mass.

Most of the tourist flow relates to the urban population, therefore, in recent years demand for rural tourism, short stay and tour with the terms of the residence the self-catering units.

The dynamics of rural tourism development provides an in-depth study of the world, the opening of new tourist centres, the emergence of perspective traveling to the most remote, which is not available to man the area.

Simultaneously with this dynamic progress of information technology and lowering of prices on tourist trips, with measuring incomes of the population, contributes to the influx of tourists and contributes to the events the course of globalization, which establishes the monotony.

Therefore, the largest number of tourists prefers to travel in tourist centres, which ensure excellent leisure and constant weather. But today there are a large number of varieties of resorts providing the needs specific to a single criterion of the market of tourist services.

Young the flow of international tourism gives his preference to stay on the program "all inclusive," which denies the possibility of communication of tourists with the local population and familiarity with the culture of the country, but despite these nuances, this direction has not lost its popularity among people who want to relax.

The main feature when choosing a travel place of recreation for the public, has been and will be, at all time is a sensible ratio of quality to present and proposed rates. And that was repeatedly mentioned above, the relatively high level of provision and provision of services at the selected resort.

Thus, we can say that the versatility of the desires and preferences of the tourists there is a General trend that on the one hand is characterized by the growth of mass tourism in the world, and on the other hand, the increasing demand for individual or specialized centres.

4. RESULTS

International tourism is one of the most sensitive to different instruments, effects, disasters and stresses political relations. Global financial crises of this century have produced no small impact on all aspects of economic sectors, including affected tourism both within the state and world format (Frolova, 2014). Events and trends the development and functioning of global financial markets directly affects the commercial real estate market hotel segment of international tourism. Many travel agencies and companies engaged in the provision of such services, suffering losses, thereby "freeze," or sell their already functioning projects, the use of which may be square hotel apartments.

The slowdown of the construction site and entering a ready hotel space in the coming years, the deficit will remain unchanged, primarily in the "high" segment, which in the conditions of crisis lost their form more attractive for investors and receipt of cash flows, the risk.

In the conditions of crisis situations (Silnov and Tarakanov, 2015) in the international tourism and hospitality industry to define and identify the main methods of stimulation of activity of the tourist flow:

- Reducing the cost of accommodation, both long-term and short-term tourists;
- The growth of financial investments in the development and implementation of major marketing programs advertising companies on the main markets of services;
- The formation of a favorable socio - political and attractive investment image of countries belonging to the sphere of international tourism.

In the medium term, development is expected to significantly decline in the overall number of business and corporate

international tourism, which is suffering losses from the global economic downturn for more than the wanderings of the tourists for relaxation and Wellness procedures. Such a phenomenon in the first place can be explained by the fact that in large organizations there is a policy of mass layoffs (Il'Yaschenko et al., 2014; Shkurkin et al., 2016).

One of the important roles in the worsening problems in the field of international tourism is the economic decline of world powers, and constant growth price categories for food and fuel. Conducted healthy policy of reducing prices means a decrease associated with the decline in fuel prices, and cost category facilities receiving countries of tourists.

According to forecasts, the tourist flow will maintain its policy of closer selection and low cost direction, giving preference to routes on their own territory of the country or state, the neighboring location with the use of more economical vehicles.

Also, there was a decline time and duration of stay, their frequency, expenses during the holidays, will decrease the total number of providing package tours, including at beach resorts. At the same time increases the number of trips, booked independently by the tourist mostly stay with friends. Consumers of the product and services of international tourism with a high income will not abandon the travel and tourism character.

The market for educational tourism and its specificity of development in modern times expects its positive development trends.

Providing the unique ability to combine overseas travel with the process of education, study of foreign languages, qualification and professional competence, consumers of these services will be considered as the most profitable investment for the growth of its level, future employability, and advance in the career ladder and achieve their goals.

Preferring between simple recreation and educational programs abroad, in the conditions of economic instability, consumers will give preference to training programs.

To maintain a favorable climate between the consumer of services to tourism businesses and their representatives must create and deliver major programs of long-term cooperation and increasing competitive advantage.

Public Relations is a planned sustained effort aimed at creating and maintaining friendly relations and understanding between an organization and the public organization of public opinion for the most successful functioning of the enterprise and enhance its reputation.

PR in international tourism can be divided into two main areas: The activities of the countries to attract tourists and activities of tourism firms to attract customers. The reasons, conditions and methods of PR-actions in these two spheres differ.

A significant reason why government departments on international tourism are addressed to the PR-shares, are as follows:

- The largest number of countries of the world community that offers tourist the same type of plan;
- Political events have a direct impact on the image of a world power in the eyes of the tourist society (terrorism, military action, level, sanitary condition, etc.)
- Organization or modernization of tourist destinations in new countries.

From the point of view of tourism and its consumers, all countries of the world can be divided into 3 groups:

1. Countries for which tourism is not a significant source of income, and so little interested in attracting additional tourists.
2. The "prosperous" countries for them tourism is a significant source of income, and tourists actively visit them.
3. "Disadvantaged" countries - tourist space offers them an important source of income, but the flow of tourist flow is in decline due to formed for any reason a negative image of the area consumed.

Of most interest are the countries of the third group. These are the countries whose incomes are heavily dependent on tourism, but which have a volatile reputation (Turkey, Egypt, Cyprus, Israel). They offer a comfortable and affordable stay, however, different developments in these countries, regularly scare away tourists, especially, this trend is relevant for the present time.

Positioning your services, Israel is trying to find a unique niche. Now the word "Israel" is a larger number of tourists an image of a country with a unique cultural heritage and one of the world's best health centers and hospitals. Even the threat of war and terrorist acts to periodically fade into the background. Although, it should be noted that politicians and the leaders of the international tourism business are unable to find here the same compromise as in Cyprus - regular political turmoil and the difficulty of obtaining visas deter many tourists.

The safest country for tourists: Island of the Aruba, Bonaire and Curacao, Singapore, Iceland, Switzerland, Bhutan, New Zealand, Ireland, Cyprus, Dubai (Lee et al., 2014).

Among the methods of PR-activities can highlight the main General areas:

Work with mass media (articles in Newspapers and magazines, radio and television). In General, the effectiveness of different types of advertising, according to the survey, gave the following results: 75% believe the most effective newspaper 25% TV. Non-printed media - this is the reserve, which can give, when used properly, a stunning result.

Production of information materials (because most of the work in a given country is hampered by the lack of information about it). Modern tourists are quite demanding and want to know more about the place where they were going (Kobersy et al., 2015). Admission information booklets and other materials directly from the Department of tourism of the country facilitates the

work of tour operator and increases the flow of tourists into the country.

Seminars (fairs, workshops) is an important element of PR-activities. Usually seminars are held in the main direction of the company. This is a free meeting in an informal atmosphere over a Cup of coffee, during which representatives of the organizing company talk about the features of their directions (e.g., country), various resorts, the features of the visa and customs clearance as well as other details that can help in the work.

Organization of promotional trips for clients and employees of travel agencies. For clients, it is cheap or almost free ride with a certain set of travelers. To get it, the client typically needs to participate in the lottery or to answer questions about the country. The aim of this action is to create a good impression about the country from the customer, which he then transfers to their friends and acquaintances. For employees of travel agencies is almost a free trip. The aim of this action is to create a good impression about the country to familiarize potential agents with opportunities to establish business relations.

In the tourism is a big role for oral advertising. Positive tourism information is distributed with the efficiency factor of 7, and negative with a coefficient of 22! Thus, any customer claims for the service are distributed three times faster than positive feedback. The conclusion is that there is no better publicity agent than a satisfied customer.

The basis for innovative activities in all sectors of the economy is the implementation of achievements of scientific-technical progress. Tourism as a global socio-economic phenomenon, operating in conditions sometimes very tough competition, is characterized by a high degree of exposure to the innovation processes, which is often the main determining the competitiveness of tourism organizations factor.

Main directions of innovation activities in tourism:

- Production of new types of tourism product, restaurant product, hotel services, etc.;
- The use of new technology in the production of traditional products;

5. CONCLUSION

Thus, the main feature of the development of modern international tourism is the need to create individualized tourism product of world countries that would meet the ever-changing complex needs of the tourist flow and could be flexibly and quickly transformed taking into account the impact of political, economic and other factors of global development.

The current stage of development and formation of international tourism uses in his term to improve the competitive features of innovative technology. They find their application in the modernization of all components of the infrastructure of international tourism, deepen and expand the diversification of the main types of tourism activities, satisfy in full or in part the

increasingly complex needs of a person in choosing a variety of relaxation and leisure, learn the latest trends and markets of international tourism (Perova and Zakirova, 2014).

Presents an analysis of modern trends in the formation and operation of international tourism, its basis of development, it is possible to consider each new trend that creates the opposite movement. In many cases, the process of maturation tendencies of the prospective development is mixed, thereby providing unpredictable outcome complicates the setting important directions for the development of international tourism.

Obviously, the situation in today's international tourism it is such, and to distinguish clearly one or more of the dominant trends is not possible. However, a diversification of tourist activities organizations demonstrates the maturity of the market and needs to be updated and improved.

International tourism is such a complex and multifaceted phenomenon, its development is multifaceted and complex in nature and requires special approaches to the study of development and makes the world a positive result of its activities in the sphere of consumption services generated by the tourist flow.

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