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CHARACTERISTICS OF FACTORS INFLUENCED ON THE DEVELOPMENT OF INTERNATIONAL TOURISM

ХАРАКТЕРИСТИКА ЧИННИКІВ ВПЛИВУ НА РОЗВИТОК МІЖНАРОДНОГО ТУРИЗМУ

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The tourism industry is one of the most promising and economically balanced branches of the economy. Its dynamic development is the basis of the steady evolution of the national economy of states and the popularization of globalization processes on the international financial market. A feature of this industry is the use of all resources available to the state, including unprofitable or unprofitable objects. And the development of the tourist market often coincides with periods of economic decline in the basic performance indicators of national economies, times of disasters and cataclysms, wars and revolutions. Moreover, these processes often become catalysts for the birth or increase of the market potential of international tourist services. Therefore, studying the principles, features and regularities of the functioning of international tourism during the socio-economic and military-demographic crisis is extremely important. It is determined in the work that international tourist services are a fundamental type of activity on the world tourist market in compliance with international legislation to obtain maximum socio-economic and cultural-demographic benefits. And these services are divided into those provided in the field of business, entertainment, adventure, scientific, cognitive, recreational, elite, health, green, nostalgic tourism. The tourism industry, as one of the most profitable branches of the world economy, draws all its negative and positive trends, since the formation of the tourist services market and its sustainable development directly depend on the standard of living of the population and the financial income of citizens. Other state-building factors are also important, for example, a sharp demographic boom or industrial breakthrough of the state stimulates an increase in tourist flows and increases the number of domestic trips, while wars and natural disasters reduce interest in the affected territories. Therefore, the study of factors influencing the development of international tourism is an extremely important task today.

Key words: tourism, change management, international tourism, factors influencing tourism, external factors influencing tourism.

Індустрія туризму є однією із найперспективніших та економічно збалансованих галузей економіки. Її динамічний розвиток є основою сталого еволюціонування національного господарства держав та популяризації глобалізаційних процесів на міжнародному фінансовому ринку. Особливістю даної галузі є використання усіх наявних у держави ресурсів, включаючи малорентабельні чи збиткові об'єкти. А розвиток туристичного ринку часто припадає на періоди економічного спаду базових показників ефективності національних економік, часи катастроф та катаклізмів, воєн та революцій. Більше того, часто саме ці процеси стають каталізаторами зародження чи збільшення потенціалу ринку міжнародних туристичних послуг. Тому вивчення принципів, особливостей та закономірностей функціонування міжнародного туризму під час соціально-економічної та військово-демографічної кризи є вкрай важливим. У роботі визначено, що міжнародні туристичні послуги – це основоположний вид діяльності на світовому туристичному ринку з дотриманням міжнародного законодавства для отримання максимальної соціально-економічної та культурно-демографічної вигоди. І поділяються ці послуги на ті, що надані у сфері ділового, розважального, пригодницького, наукового, пізнавального, рекреаційного, елітарного, оздоровчого, зеленого, ностальгічного туризму. А міжнародний туризм – це соціально-економічний, природоохоронний інструмент глобального впливу, покликаний інтегрувати державну культурно-історичну спадщину, інтелектуальний потенціал та рекреаційні можливості оздоровлення і відновлення сил в усесвітній простір, із збереженням національної автентичності. Індустрія туризму, як одна із найприбутковіших віток світової економіки черпає усі її негативні та позитивні тенденції, оскільки від рівня життя населення та фінансових доходів громадян напряму залежить становлення ринку туристичних послуг та його

сталий розвиток. Важливими є й інші державотворчі чинники, так, різкий демографічний бум чи індустріальний прорив держави стимулює збільшення потоків туристів та нарощує кількість внутрішніх подорожей, а війни та стихійні лиха зменшують інтерес до потерпілих територій. Тому дослідження чинників впливу на розвиток міжнародного туризму є вкрай важливим завданням сьогодення.

Ключові слова: туризм, управління змінами, міжнародний туризм, чинники впливу на туризм, зовнішні чинники впливу на туризм.

Formulation of the problem. The war started by Russia on February 24, 2022 had a global impact on all sectors of the Ukrainian economy, including the market of tourist services. Thus, the military crisis became the biggest challenge for the tourism industry in the entire history, and led to uneven regional distribution of the industry, staff shortage, annexation of territories and tourist resources. The study of the regularities of the functioning of the tourist market and its changes, as a result of the influence of external and internal factors, will allow to create a mechanism of adaptation to the reorientation of tendencies and trends within the framework of the specified market.

Analysis of recent research and publications. A significant number of domestic and foreign scientists have studied the influence of external and internal factors on the formation, development and decline of the tourist services market. Yes, I would especially like to single out L. A. Bondarenko. [1] in his works notes that the development of international tourism in Ukraine and the world turns it into a source of significant revenues for the budget, M. Kastels, [2] notes that the development of tourism contributes to the intensification of foreign policy processes, Dovhal O. A. [3], believes that each direction of globalization affects the essence of international tourism in its own way, and Parfinenko A. Yu. [4], notes that modern international tourism business is an economic activity with significant political consequences.

Highlighting previously unresolved parts of the overall problem. Understanding the nature of the influence of external and internal factors on the development of the tourist services market will allow predicting and minimizing the consequences of their action.

Formulation of the goals of the article (statement of the task). The purpose of the work is to characterize the factors influencing the international tourist market.

Presentation of the main research material. Many domestic and foreign scientists have studied the specified factors of influence, therefore, in order to form our own opinion, we will consider some of them. So, Uncle L. P. when establishing

the goals of state regulation of the tourist business, he cites "both positive and negative factors related to the political, legislative, legal, and socio-economic situation in the country and in the world" [5]. This definition is valuable from the point of view of a comprehensive analysis of the impact of microeconomic factors on the state of the international tourism market, but it misses the effect of global crises and cataclysms.

Instead, researchers A. Matzarakis and M. Loman consider the weather conditions and climate to be decisive, and are convinced that it is worth paying attention to climate changes and it is possible to predict what the weather will be like in currently hot countries and what it will be like in the North. At the same time, climate change is only one of the driving factors. This means that we are talking about many interrelated factors, a complex that needs to be controlled. The climate is of great social and economic importance. Current research projects investigate the issue of climate change and analyze the related tourist demand [6]. We agree with the importance of this tourist factor, but we believe that historical-social and economic-demographic factors also deserve to be included in the list of driving factors of the formation of the international tourist market.

Using the received information, we present our own list of factors influencing the international tourist market, dividing them into internal and external and shown in Figure 1 and 2, respectively.

Internal factors include those that directly shape the microclimate of the market of international tourist services and serve as guidelines for the material and technical base of effective economic activity on it. These include infrastructural, technical, market, educational, personnel, municipal, marketing, insurance, and integration factors. The weight of each of them is global, and the lack of positive influence from any direction leads to the deterioration of the activity of the entire milestone of market relations in the tourism industry.

External factors influencing international tourism include those factors that indirectly determine the state and conjuncture of the

travel industry. They have a general impact on all branches of the global economy, including political, demographic, economic, historical-cultural, nature-protection, social-directed, climate-natural, ecological, resource, and legal factors. The presence of all these factors will not guarantee the success of the sustainable development of the tourism industry, without the active development of internal factors. On the contrary, when internal factors are more favorable, and external factors are not critical, the development of international tourism is possible, but it will have a local character.

Therefore, the ideal combination is a set of positive results in two groups of factors. All these factors have a certain ramification and variation depending on the tourist region, since each of

these territories has its own cultural, historical and geographical memory of generations and socio-economic features.

Thus, the European tourist region, which accumulates about 55% of international tourist visits, is the most popular region of the world to visit and study. Which is explained by the high standard of living, education and medicine, the internal openness of borders, the growing pace of the economy, social protection and others. The leaders are the countries of Western and Southern Europe, namely France, Italy, Germany, Austria and Switzerland. Eastern Europe is experiencing the fastest growing interest of travelers, where interest in Ukraine is growing, and knowledge of its history and customs is expanding.

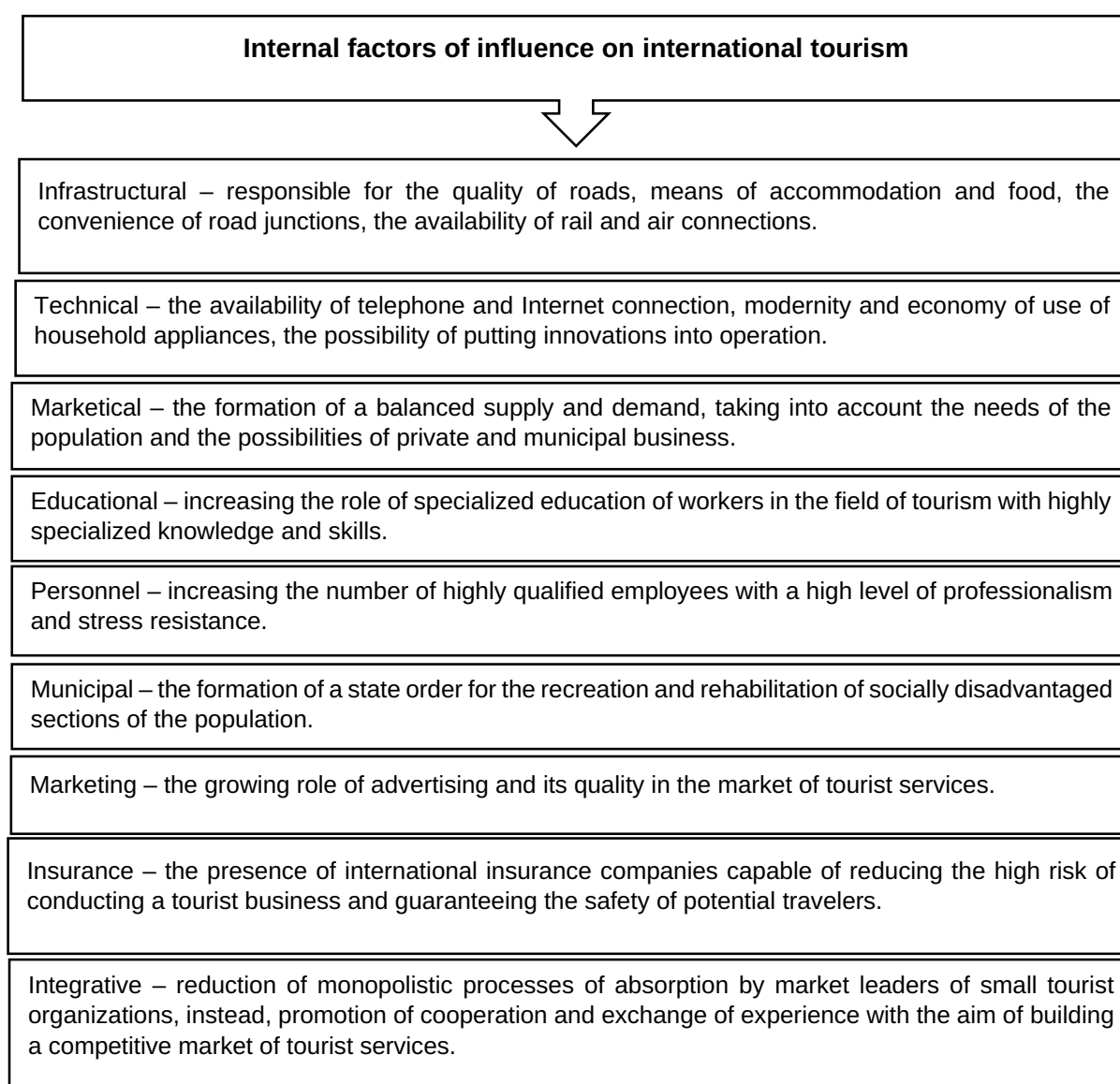


Figure 1. Internal factors influencing the international market of tourist services

Source: compiled by the author

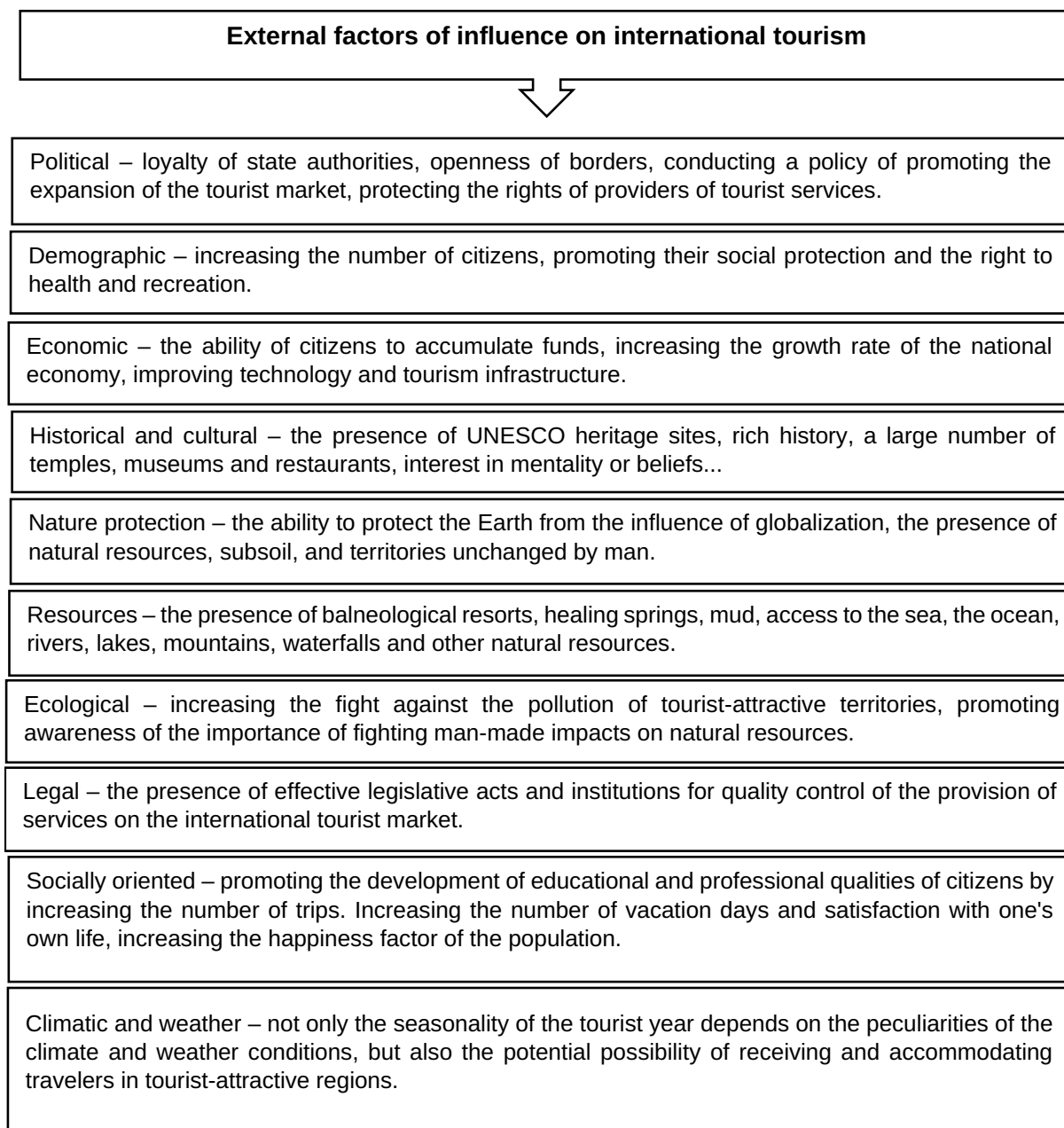


Figure 2. External factors influencing the international market of tourist services

Source: compiled by the author

ТУРИЗМ

East Asia and the Pacific region are visited by more and more tourists, but the low level of extra-regional visits (about 80–85% is domestic tourism) remains a negative trend, which is explained by the remoteness of the borders, the need for additional vaccinations, unfavorable natural conditions, the low level of tourism infrastructure development, demographic crisis and low economic growth rates. The most popular countries in the region are China, Taiwan, Japan, and Singapore.

The American tourist region closes the top three in terms of the number of international

arrivals, and is clearly divided into the Southern and Northern microregions. The northern microregion accumulates 70% of the tourist market with centers in the USA, Canada and Mexico, which is explained by a significant number of natural and cultural resources, economic stability and a high level of security. The leaders of the Southern microregion are Argentina, Bolivia, Brazil, Venezuela, Colombia and Ecuador. The vast majority of countries are resource-poor, agrarian countries with a low standard of living and population impoverishment. The advantage of this region is its exotic nature

with unique flora and fauna. Also rich in historical and cultural events is Latin America, which is the leader of the region.

The Middle Eastern tourist region is distinguished by the cultural, historical and demographic feature of the predominance of Arabs. The main market leader is Saudi Arabia, which is a center of religious tourism, as Muslims from all over the world visit its territory as the largest shrine. Also leading positions is occupied by Egypt, which attracts with a long holiday season, healing, warm sea and loose beaches. The advantages of vacationing in the Middle Eastern tourist region are affordable prices and exclusive nature, the main disadvantage is closed borders and visa restrictions.

The African region attracts with a variety of landscapes, natural resources and climatic features. The leaders of the region are Mauritius, Tunisia, Morocco, Kenya and Zimbabwe. Health, recreational and adventure tourism are popular recreation areas. The main problems of African countries remain the unstable political and socio-economic situation, inter-ethnic confrontations, racial inequality, piracy and poverty. The exception is South Africa, whose pace of development is simply amazing. South Africa and Namibia can surprise the most demanding traveler, both with exotic nature and developed infrastructure.

The South Asian tourist region is attracted by the length of the high season, the variety of religious, gastronomic, hydro and air shows.

The leaders of the region are Sri Lanka, India, Nepal, Pakistan, Afghanistan and Bangladesh. The entire region is located in the sub-equatorial belt, characterized by the presence of tropical monsoons, high humidity and unique flora and fauna.

The main problems of the region are uneven settlement, impoverishment and illiteracy of the indigenous population, difficult working conditions, and the low level of development of the protection of the rights and freedoms of the residents of South Asia. The advantages of this tourist region include extraordinary nature, development of tourist infrastructure and exotic cuisine.

With the help of Figure 3, we will consider the specifics of the factors of formation of tourist regions of the world and the positive and negative factors of influence on their functioning.

It is important to study the possibilities of developing tourist-attractive territories during military aggression, since the funds withdrawn from tourism can be directed to:

- reconstruction of the tourist infrastructure destroyed during the war, or construction of completely new transport links, means of accommodation and food;

- a marketing company promoting the brand of the affected territories and the state in general;

- education in the field of tourism, since in the post-war period there was a shortage of personnel in absolutely all fields;

- development of private corporate and legal institutions that will stimulate international demand for products of the state tourism market.

A significant negative factor during the active phase of the war is the difficult security situation. State authorities and insurance companies cannot guarantee the absolute safety of the country's residents, let alone tourists. Therefore, when entering a warring country, it is important for a traveler to register at the consulate of his own country, carefully follow the outbreak of conflict in the territory he is visiting, observe the laws and customs of the country, and choose the safest possible routes. Tourists must always carry identity documents, emergency services and consulate numbers. And all this should be accompanied by an understanding of the danger to one's own life and health, and, accordingly, drawing up an alternative option for returning home.

Another negative factor in increasing the specific weight of the tourist services market of the warring country is the destruction of the natural environment, balneological resorts and recreational areas. The biggest environmental problems include the destruction of flora and fauna, burning of forests, alteration of the nature reserve fund, damage to the soil cover, the threat of destruction of territories and global damage to the ecosystem. The problem of clogging of water bodies and land areas with the remains of heavy equipment, fortification structures and household waste remains open. The war leaves behind many mines, which leads to the need to limit tourist visits. Solving all the above-mentioned problems is a long-term process, and requires an annual diagnosis of the state of the environment.

There is another side of the coin, often military actions bring popularity to unconquered countries. In this case, tourist interest in the country grows exponentially, and the marketing company is based not on changing the theme of the war, but on its coverage.

Natural disasters, natural disasters and wars are often a trigger for the development of

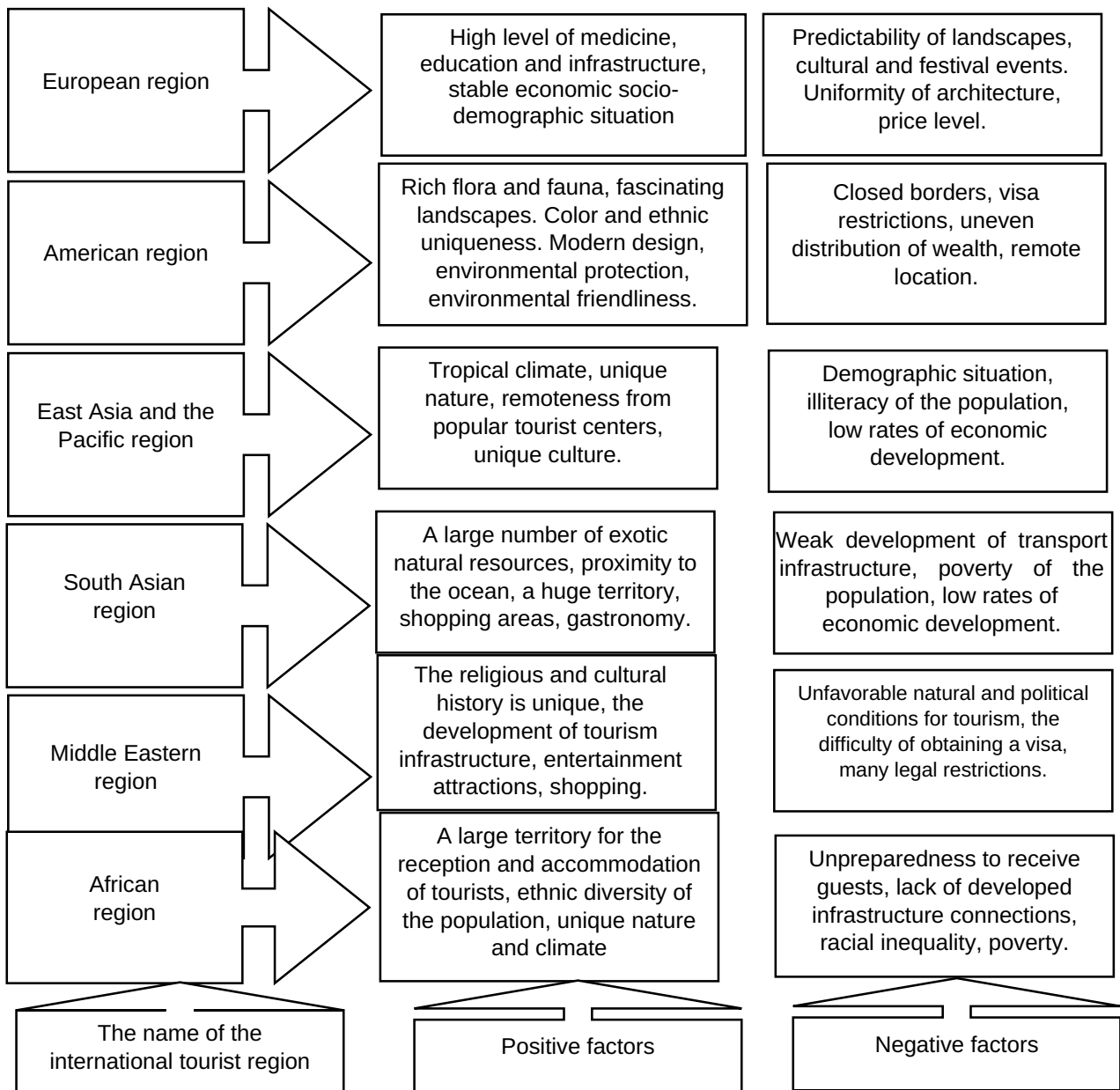


Figure 3. Factors forming the attractiveness of tourist regions of the world

Source: compiled by the author

tourism, which in turn stimulates an increase in the pace of economic recovery in general. But this becomes possible only in case of innovative and technological reconstruction of the industry.

The list of possible innovations includes:

1. Digitalization – in order to immerse travelers in military operations, or to depict the territory of the country before the war, it is necessary to create the illusion of travel during this period, while eliminating security risks. Important in this direction of transformation is also the use of various tourist applications with maps, routes and exciting stories. This innovation will allow to stay in the trend of

development of the market of tourist services of the world.

2. Environmentalism – another challenge of modern times is the global pollution of the Earth, which is especially evident in the post-war period. "Eco-tourism – on the contrary" could become a feature of any affected area, since its feature is not the enjoyment of natural resources, but their construction, arrangement and cleaning.

3. Virtual tourism – creation of interactive tour programs that involve learning about the country's culture, architecture, and ethnicity remotely. Virtual tours of museums, airports and galleries are interesting. Excursions to destroyed

architectural monuments and manufactories will also be invaluable, as this may be the only opportunity to visit previously valuable tourist sites.

4. State cooperation – the development of the tourist services market cannot be entrusted exclusively to the private sector of the economy, since today tourism is one of the main contributors to the world's GDP. The state should provide orders to support private entrepreneurs and provide the opportunity to rest for free or at a reduced cost to the population tired of military operations, military personnel should be a particularly privileged group in such programs.

5. Mobile tourism – mobile programs, applications on smartphones simplify the work in the market of international tourism, add novelty to it and stimulate demand among young people.

6. International cooperation – in order to implement programs for the international development of tourism and to bring the tourism market to the world level, it is necessary to exchange experience and learn from leaders whose task is to stimulate the creation of a competitive environment, therefore, bilateral agreements of this format are a necessity for the modernization of the outdated monopolized market of international tourism.

7. Marketing in the social space – we are talking about active advertising companies with the involvement of popular bloggers and media resources in the form of photos and videos. The main goal of their work is to actively promote tourist products in the global virtual network to capture the largest possible segment of the international tourist market.

8. Gamerization – creation of computer games with visual reproduction of parallel reality in a country undergoing reconstruction. This type of tourist services attracts a large number of tourists with limited financial or physical capabilities. Promoting the development of new computer games using territories destroyed or damaged by war will help to rebuild them faster, since the money collected from their rental can be directed to a useful cause.

An important prerequisite for the country's post-war recovery is the development of tourist accommodation facilities. Since, in addition to fundamental changes in infrastructure, states are often faced with the loss of the resource potential of the region, in this case, it is necessary to change the direction of tourism. Accommodation and catering facilities are already being built taking into account the new trends of the domestic market and international

tourism in general. Thus, repurposing is carried out in the following stages:

1. Determining the impossibility of returning previous tourist resources or objects, or establishing the unprofitability of these processes and actions.

2. Establishing a source of funding for the process of planning and implementation of projects that will change the tourist direction.

3. Diagnosis of interests and wishes of potential visitors.

4. Construction and commissioning of new tourist facilities.

5. Profit from bringing a new tourist product to the market of tourist services of the state.

6. Access to the international tourist market.

The described system of reorientation of the region is used only in a small number of cases, because, as a rule, the reconstruction of lost or damaged objects is carried out. In such cases, the war often becomes a trigger for changes in the direction of improving material and technical qualities, introducing innovations and increasing the number of professionals and tourists, in the end. So, let's consider the positive and negative factors of the influence of the "war" factor on the domestic tourist market with the help of Figure 4.

Conclusions. An important milestone in the development of the tourism sector after the war is social tourism, i.e. the purposeful construction of an industry designed to make life easier for the population by making tours cheaper for socially vulnerable sections of the population and families of ex-servicemen. Social tourism can undergo active development only in the case of significant state patronage and assistance from international economic organizations. The functioning of social tourism should be combined with commercial tourism in a balanced way, since the tourism industry is one of the largest contributors to the state GDP and, becoming a subsidized industry, will reduce the state's chances of getting out of the post-war socio-economic crisis.

So, the influence of the "war" factor and the international tourist market is simply global and under any conditions brings a fundamental change in its functioning. These are, first of all, devastation and death, the decline of the economy and the devaluation of human life, the destruction of tourist infrastructure and the annexation of territories, the ecological and demographic crisis. But in the post-war period, this factor is capable of bringing about positive changes, including innovation and modernization of tourist products, increasing

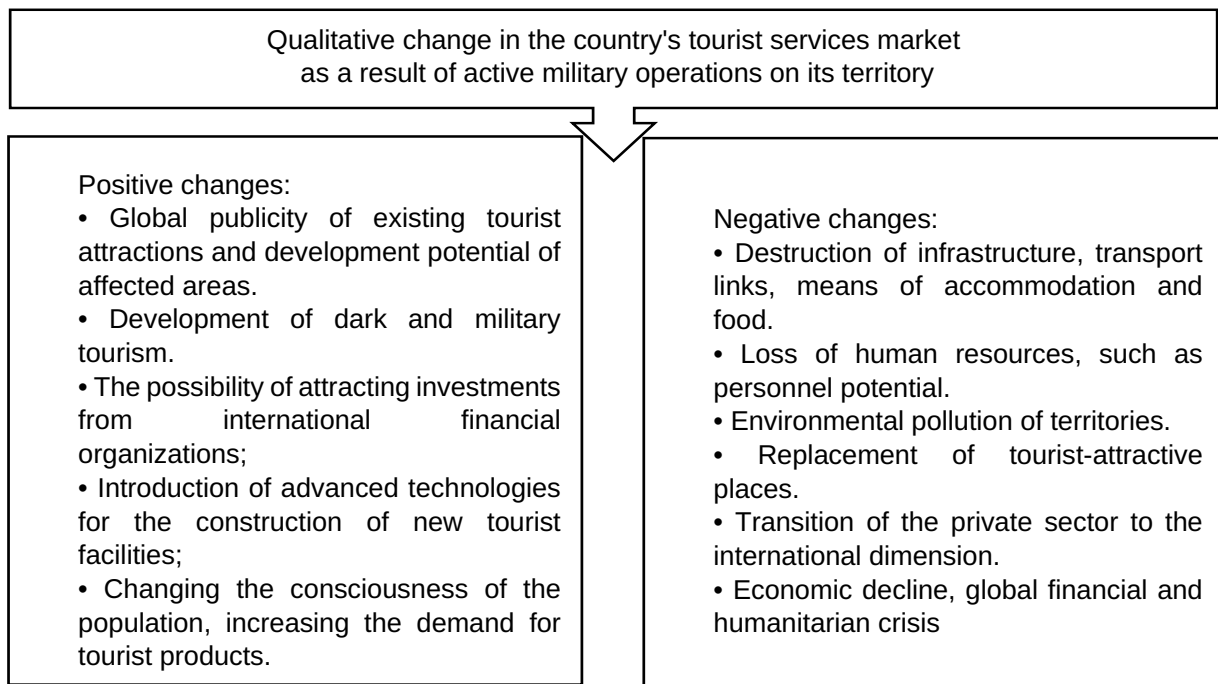


Figure 4. Factors influencing the "war" factor on domestic tourism

interest in the winning country among potential travelers, and rebuilding the infrastructure taking into account modern trends. Therefore, victory

on the battlefield is the driving force behind changing the trends of sustainable development of the international tourism industry.

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