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TENDENCIES OF WORLD TOURISM DEVELOPMENT AND UKRAINIAN REALITIES

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ТЕНДЕНЦІЇ РОЗВИТКУ СВІТОВОГО ТУРИЗМУ ТА УКРАЇНСЬКІ РЕАЛІЇ

Tourism has become one of the world's largest industries and one of its fastest growing economic sectors recently. For some countries it is the main tool for regional development and for the other countries, especially developing ones tourism contributes to three high-priority goals such as: the generation of income, foreign-exchange earnings and employment. Due to these facts tourism plays an important role as one of the driving forces of country's economic development. Besides this, tourism has positive impact on the balance of payments, on employment, on gross income and production,

The WTTC (World Travel & Tourism Council) and the UNWTO observed that, for example, the travel & tourism industry generates a six times higher employment rate and five times more employees worldwide in comparison to the chemicals industry. Today, the business volume of tourism equals or even surpasses that of oil exports, food products or chemicals.

According to the research of United Nations World Tourism Organization (UNWTO) international tourism propelled ahead in 2014 as the number of international tourists (overnight visitors) grew 4.4% with an additional 48 million more than in 2013, to reach a new record total of 1,135 million. This caps five consecutive years of above average growth since the global economic crisis of 2009. With a 4.4% increase, international tourism once again exceeded UNWTO's long-term forecast of 3.8% annual growth for the period 2010-2020 – reflecting the sector's strong and consistent performance in spite of the global challenges the world faced in 2014, including a slow global economic recovery, geopolitical conflicts and the Ebola scare in West Africa [1].

As it was mentioned tourism brings inflows to national economies and in 2014 its receipts reached US\$ 1245 billion worldwide, which is US\$ 248 billion more than in 2013, corresponding to an increase of 3.7% in real terms (taking into account exchange rate fluctuations and inflation). Due to the UNWTO observations the Americas (+8%), Asia and the Pacific (+5%) and the Middle East (+5%) have shown the strongest growth, while Europe (+3%) and Africa (+2%) grew at a slightly more modest pace. By subregion, North America (+9%) saw the best results, followed by North-East Asia, South Asia, Southern and Mediterranean Europe, Northern Europe and the Caribbean, all increasing by 7%.

Although Europe continues to fortify its position as the most visited region with over half of the world's international tourists. In 2014, it received 17 million more arrivals, rounding up a total of 584 million which generated US\$ 509 billion in exports [1]. Thanks to these results, tourism has been a major contributor to the European economic recovery. Northern Europe and Southern and Mediterranean Europe led growth in both arrivals and receipts, while results were more modest in Western Europe. Arrivals in Central and Eastern Europe declined by 4% after three years of strong growth, while receipts decreased by 1%.

The region's growth was driven largely by Southern and Mediterranean Europe (+7%) and Northern Europe (+6%). Central and Eastern Europe (-5%) was the only subregion in Europe and the world to suffer a decline in arrivals in 2014, following three consecutive years of strong growth. This was mostly the result of weaker Russian outbound demand as well as a

sharp drop in arrivals to Ukraine (-48%) due to the ongoing conflict. On the other hand, Latvia (+20%), Hungary (+14%), Romania (+12%) and Armenia (+11%) posted healthy growth [2].

When ranking the world's top international tourism destinations, it is preferable to take more than a single indicator into account. Ranked according to the two key inbound tourism indicators – international tourist arrivals and international tourism receipts – it is interesting to note that seven of the Top 10 destinations appear on both lists, despite showing marked differences in terms of the type of tourists they attract, as well as their average length of stay and spending per trip and per night. In the case of international tourism receipts, changes not only reflect relative performance, but also (to a considerable extent) exchange rate fluctuations between national currencies and the US dollar. The top four places in both the ranking by international arrivals and by receipts are taken by the same countries, albeit in a different order. In 2014, France continued to top the ranking of international tourist arrivals with 84 million tourists, and came 4th in terms of international tourism receipts with US\$ 55 billion [2]. The United States ranked 1st in receipts with US\$ 177 billion, and 2nd in arrivals with 75 million. Spain was 2nd in tourism earnings worldwide (and 1st in Europe) with US\$ 65 billion in 2014, and 3rd in arrivals with 65 million overnight visitors. China remained 4th in arrivals (56 mn), and climbed two places to 3rd position in receipts (US\$ 57 bn), following 10% growth in 2014.

In macro-economic terms, expenditure by international visitors is counted as exports for the destination country and as imports for the country of residence of the visitor. For many countries inbound tourism is a vital source of foreign currency earnings and an important contributor to the economy, creating much-needed employment and further opportunities for development. In addition to creating receipts in destinations, tourism also generates export earnings through international passenger transport services (rendered to non-residents). International tourism (comprising travel and passenger transport) accounts for 30% of the world's exports of services and 6% of overall exports of goods and services. As a worldwide export category, tourism ranks fourth after fuels, chemicals and food, and ahead of automotive products, and even ranks first in many developing countries.

As we can see modern tourism is closely linked to development and encompasses a growing number of new destinations. These dynamics have turned tourism into a key driver for socio-economic progress. So having seen what role tourism plays in world economy and the main features of world tourism development, we can understand how important it is for Ukrainian economy to use measures for its development.

Tourism in Ukraine should be developed even in the conditions of military aggression by the Russian Federation, because when economy is weak, when the enemy undermines the country from the inside, country has to rely on those industries that can provide income, including tourism. A good example can be Georgia which did not stop funding the industry even during the war with Russia in 2008.

The situation in Ukraine shows that in 2014 tourist tax revenues to local budgets decreased by almost half compared to 2013 - to 24.8 million hrn, while Ukrainian travel spendings abroad did not change significantly.

It should be clearly understood that tourism is a highly profitable sector of the economy and an effective factor in Ukraine integration into the European and world communities. It also has a great informative and educational impact on the process of harmoniously-developed citizen formation.

References

1. UNWTO Tourism Highlights, 2015 Edition.
2. UNWTO Annual Report, 2014.