

Skarha O.O.,
Assistant Lecturer at Department of Management,
Mariupol State University

MODERN TENDENCIES OF THE GLOBAL TOURISM MARKET DEVELOPMENT

Among the modern tendencies of the world economy development the processes of globalization and regionalization deserves high attention. Globalization is the next stage of the world economy development, which is characterized by the rapid acceleration of the rates of internationalization in all fields of social activities.

In terms of globalization and regionalization of the world economy one can single out the following tendencies towards the development of the global travel services market: the creation of the global travel services market, transnationalism of tourism market, greater access for developing countries to international tourist interaction, highly dynamic character, further monopolization of the market, penetration of IT to the global travel services market, higher quality standards driven by the increasing competition on the global market, enhanced interrelation between the global travel services market and other markets such as real estate, capital, labour force and innovation markets.

According to the current data published in the recent issue of UNWTO World Tourism Barometer, the number of international tourist arrivals in 2015 increased by 4,4 % and accounted for 1184 mln. This means that the number of tourists who travelled to international tourist destinations last year increased by almost 50 mln. comparing to the rates of 2014. 2015 was the sixth year in a row which witnessed the rates of increase in international profit above the average ones. This index showed increase by 4 % every year.

Taking into account the regional aspect, the growth rates in European, American and

Asia-Pacific regions in 2015 were approx. 5%. The number of arrivals to the Middle East increased by 3%. According to the scarce data we have, these rates decreased by 3% in Africa, mostly due to the slack arrivals to South Africa, which usually hosts one third of all the arrivals to the region.

Despite the uneven dynamics of tourist arrivals to the regions, a previously formed structure of international tourism market is still preserved. The biggest actor in international tourist exchange is a European region, which is followed by Southeast Asia and Pacific regions as well as American one (North, Central and South).

According to a forecast of UNWTO, a boost in tourist arrivals is expected in 2020. The number of tourist arrivals will reach 1,6 bln. with 1,2 bln. accounted for intra-regional tourism and 0,4 bln. accounted for a long-distance journeys.

According to a forecast, the growth rates in Asia-Pacific, Middle East and African regions will exceed 5% per year with the average annual rates of 4,1% worldwide. Analysts expect the growth rates to be below the average in the most popular destinations (European region and American region). Europe still will be a leader of hosting international arrivals despite the fact that its share of arrivals will shrink slightly by 2020.

The analysis of the global tourism market allows making conclusion that international tourism is developing through the interconnection with other aspects of international activity, simultaneously responding to the socio-political and socio-economic situation.

This leads to the heterogeneity of tourism industry development and creates different features of regional development. In 2015, in terms of unsustainable economic situation, all the regions and sub-regions gained positive results. The majority of arrivals accounts for the European region (more than a half)

which is followed by the Southeast Asia and Pacific regions as well as the American one. Although a modification of a regional structure of the world tourism market is expected. In general, international tourist activity is expected to be more dynamic around the world.