

Ponomarenko I.V.,

Candidate of Economic Sciences, Associate Professor,
Senior Research Scholar at Department of Macroeconomic Regulation
and International Economic Relations,
State Educational-Scientific Establishment "Academy of Financial Management"

Onopriichuk Y.V.,

Director of Travel Company,
Self-Employed Person Onopriichuk Y. V.

ANALYSIS OF INTERNATIONAL TOURISM MARKET

The article explored the dynamics of global tourism market revenue growth. Established that despite numerous crises, terrorist attacks and military conflicts in recent years there has been a gradual development of the world tourism market. The structure of the world regions by revenue from tourism is investigated and the reasons of leadership in Europe for this indicator are shown. The basic features of the functioning of the tourism industry in Asia and the Pacific are presented.

Analyzed the arrival of tourists for cities around the world and set localities with the largest arrivals of foreign citizens in 2015. Leading positions is in London due to the fact that the city is one of the best in the world for educational and business tourism, since it has very attractive to tourism infrastructure, has advantageous geographical and geopolitical location, and is one of the biggest world's financial centers.

Revealed the consequences of China's economic growth for the global tourism industry. There is a clear trend in changing cost structures of Chinese tourists: we can

see the reorientation of buying jewellery and other stuff overseas in the direction of visiting various cultural and historical attractions. In order to increase the number of tourists from China travel agencies and hotel and restaurant hire employees with the knowledge of the Chinese language, create Chinese versions of their websites, make Chinese signs and other informational documentation.

The direct and total tourism contribution to the world's GDP in 2014-2015 is analyzed. The causes of differences between the share of tourism in GDP of large and small countries are shown. The foreign tourists are a significant source of income for exotic island countries.

Such negative phenomena are investigated as social instability and terrorism that destructively impact on the image of individual regions and countries. The influence of these effects on the tourist flows' reduction to France, Germany and Turkey is shown.

Examples of innovative technologies in the tourism sector are shown. The prospects of the global tourism market based on innovations are revealed.