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Ostapenko Y.A.,
Associate Professor of Management Accounting, Business Analytics and Statistics,
PhD, Associate Professor, State Fiscal Service University of Ukraine,
Ostapenko A.V., a student
Kyiv National University of Culture and Arts

INTERNATIONAL TOURISM AND GLOBALIZATION

The current stage of development of the world economy is characterized by the dominance of the service sector both in the structure of national production in most countries of the world and in the system of international economic relations.

The development of the international services market is one of the manifestations of globalization.

The essence of global alliances lies in the pooling of human, financial and scientific and technical resources by different firms to achieve certain goals in the most effective way - through cooperation.

In international tourism, the process of globalization is best followed by the example of the tourist accommodation sector, in which TNCs take the form of hotel chains or chains. Establishing global alliances is a common practice in various sectors of the tourism industry. A striking example of such unions is the global computer reservation systems for a wide range of travel goods and services, from air travel, rail travel and package tours, to car rentals, hotel reservations or tickets to a football game or concert. The most famous of these systems are Amadeus and Galileo, which are also present in the Ukrainian market of transport and tourist services.

For the tourism industry, the main area of interaction is airline agreements that are related to incentive programs for regular customers. They aim to secure passengers to a particular carrier by providing them with substantial discounts. This impedes the transfer of passengers to other airlines. The manifestation of globalization processes in tourism is the implementation of joint projects that involve the involvement of natural, cultural, historical and logistical resources of several countries.

In addition to global alliances, strategic alliances are also emerging. Global unions are characterized by changes in property relations. Strategic alliances are based on the agreement of the parties and do not affect property relations, so they are more widespread.

Strategic alliances can take different forms: consortia, joint ventures of strategic nature, etc. They are aimed at achieving long-term competitive advantage for alliance companies as part of their global strategy.

In the hospitality industry, strategic alliances are formed between several companies for the joint implementation of services, the creation of a single marketing network, coordinated marketing activities, large financial investments. The main motive behind such an association is the promotion of hotel company brands in the market. Within the alliance, a product from one firm opens the opportunity for another to enter the market, and by dividing the financial risk, both of them go bankrupt in adverse economic conditions.

The globalization of tourism also has negative consequences that directly or indirectly affect the development of the tourism industry. These are environmental problems, disease outbreaks and epidemics in various parts of the world, and the threat of terrorist attacks. Most of these problems are regional in nature, but globalization is forcing the entire tourism industry to respond to them.

A tourist as a person is a natural producer of a tourist product that actually travels by plane or hitchhiking, moves in space, and a tourist is a certain entity as a unity of tour producers, promotions of travel. In the broad sense of the word, a tourist is a cultural entity that engages in a cultural dialogue and becomes a subject of certain meta-historical, metacultural, meta-artistic interactions.

In this context, service, product, and competitiveness become a kind of cultural activity that unfolds in different configurations. Yes, advisory and training, technical and technological services are provided. Marketing studies are conducted, specific databases are created, differentiated and certain tourist brands are created, vertical and horizontal production, management relationships are established, as well as groups and sub-structures of potential cluster members. All this helps to provide tourist services systematically.

The impact of globalization processes on international tourism in the world is increasing, due to the increased contribution of international tourism to the balance of payments of the country, ensuring employment of the population, promoting diversification of the economy, and the rational use of recreational resources. In modern conditions, globalization of international tourism has become one of its key characteristics, a qualitatively new stage of development of the world tourism market, which in general meets the conditions of world economic development.