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The Effect of International Tourism on the Development of Global Social-Economic Processes

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Abstract:

The purpose of this paper is to analyze the effect of international tourism on the development of global social-economic processes. The authors prove that international tourism not only boosts inflows of foreign currency into the country but also ensures employment for the population and helps make rational use of domestic resources. The paper establishes that international tourism has lately been experiencing exceedingly rapid growth and development, second just to the automotive and chemical industries. Right now, the significance of tourism to the development of global social-economic processes is constantly growing, which is due to the influence of tourism on the economy of various nations. The authors conclude that the development of the tourism industry in various regions may also be fraught with certain dangers, like increased strains on the environment due to excessive concentration of production and people in tourism centers, devalued traditions, and declines in the prestige of national cultures as a result of the commercialization of life.

Keywords: international tourism; development; globalization; need; service; export; culture

JEL Classification: L83; Z10.

Introduction

Tourism as a form of fulfilling people's need for leisure has had a profound effect on the global community. Revenue from international tourism is currently among the more substantial components of so-called invisible export. The development of tourism relations is a crucial way to improve the situation around the world, strengthen partnership among nations, and foster mutual understanding among people of different cultures. Tourism has become an objective need in modern civilization.

International tourism not only boosts inflows of foreign currency into the country but also ensures employment for the population and helps make rational use of domestic resources. It has lately been experiencing exceedingly rapid growth and development, second just to the automotive and chemical industries. This adds extra relevance to investigating international tourism as a crucial phenomenon of today's society.

The basics of the effect of international tourism on the development of global social-economic processes have been examined by scholars K.B. Kostin (Kostin 2016), D.Yu. Rozhkova (Rozhkova 2015), E.N. Trofimov (Trofimov 2011), A.A. Shilnov (Shilnov 2014), O.A. Yastremskaya (Yastremskaya 2014), and others. Notwithstanding the large number of scholarly publications devoted to general and special issues related to international tourism, various aspects of the operation of international markets for tourism services, and issues related to national competitiveness in them, certain theoretical-methodological and applied aspects of optimizing participation in international tourism exchange may need further research.

1. Methods

The methodological basis for this study is a systemic approach, with a set of general scholarly and special economic methods also employed, namely: the historical-logical method of cognition; methods of comparative analysis; methods of structural, functional, and situational analysis; economic-statistical methods (employed in determining the latest trends in the development of the market for tourism services); methods of expert assessment and comparative analysis of existing models; methods of scholarly abstraction, analysis and synthesis, and extrapolation (employed in examining the prospects for the participation of various nations in international tourism exchange and ways to galvanize it).

The study's information base is grounded in various fundamental solutions, information-analytical reviews, research and methodological publications by domestic and foreign specialists, statutory and regulatory sources, and statistical materials from international organizations.

The work is focused on the following aspects of tourism: its place in the world economy and the latest laws governing its influence on the development of global social-economic processes; the distinctive characteristics of the global market for tourism services and factors in the transformation of its structure; the effect of large-scale public activities on the development of the tourism industry.

2. Results

Under today's conditions, tourism is among the more developed sectors of the world economy and one of the more dynamically developing forms of international trade in services (Ek. Agamirova, El. Agamirova, Lebedeva, Lebedev, and Ilkevich 2017, Jacobs, Horowitz, Mavroudis, Siegel, and Sade 2013). The total volume of foreign currency receipts recorded between 1950 and 2016 has increased 145 times. To be specific, in 1950 the number of tourists globally was 25 million and the industry's turnover totaled \$2.2 billion, while in 2016 these figures exceeded 450 million and \$372.8 billion respectively.

Today, international tourism is developed the most in Western European countries. The region accounts for over 70% of the world's tourism market and nearly 60% of all foreign currency receipts. Around 20% is accounted for by America and less than 10% by Asia, Africa, and Australia combined.

The biggest suppliers of tourists are the US, Belgium, Denmark, Germany Holland, New Zealand, Sweden, Canada, and England. The biggest recipients of tourists are Australia, Greece, Cyprus, Italy, Spain, Mexico, Turkey, Egypt, Portugal, France, and Switzerland.

Research indicates that international tourism may develop unevenly not only in particular regions of the world but within a particular destination as well, which may be due to the degree of development of tourism infrastructure in the area, its remoteness, and other factors.

The recent ebullience in the tourism market has had a positive effect on the economy of most nations around the globe, with the financial turnover of the global travel and tourism industry totaling nearly \$6.3 trillion in 2016. The sector contributed a total of 10.7% of all revenue to global GDP, the largest share being accounted for by the EU (11.6%), North America (10%), and East Asia (9.7%).

Thanks to the interrelationship between tourism and adjacent sectors of the economy, tourism has supported 221.7 million jobs (8.4% of total employment globally). The greatest number of residents employed in the tourism sphere is observed in Southeast Asia (Korea, Japan, and China) – 74,818 thousand people. Southeast Asia is followed by South Asia – 30,796 thousand people. In Europe, the figure is 24,302 thousand people.

Receipts from international tourism have totaled around \$2 billion per day. In 2016, total expenditure in the industry was \$683 billion, which is \$48 billion or 3.5% greater than the 2015 figure. If we add to this \$132 billion

spent by foreign tourists on transportation, we get over \$850 billion worth of tourism exports, which is 7% of the world's total goods and services exports.

Most of the receipts to the tourism sector come from the expenditure of tourists who travel for personal reasons – \$2,834 billion. In 2016, the way in tourist expenditure was led by the US, Japan, countries within the EU, Canada, and Mexico. The volume of tourist expenditure in Europe increased \$21 million in 2016 and totaled \$348.

In Asia, the observed rate of increase is 51%. The increase in receipts has been brought about by high rates of growth in China and administrative regions – Hong Kong and Macau. Southeast Asia – especially Thailand, Malaysia, Cambodia, and Vietnam – is becoming one of the most attractive regions for tourists, its demand outpacing the supply of tourism services.

The increase in receipts to the Pacific region has for the most part been brought about by tourists' interest in the arts and everyday life of aborigines. The greatest number of tourists are visiting Australia and Oceania at a time when Europe and North America are experiencing a slump in tourism activity. This may help smooth out seasonal fluctuations in international tourism.

Asia and the Pacific region attract tourists with their unique nature, and new industrial nations – with their business tours. Recreational tourism is well-developed in Japan, South Korea, and Taiwan. The Japanese tourism industry is ranked 2nd in the world after that of the US. Hong Kong and Singapore offer shopping tourism services, while Thailand is developing new beaches on the country's southern coast and organizing informative trips to its northern part.

Tourism is well-developed in Australia and New Zealand, Melanesia and Micronesia. What additionally makes tourism lucrative for the Pacific Ocean islands is the relative proximity of the Australian market, and this getaway enjoys a good image with European tourists.

In Africa, the current rate of increase is 64.2%. The warm climate, sandy beaches, unique historical and cultural monuments, and exotic flora and fauna of such nations as Kenya, Zambia, Mauritius, Tunisia, and Algeria have been facilitative of increases in the number of tourists visiting the African region. Right now, the most popular destinations in the North are Tunisia, Egypt, and Morocco, and in the East – Kenya, Tanzania, the Seychelles, Mauritania, and Zimbabwe. Some of these specialize in elite coastal tourism and have a world-class hotel industry in place, which helps them generate up to \$900 off each tourist. However, overall Africa is lagging behind other regions in international tourism, as many of its nations are poorly developed economically and lack political stability, with the progress of many areas being impeded by military conflicts and epidemic diseases.

America is second to Europe in terms of tourism's contribution to GDP (30.6%). These are South America, Central America, North America, and islands within the Caribbean. The leading role in this region is played by the US and Canada, which have a vast internal tourism market and a highly-developed infrastructure with an extensive network of hotels and a solid transportation industry in place. South America's tourism flows are relatively minor, which is due to political instability and slow economic development. The major types of tourism in the region are coastal tourism, sports tourism, excursion tourism, and business tourism.

Revenue from international tourism reaches 15–25% of overall export revenue. A level this high is the consequence of the region being competitive and certain regions actually specializing in tourism, like Canada and islands within the Caribbean.

Europe remains the worldwide leader in tourism. In 2016, the rate of increase of its tourism resources totaled 5.3%. Europe leads the world in sanatorium-resort therapy, leisure, and tourism. The European region is home to popular mineral springs, beaches, and alpine areas. A major portion of the region has all the conditions for those interested in leisure and sanatorium-resort therapy.

Evidence from practice suggests that international tourism is quite a dynamic phenomenon. Experts are forecasting the tourism sector to grow tangibly over the next 10 years, with annual demand for tourism services expected to increase 4.7% between 2017 and 2025 and the contribution of international tourism to the world economy expected to total \$10.8 trillion in 2025.

The production of tourism services is expected to have an annual growth of 3.6%, with the number of those employed in the tourism sector expected to increase 1.5%. Annual growth in tourist arrivals will total 5.8%, with growth in capital investment expected to reach 4.9% and total \$1.7 trillion by 2025. The number of jobs in sectors adjacent to tourism is expected to reach 275 million by 2025.

The way in terms of the number of those employed in the sector will be led by China (78.6 million people), followed by India (26.1 million) and the US (19.3 million). Tourist expenditure is expected to increase over the next 10 years. For instance, the expenditure of American tourists both inside and outside the country is expected to nearly double. And in terms of increase in this indicator it is, above all, the developing nations of Asia that are expected to be among the top 10 nations globally.

Tourist expenditure will increase the fastest in China. Among European nations, the top 10 will include a couple of Eastern European nations – Poland, whose average annual growth in tourism expenditure will total 8.3%, and the Czech Republic – 7.7%.

According to the authors' forecast, one should expect increases in the market share of international tourism through to 2030 in all regions of the world except Europe and America (Table 1).

Table 1. Forecast for the development of international tourism across regions around the world (million people)

World and region	2016	Forecasts		Average annual rates of growth (%) 2016–2030	Market share	
		2020	2030		1996	2030
World	565.6	1006.8	1561.7	4.2	100	100
Africa	20.4	47.1	77.4	5.6	3.7	5.1
America	108.3	190.5	282.4	3.8	19.2	18.0
East Asia and Oceania	81.5	195.3	397.3	6.4	14.5	25.3
Europe	338.6	527.4	717.1	3.1	59.7	46.0
Middle East	12.5	35.8	68.6	7.2	2.3	4.5
Near East	4.3	10.7	18.9	6.3	0.6	1.1

The average rates of growth will be the highest in the Middle East and East Asia and Oceania (7.2% and 6.4% respectively), while the lowest ones will be observed in America (3.8%).

3. Discussion

The reliability of the above approaches to assessing the effect of international tourism on the development of global social-economic processes has been substantiated by the study's findings. Europeans will have to withstand tough competition for revenue from tourism, which will require that the European tourism industry boost the quality of services it provides (Dzhilavyan and Varyukhin 2012, Kuzakhmetova, Sitdikova, and Shilovskaya 2016, Urbanovich 2012).

Expenditure on all types of travel – and, above all, on transportation – will increase faster than other family budget items. Trips will be more frequent but shorter, as expenditure on a single trip will reduce. On the whole, expenditure on travel will increase due to the inclination to consume higher-quality leisure.

The number of trips will be increasing thanks to intercontinental trips from Europe to America, Asia, and Oceania. The use of airborne transportation will be expanding faster due to increases in the number of convenient direct flights. Considering the increasingly active implementation of computer systems, the waiting times for booking a trip will also be reducing.

The following 2 age groups are expected to be represented by the most active tourists: senior citizens and youth. We will continue to witness growth in demand for tourism related to visits to major cultural heritage sites and active leisure. The condition of the environment will be one of the dominant factors in attracting tourists, especially in rural and seaside areas.

The geography of international tourism will be determined by specific factors in the attractiveness of particular regions that will be a priority for tourists. Going forward, nature potential will remain the major source of satisfaction of tourist needs.

International tourism will continue to boom, with South and Southeast Asia expected to be among the most popular regions to visit. There will be gravitation toward intact nature, which is naturally associated with the concept of beauty, and in this regard we are going to witness further development of, above all, the environmental tourism sector.

Conclusion

To sum up, it is worth noting that the significance of tourism around the world is constantly growing. This is due to the influence of tourism on a nation's economy: tourism boosts the contribution to its balance of payments, ensures employment for the population, facilitates the diversification of the economy, and helps ensure a more rational use of recreation resources. Having said that, the development of the tourism industry is also fraught with certain risks, like outflows of currency overseas, environmental and technogenic dangers, and loss of cultural values.

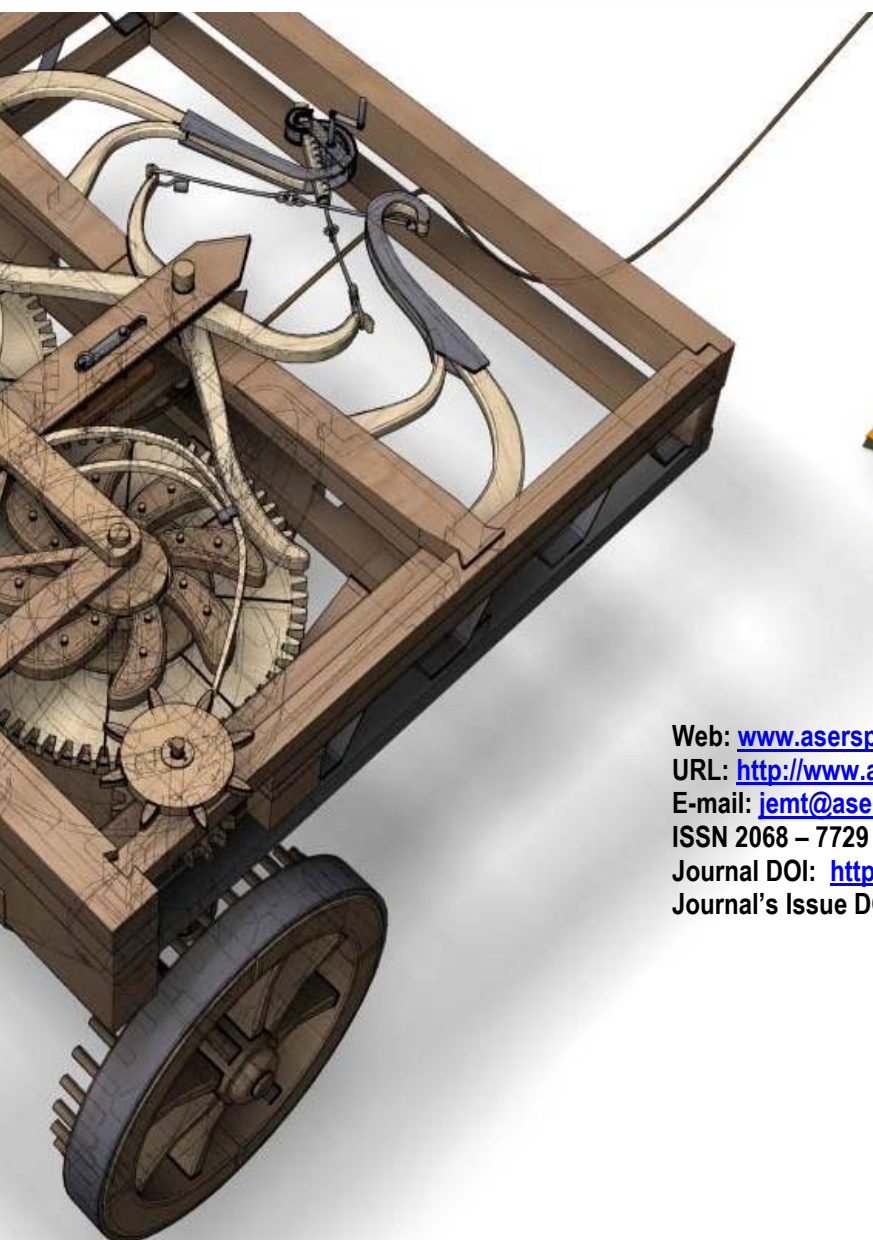
Under today's conditions, tourism is among the more developed sectors of the world economy and one of the more dynamically developing forms of international trade in services. Today, international tourism is developed the most in Western European countries. Going forward, some of the major trends in the development of tourism

will be boosts in the quality of the tourism product, increased tourist expenditure on travel, and the development of non-traditional types of tourism.

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