

ASERS

Journal of Environmental Management and Tourism

Quarterly

Volume XI

Issue 4(44)

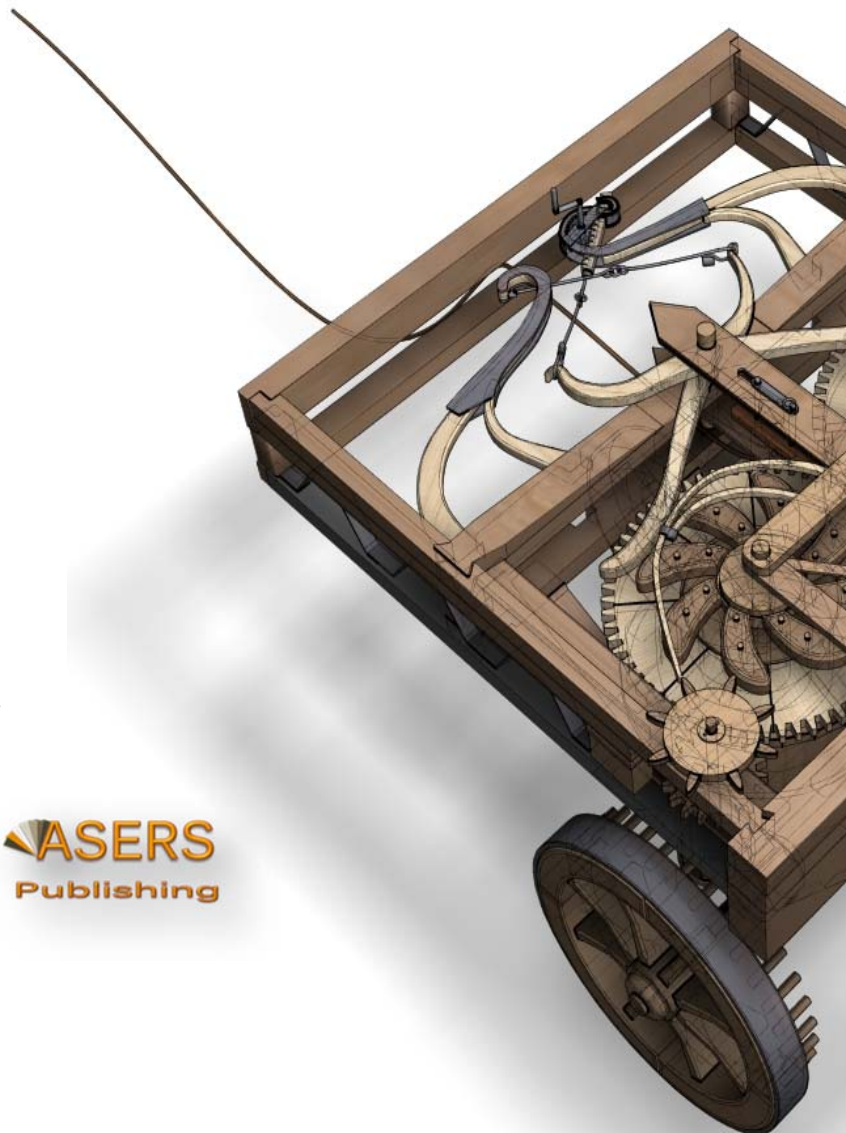
Summer 2020

ISSN 2068 – 7729

Journal DOI

<https://doi.org/10.14505/jemt>

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ISSN 2068 – 7729

Journal DOI: <https://doi.org/10.14505/jemt>

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DOI: [https://doi.org/10.14505/jemt.v11.4\(44\).27](https://doi.org/10.14505/jemt.v11.4(44).27)

Development of International Tourism in the Context of Integration Processes

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Suggested Citation:

Kozhevnikova, M.A. *et al.* (2020). Development of International Tourism in the Context of Integration Processes. *Journal of Environmental Management and Tourism*, (Volume XI, Summer), 4(44): 1013 - 1018. DOI:[10.14505/jemt.v11.4\(44\).27](https://doi.org/10.14505/jemt.v11.4(44).27)

Article's History:

Received 25th of April 2020; Received in revised form 21st of May 2020; Accepted 9th of June 2020; Published 30th of June 2020. Copyright © 2020 by ASERS® Publishing. All rights reserved.

Abstract

The article is devoted to the development of approaches to international tourism development in the integration processes context. Most of the existing integration associations in the tourism market have specific organizational forms and methods of integration and international cooperation. Based on the world standards, the study of methods for determining the state of international tourism allowed the authors to develop a systematization of the integration indicators main set, affecting the functioning of the tourism market. Every model of integration in the international tourism field in the world is developed. In those countries that occupy leading positions in the tourism industry, there are high indicators of the tourism market integration, which justifies the need to develop various forms of tourism market integration.

Keywords: international tourism; economy; market; integration; globalization; adaptation; efficiency; cooperation.

JEL Classification: L83; F63; O19.

Introduction

Tourism is one of the most profitable and promising sectors of the world economy, accounting for a third of the world's trade in services. Despite its significant potential, the tourism industry in Russia has a low level of integration and is not competitive in the world market. This situation requires searching for tourism development reserves in the integration processes sphere.

In modern practice, international tourism aspects that are associated with determining the nature of the integration processes impact on the international tourism development, identifying forms of integration

associations adapted to the global tourism market, and determining effective strategies for the development of international tourism in the context of integration processes remain insufficiently developed and justified. This requires a systematic approach to the study of the means of integration models functioning in this area.

The results of integration in the tourism sector depend more on the nature of the interaction between enterprises in this industry, the coherence of regional and national governments' policies, and the activities of international organizations and associations in the field of tourism. Such relations can be formalized by integration models, the typology of which considers the many participants in integration processes, as well as the nature and features of their cooperation.

The problems of international tourism development are considered in detail in the works of L. M. Kapustina (2016), O. Yu. Kulik (2017), F. M. Marshani (2017), O. A. Moskalenko (2016), I. L. Sarbitova (2017), L. V. Khoreva (2016), and others. However, scientific publications do not fully disclose the international tourism development processes in the context of integration processes, as well as the essence of structural and functional changes occurring in the tourism industry.

1. Methods

The theoretical and methodological basis of the research included the abstract-logical method, methods of induction, deduction, analysis, synthesis, and systematization — to justify approaches to the international tourism development in the context of integration processes, as well as the graphic method — to study the level and trends of changes in the parameters of international tourism in modern conditions.

The information base of the article included the data of state bodies, legislative documents regulating the development of international tourism, as well as the policy of tourism enterprises in the globalized economy, and the results of scientific research (Agamirova *et al.* 2018, 82; Lebedev *et al.* 2018, 1331; Nikazachenko *et al.* 2018, 298).

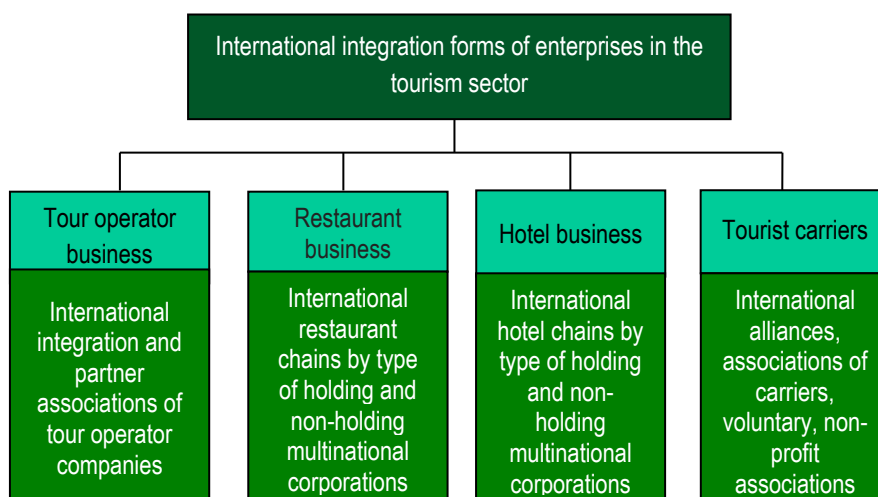
We identified a typology of models of integration in the tourism sector, which considers the diversity of participants in integration processes in the field of international tourism and the nature and features of their interaction. We formed criteria for international tourism development and create a criteria approach to the consideration of international tourist systems to visualize the strategic position and further assess the activity in the international tourism industry.

2. Results

The research allowed us to form a group of integration indicators, which contains two blocks related to the main aspects of interaction: the level of tourism interaction, which is related to the integration of tourism markets, corporate interaction in tourism, and institutional cooperation in tourism; the level of convergence of countries in the region, which assesses the convergence of countries in terms of trade integration and functional cooperation in individual markets. We distinguished international integration forms of tourism enterprises (Figure 1).

With the spread of integration processes, there is a tendency to develop institutional cooperation in tourism: there is a significant number of world and regional tourism organizations (universal and highly specialized), work is carried out in many areas within the framework of specialized international organizations, and the practice of bilateral agreements on cooperation in tourism is widely used.

Figure 1. Forms of international enterprise integration of the tourism sector



International agreements in the tourism industry contribute to the integration of countries into the global tourism space and the world transport system by harmonizing national legislation and joining international standards. Bringing national legislation in the field of tour operator activities in line with effective international practice is the most effective tool for integrating countries into the world tourism space.

The result of integration processes at the level of corporate interaction in tourism is the expansion and complication of the relationship and interdependence of enterprises in the tourism industry. Examples of such integration in tour operator and travel agent activities are international hotel and restaurant chains, cross-industry multinational corporations, partnerships, and strategic alliances.

In international tourism, there is a conglomerate form of enterprise integration. It is expressed in the establishment of relationships between related industries representatives for joint influence on environmental factors: the introduction trend of tourism companies in the construction, aviation, agriculture, cargo transportation, mass media, information technology, entertainment, finance, and film industry is increasing. Leading positions in mergers and acquisitions are traditionally held by tourism multinationals in the United States and the European Union.

Research showed that the model of corporate interaction in tourism in Russia is still at an initial level. Russian market of tourism services is not sufficiently integrated at the international level compared to the leading countries. In particular, the integration of hotel-type enterprises in the Russian and foreign markets is 1.6% and 0.7%. For tour operator businesses, it is 26% and 53%. There is no clear trend towards transnationalization among international carriers in Russia, which coincides with the state of the global market.

As a result of a comparative analysis of the regression models parameters for the tourism services export of Russia, we proved that macroeconomic factors have a positive effect on increasing the tourism services exports share of Russia. The largest impact on the tourism services export of the country is the enterprise integration factor: the growth of the hotel-type enterprises share of Russia integrated into international chains with the EU countries by 1% leads to an increase in the tourism services exports share of Russia to the EU countries by 35.63%.

This result is an empirical confirmation of the preliminary analysis of the advantages that arise in the case of hotel enterprises horizontal integration. Thus, we confirmed the hypothesis of the study about the influence of integration factors. However, we found that this influence is not unambiguous, and, in some cases, it is contradictory. Determining this relationship directions is the basis for developing a mechanism for improving state support for the development of tourism in the context of integration processes by identifying obstacles to the development of international tourism and selecting adaptive integration directions.

This mechanism should cover a set of organizational, managerial, legal, financial, and economic forms of interaction, as well as methods and tools for influencing the subjects of tourism activity. These include a public-private form of cooperation by providing investors with various types of benefits and deferred payments. The use of this mechanism makes it possible to determine the directions and levels of actions coordination, considering the multisectoral nature of tourism to increase the efficiency of the international market of tourism services.

The current state and prospects for the international tourism market development, its diversification and structural and functional transformation are also significantly influenced by the development of a modern transport network and communication facilities, insurance systems and guarantees of people's safety, the mobility of currency transactions, and other factors. Russia, for which international tourism is a promising industry, is increasingly joining the world market of tourism services. Tourism has real opportunities and conditions for increasing its potential, in particular, due to the country's unique natural and recreational resources, historical and cultural monuments, rich flora and fauna, and zones of various recreational forms.

Currently, new tourism services are being formed in Russia — business, sports, adventure (extreme), eco, etc. The development of green and adventure tourism is particularly promising. However, some factors hinder development in this sphere of services, among which are insufficient infrastructure, lack of qualified personnel, environmental and criminal risks, low public services, and high prices for services. Due to this Russia is significantly behind the leading countries in the provision of tourism services and the development of the tourism industry.

The practice has shown that the formulation of tourism services does not consider the processes of interstate and global regulation of the world tourism market. They have a significant impact on the dynamics and structure of international tourist flows. Based on this, we believe that the international market of tourism services is represented by a set of international organizational and economic relations between market participants in the

global space regarding the formation, sale, and consumption of tourism products, where a wide range of physiological, material, and spiritual needs of tourists is met on an international scale.

Based on an in-depth analysis of practical materials, along with the traditional factors of the world tourism market development (economic growth and social progress of countries, labour intensification, development of interstate relations and cultural exchange, simplification of currency relations and customs formalities), new structural and functional factors can be identified. They have influenced the modern disposition of countries in the world tourism market (internationalization of the world economy, development of information technologies, changes in the types of consumers of tourism services, development of transport infrastructure of tourism, development of competition and cooperation of tourism enterprises).

We note a significant lag in the effective institutional support for the development of the international market of tourism services. This is manifested in such negative aspects as the lack of planning and significant accumulation of tourist flows, lack of appropriate security for tourists, inadequate infrastructure, illegal labour migration and human trafficking, and an increase in the number of force majeure circumstances.

This makes it necessary to expand the network of travel agencies and their interaction with other government structures (Ministries of Foreign Affairs and Health, various legal bodies and relevant human rights bodies, meteorological services). The service sector is becoming one of the key segments of the modern global market. Tourism services occupy a prominent place in its structure. The scale of international tourism operations is colossal, covering most countries and causing increased attention to the problems of regulating world tourism services at all levels - national, supranational, and global.

International experience shows that at the national level, the marketing of the international tourism market is usually handled by the Ministries of Internal and Foreign Affairs of countries or specialized travel agencies and organizations. Their competence includes the organization of tourist exchange, their legal protection, social insurance, and visa support. Therefore, in the conditions of increasing intensity of tourist flows, it became necessary to create supranational (regional) structures within the framework of interstate commissions. These commissions regulate mainly within the framework of bilateral and multilateral agreements on the protection of migrants, territorial placement, conditions of deportation, an extension of stay, and ensuring minimum social standards.

Table 1. Factors of international tourism development in the context of the integration process

№	Factors that have positive impact on international tourism	Factors that have negative impact on international tourism
1	Geographical position favourable for the development of international tourism, sea or ocean beaches, natural parks	Distance from transport routes and inaccessibility, lack of reservoirs, sea or ocean beaches
2	Comfortable climate conditions, temperature regime	Harsh climate, a small number of sunny, warm days
3	Rich natural resource potential	Monotonous landscapes, absence of various types of flora and fauna
4	Cultural and historical heritage sites, a developed tour network of routes throughout the country	Lack of cultural and historical heritage sites, poorly developed network of sightseeing routes
5	Availability of accommodation facilities of different comfort levels, a wide variety of resort facilities, availability of hotels of international chains	Availability of top-level hotels only in major cities of the country, lack of accommodation facilities, lack or insufficient development of resort facilities
6	High level of tourist security, political stability in the country, low level of the terrorist threat	Insufficient security of tourists, political instability, high level of the terrorist threat
7	High level of welfare of the population, availability of social guarantees, high level of service and medical care for tourists	Low level of welfare of the population, weak development of social guarantees, low level of service and medical care for tourists
8	High level of technological development, development of mobile communications, the Internet, comfortable living and recreation conditions	Low level of technological development, lack of comfortable living conditions, lack of a developed communication system and the Internet
9	Increasing level of solvency, economic stability, absence of crises	Decreasing level of solvency, low level of economic stability, increasing phase of crisis phenomena

Based on a comprehensive analysis of the dynamics of tourist flows, we found that the subject structure of the international market of tourism services has significantly expanded and diversified. This is manifested in multiple increases in the number of tourists and significant changes in their gender, age, professional, national-ethnic, and social structure. In the course of the research, the need to improve the institutional structure of the

world tourism market also became obvious. This is evidenced by the expansion of existing institutions and the creation of new ones, both at the national and international levels. The intensive international tourism development over the past period is primarily due to its functional diversification through the satisfaction of a wide range of needs.

Trends in international tourism development depend on the influence of internal and external factors in each specific country, current market conditions of demand for services, and desire of people to travel and get positive impressions from a variety of trips. Both internal and external factors can have both positive and negative influence on the tourism development, quantitative changes in tourist flow, especially investment activity in the tourism industry, and profitability of the industry compared to other areas of the country.

The main groups of classification factors that affect the international tourism development include socio-economic factors, factors of geographical location, natural and recreational factors, historical and cultural factors, health factors, political factors, and environmental factors. There is no doubt that the study of the impact of factors on the development of international tourism, changes in the dynamics of tourist flow, and profitability of the tourism industry is of great importance for any country related to tourism. Table 1 shows the structure of factors that influence the development of international tourism developed by us.

It also needed to pay attention to such factors as income growth, which leads to increased costs for tourism; increasing urbanization and deterioration of environmental quality, which contributes to increasing the demand for tourism services; increasing amount of free time, which contributes to the development of tourism; development of vehicles, which allows making tourist resources of other countries and regions more accessible; rapid development and improvement of mass media and information technologies, which allows developing advertising and quickly serving millions of tourists.

3. Discussion

The reliability of the presented approaches is confirmed by the fact that most countries are involved in the development of tourist destinations, tourism infrastructure, construction of modern hotels, and development of the network hotel business. Most importantly, according to the quantitative characteristics of the tourist flow and the amount of income from tourism activities, they occupy certain rating positions, which are not constant, but changing (Kozlov *et al.* 2018, 144; Nikolskaya *et al.* 2018, 489; Zavalko *et al.* 2018, 84).

The practice has shown that in many countries, tourism is one of the three leading industries, is developing rapidly, and has an important socio-economic significance. This is due to the fact that tourism increases local income, creates new jobs, develops all industries related to the production of tourism services, develops social and industrial infrastructure in tourist centres, activates the activities of centres of folk crafts and cultural development, provides an increase in the standard of living of the local population, and increases foreign exchange earnings.

International tourism is a major source of income for cities and surrounding areas, especially for those that are famous for their historical or cultural heritage. That is why it seems appropriate to create tourist and recreational zones as objects of integrated services with broad management and economic opportunities. Tourist zones can operate in both developed and developing countries. States can finance the construction of hotels and other tourist accommodation facilities, as well as provide various benefits to local and foreign companies engaged in tourism.

In the context of the global economic crisis and declining purchasing demand for services, international tourism occupies a major position in the economy of many countries and regions. The development of international tourism contributes to further deepening the process of integration and international specialization. It is also necessary to pay attention to the tourism industry as a major sector of the economy and an interconnected system that affects both economic and social processes in society. In the current conditions of the world economic crisis, it is becoming more and more urgent to develop new methodological approaches to the development and improvement of the regional tourism management system and to increase interest in domestic and inbound tourism.

Conclusion

Summing up, most existing integration associations in the tourism market have specific organizational forms and methods of integration and international cooperation. The study of methods for determining the state of international tourism development by the world standards allowed us to systematize the main set of integration

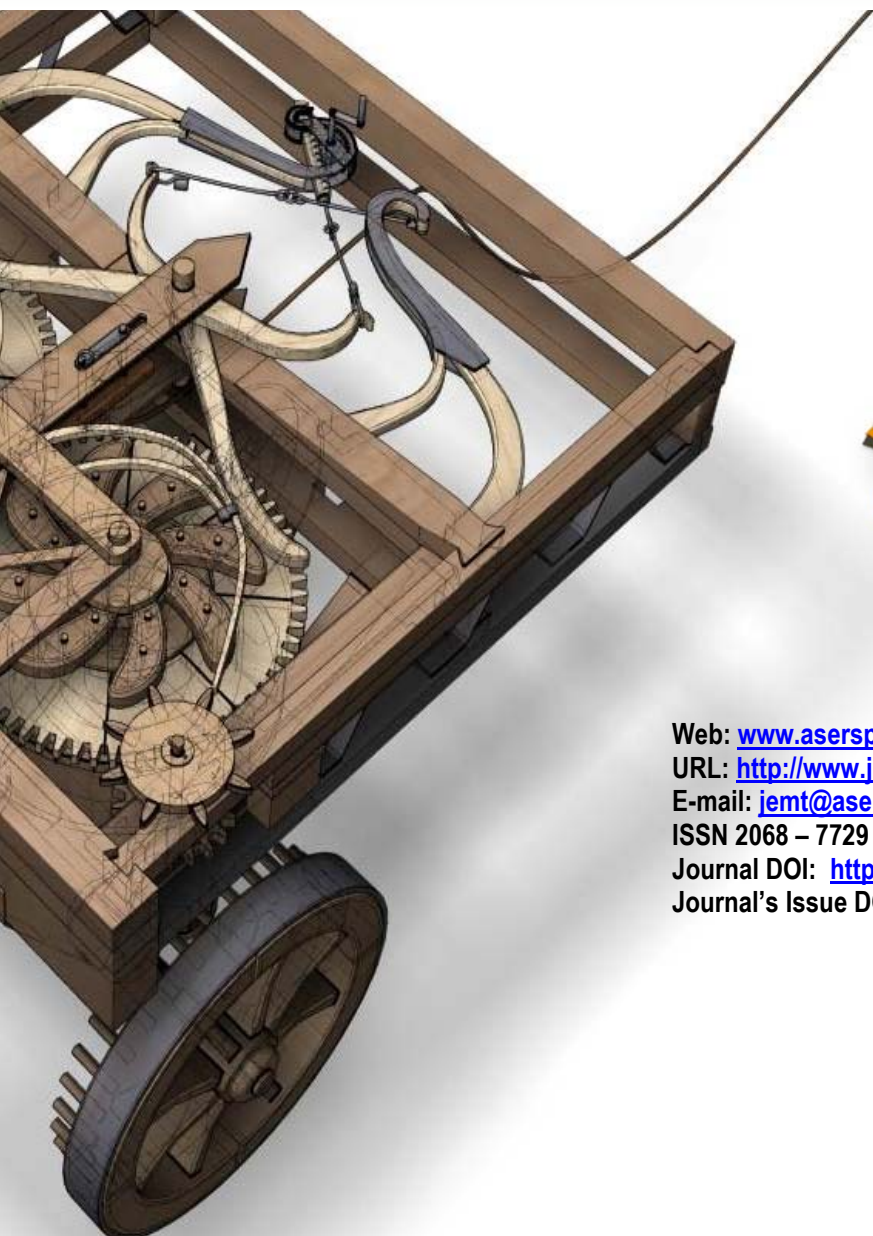
indicators that affects the tourism market's functioning and contains two blocks: the level of convergence of countries in a region and the level of tourism interaction.

Every model of integration in the field of international tourism in the world is developed. In those countries of the world that occupy leading positions in the tourism industry development, there are high indicators of the tourism market integration, which justifies the need to develop various forms of integration of the tourism market. The most influential factors of integration in the international tourism development are the volume of gross domestic product, the total volume of exports and imports of services per capita of countries, as well as their deviations from the corresponding averages.

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ISSN 2068 – 7729

Journal DOI: <https://doi.org/10.14505/jemt>

Journal's Issue DOI: [https://doi.org/10.14505/jemt.v11.4\(44\).00](https://doi.org/10.14505/jemt.v11.4(44).00)