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Dear Reader,



this journal, the "Scientific Letters of Academic Society of Michal Baludansky", has been conceived by the founders of the Michal Baludansky International Academic Society as a printed platform for exchanging knowledge between university scholars and experts of different countries who take a keen interest in the life and activity of the outstanding scientist, educationalist and statesman Michal Baludansky

Шановний читателю,

предлагаемый журнал «Scientific Letters of Academic Society of Michal Baludansky» задуман основателями Академического сообщества Михаила Балудянского как печатаное издание по обмену знаний между учеными и специалистами разных стран, имеющих непосредственное отношение к жизни и деятельности выдающего ученого, педагога и государственного деятеля Михаила Балудянского.

*Lenka Dubovicka,
editor*

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Kuzyshyn Andrii, Halycka Iryna, Chereshnyuk Taras

GLOBALISTIC IMPACTS IN THE DEVELOPMENT OF INTERNATIONAL TOURISM

Annotation

The article discusses the impact of globalist processes on the tourism sector. It reveals the general features of globalism, which are conceptually defined as they are caused by the international division of labour, finance internationalization, and modern information and technology systems and the homogenization of the international consumer market. Tourism in this context is considered as the initiator of social activity through its cultural, social, interethnic and economic influence.

Keywords: globalism, globalistic trends, international tourism, global tourism development factors, tourism activity.

Кузишин Андрій, Галицька Ірина, Черешнюк Тарас

ГЛОБАЛІСТИЧНИЙ ФАКТОР В РОЗВИТКУ МІЖНАРОДНОГО ТУРИЗМУ

Анотація

Статтю присвячено проблемі впливу глобалістичних процесів на туристичну сферу. Розкрито загальні риси глобалізму, концептуально визначені як вони обумовлені міжнародним розподілом праці, інтернаціоналізацією фінансів, сучасними інформаційними і технологічними системами, а також гомогенізацією міжнародного споживчого ринку. Туризм в цьому контексті розглядається як ініціатор соціальної активності через його культурологічний, соціальний, міжетнічний і економічний вплив.

Ключові слова: глобалізм, глобалістичні тенденції, міжнародний туризм, фактори розвитку міжнародного туризму, туристична активність.

Formulation of the problem in general

As a complex and dynamic process, globalisation directly or indirectly contributes to the development of tourism in many ways. Bringing about economic, social, political and even cultural changes, globalisation forms a unified global market and considerably facilitates the movement of capital, goods and people. Globalization also has its intangible aspect – by providing access to information and modern forms of communication and by stimulating the spatial mobility of populations it enables a free flow of ideas that show individuals new attitudes and behaviours.

Modern relations between peoples and nations have changed to the global ones and the proof of that is not only the existence of supranational structures and capital flows, but also the formation of a global culture, thinking, and fashion. This circulation of identical political and cultural models makes space irrelevant that applies to the same type of comprehensive services, including tourism.

Analysis of recent researches and publications

There were some manifestations of studying the relationship between globalization and tourism in the 80's of XX century, which was the period of its formation. Nowadays a lot of foreign researchers study this area of science, such as J.K. Hallovey, N. Taylor [8], A. Martinelli, M. Smith [6], A.V. Nazachuk [7]. Ukrainian scientists O. Bilorus [1], L. Kotyk, M. Knysh [3], A. Kuzyshyn [4, 5] developed this field. Their research is based on an evaluation of globalization in various sectors of the world economy and the impact on national economic systems, as well as the characteristics of views influenced by globalistic trends.

Purpose of the article.

This publication is based on the study of various literature sources. It is aimed to solve the following tasks:

- To define the role of globalistic processes in the formation of global and regional world order and its influence on the direction of the world economy;
- To evaluate the role of globalization for the tourism industry;
- To predict the development of tourism in the global system of world order.

Exposition of main research material

In the stable associations system globalization seems objectively impersonal modern process and tourism can be considered as a mirror or reflection of the focused point of view, which shows general and local trends in international relations. Social and cultural changes in society globalization analyzes A.V. Nazachuk. He claims that the defining trend of cultural globalization is the development of international tourism as commercial and consumer channels of global cultural exchange: "Tourism is one of globalization symbols. Where the culture has no time to become a product, it goes into oblivion "[3]. Today the social practice of trips and travels changes dramatically the picture of the world development, the plurality of pieces which form new imagery and geographic fields, destroying the stereotypes of countries, peoples, customs and traditions.

The world economy at the beginning of XXI century appears to be an indivisible global unit, where various and diverse processes constantly take place. Globalization of the world economy was caused by the following interrelated factors:

- The international division of labor: the structure, practice and logic of the modern global economy led to a new concept of international division of labor. It not only helps to change the balance of economic power between

individual countries and regions through the use of partial benefits (geographical location, low cost of energy, raw materials or manpower, access to sales markets, qualified staff, etc.). It creates the preconditions for the formation of economic, and later - political multipolarity of the world:

- Internationalization of finance: striking examples of this phenomenon are the introduction of the single European currency and the unification of the global currency market, the operation of international banking network, financial dependence of many countries on the fluctuations in the global stock market;
- New information and technological systems: a new global information-oriented economy prefers the implementation of technological breakthroughs in the development by introducing know-how technology. In addition, the single information space makes borders "transparent" and globalization - irreversible;
- Increased competition among new industrialized countries and major industrialized countries;
- Homogenization of international consumer market is one reason of mass culture prevalence that brings trend to use the same products (cars, household appliances, mobile phones, jeans, sports shoes, drinks, hygiene products, toys, etc.), use the same types of services (fast food restaurants, movies, music, literature, night computer clubs entertainment, discos, bars, tourism, which is associated with relaxation in the warm sea), their standardization and penetration into all areas of life and world regions.

Tourism is becoming the initiator of social activity, which goes beyond the country or region borders, implements certain subjective semantic motivation for travelling. It is a communication which is aimed at acquiring new knowledge, impressions, experience with the mediation movement, movement, mobility. And here globalism can be reflected from different sides.

The practical manifestations of globalization are clearly presented today and they form the cultural, social and interethnic influence. Current military crisis in eastern Ukraine, plans of the UK to leave the EU or the situation around the Olympic Games in Brazil in different ways, but still have their displays on globalistic level. One and the same event can play a dual role. A military conflict in Ukraine and Olympic Games are usually the unifying factor for the group of countries that seek implementation of an idea (socio-cultural, geopolitical or business); desire of the UK to leave the EU to exit the UK EU or Ukrainian-Russian confrontation may be considered both as a share of regional or even global imbalance, which was formed over a long time period. These changes can not have meaningful consequences for many countries in the fields of tourism, exports services and capital, formation of an open and stable society. These selective "litmus stimuli" emphasize the importance of regional or internal processes that will necessarily have long and unpredictable consequences in the global scale.

The globalization of ideas improves also the environmental awareness and promotes the concept of sustainable development (Hall, Lew, 1998). The scale of harmful and irreversible changes to the environment that result from human activity is a source of anxiety all over the world. The situation calls for seeking ways that will restore balance between what people need and the environment. The tourism industry also pays attention to the concept of sustainable development. Its awareness of the risks associated with a too heavy traffic of tourists makes the industry more determined to ensure symmetry between tourists' needs, the environment and local communities (Wahab, Pigram, 1997).

As a result of the environmental awareness new forms of tourism are developed, such as alternative tourism that is utterly different from mass tourism. Alternative tourism gives a completely new meaning to travelling and the use of leisure time. It directs tourists' attention to new destinations and even if it cannot be expected to gradually decrease the spatial and temporal concentration of tourists, it can at least partially delay its development in the most popular regions. The trend is supported by the increasing variety of individuals' needs and motivations for travelling (Middleton et al., 2009). Another manifestation of globalization that significantly affects tourism is fashion that makes some tourist regions very popular, although the popularity is frequently transient. Particular social groups may have special reasons for which they find some destinations more attractive than others. These can be prestige, "hot" sports and recreational activities (popularisation of adventure tourism), as well as financial aspects (the perceived service price / quality ratio). Because information both determines and popularizes fashion, young people who have access to information systems and know how to use them are probably the most susceptible to new fashion trends. Although the needs and motivations for travelling change in a natural way (together with changing social roles, etc.), some attitudes and behaviours that young people develop survive into adulthood. This means that by analysing the characteristics of tourism activity of particular generations it can be established which of the characteristics people consider important and which are likely to become even more significant in the future.

Globalistic influences are reflected in tourism through the social and cultural index, which all countries depend on. At the same time, the population related to tourism also feels such an influence. So these relations have bilateral impact. This effect is caused by a great rapport of people, representing different social groups with different values systems. However, the level of socio-cultural impact depends on the type of tourists. Thus, the "mass tourist" tries to create an environment to satisfy his own needs and thus wants to expand its influence on the local surrounding population (peculiar type of expansion).

But first of all, it is necessary to speak about the tourist, who can perceive something new and useful that can enrich the environment as well as their own inner world, shape their personality. This issue is particularly relevant in the context of globalization and the formation of a single space (for example, in Europe or North America). The manifestations of this influence are different. A tourist contacts local services, uses public transport, hotel services, gastronomy and to some extent subconsciously extrapolates all new impression on the scope of the traditional stay – his own world. Often tourists are deeply "immersed" in such an environment.

Back in the 60's of XX century J.I. Hallahorn and J.T Hallahorn conducted the research that show that there are usually three stages of social and cultural influence on tourists, which then appear in their outlook. In the first stage they have a lot of emotions from the environment and the novelty of the situation, which attracts them; a phase of euphoria, when a person wants to perceive and to be a direct participant of an action. In the second stage, the level of consciousness, there is adaptation to the environment and the tourist feels already part of a new world in which they feel themselves full participants. The third stage can be called the confrontation of two worlds, when tourists return to the familiar environment. They choose from what was new, the most emotionally significant things and try to adapt them to the new conditions as a mandatory part of their life.

Thus, components of behaviour, perception, speech, gastronomic elements become part of everyday life. As a result, tourism is a "refined reign of freedom" - the way of personality formation, general existential way of identifying the essential powers of man. Because of tourism a man "skips" part of his life and realizes himself as a personality. During the tourism activities as well as syncretistic ones, person communicates with real and surreal, objective and subjective, which is the most appropriate definition of the essence of tourism philosophy. The main field of tourism implementation is the spiritual world of person. It replays in mind any act, event, meeting, conversation in the process of tourism meetings. While tourism activities people can experiment with themselves, with all possible and impossible versions of their subjective behaviour, as well as with other participants of meetings. As sensory processing of a certain spiritual individual state, tourism becomes a tool of free individual choice.

Globalism in tourism contributes to the emergence of social factors: the tourist does not want to "become part of the crowd," looking his own direction, distance, agent, type of tourism. The trip represents the freedom and way of its acquisition through certain unfreedom filters. Tourism is a precondition for interethnic interaction, which is related to the concept of sustainable tourism development, which was proclaimed by the World Tourism Organisation, according to which "tourism is a powerful factor of peace, friendship strengthening and mutual understanding between the peoples of our planet." In addition, tourism is a rational and pragmatic activity, designed to cope with social and political conflicts. The role and importance of tourism is recognized both in industrialized countries and in developing countries. Tourism development is favourably reflected in the folk crafts revival, traditions, folklore, leading to the revival of local cultural life. It enhances the interest to historical monuments, customs and traditions. The professional in the field of culture tourism M. Smith said that «tourism is the most significant global industry that combines international travels with the need for rest and recreation of all kinds and with the increasing interest in the diversity of world culture» [6]. Thus, modern tourism is a factor and a manifestation of peoples and cultures interaction.

According to the research results, globalisation has a major effect on the tourism preferences and thereby on the models of tourism activity characterising particular groups of the population. The conclusion that has been drawn from the analysis of the selected characteristics of tourism activity (preferred forms, aims and motivations, the frequency and duration of trips) is that the choices and behaviours of younger people, better educated and earning higher incomes, reflect the majority of new trends [2, p. 59].

The research B. Hołowiecka and E. Grzelak-Kostulska shown the globalization processes to have the weakest effect on the choices made by the oldest generation of Poles. This group participates in outbound tourism much more rarely than other groups and mostly chooses European destinations. Their preferred future destinations are also limited to their own country or Europe. Another finding that the research has provided is that Polish seniors concentrate on several basic forms of tourism activity and that short trips are not very popular with them. They are quite unlikely to make a purchasing decision because of fashion. Their low incomes are the most important factor constraining their tourism activity. [2, p. 59].

Conclusion

The end of XX - the beginning of XXI century was marked with rapid tourism development that has transformed it into a global and massive phenomenon of leisure forms and technologies. Despite the planetary scale, tourism has remained regional and national according to the semantic content. Tourism world industry offers a unified system of recreation and services. It exploits regional natural differences, national and cultural identity of ethnic groups and local communities, which in many cases become the main trip motive. It is difficult to find another kind of productive activity in the world economic practices, which also helps the globalization of economy and regional development.

The growing mobility of populations and the resulting development of outbound tourism is one of the major effects of globalization. The increasing influence of globalistic trends on international tourism is associated with increasing international role of tourism in the formation of universal outlook, increasing importance of international tourism in the payments balance of many countries, the mobility and employment of its population, assistance to economic diversification and rational world organisation of territorial space.

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