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TO OUR READERS

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. The fifth issue of «Scientific Letters of Academic Society of Michal Baludansky» in 2016 includes the work of staff and post-graduate students of the Volodymyr Hnatiuk Ternopil National Pedagogical University and the members of the All-Ukrainian Union of Economists.

Volodymyr Hnatiuk Ternopil National Pedagogical University is one of the oldest higher education institutions in western Ukraine, which is now established as a recognized education and culture, science and methodology centre of pedagogical education in Halychyna. Its history dates back to 1620 when a brethren school was opened and provided the training of primary school teachers.

Volodymyr Hnatiuk Ternopil National Pedagogical University is modern state-owned educational institution which is one of the leading pedagogical institutions of Ukraine and the regional center of pedagogical education in Western Ukraine. According to the ranking of higher educational institutions of Ukraine the university belongs to the top three humanitarian and pedagogical universities, and has been awarded a Laureate Diploma of International Academic Rating of popularity and quality “Gold Fortuna”.

The university comprises 9 departments, 1 institute and centers of pre-university training and postgraduate educational. 39 subdepartments currently employ 533 teachers, including 1 academician of Academy of Pedagogical Studies of Ukraine, 1 corresponding member of Academy of Pedagogical Studies of Ukraine, 7 academicians of specialized academies, 53 Doctors of Sciences, professors, and 352 Candidates of Sciences, associate professors. There are close to 4500 full-time and part-time students studying at the university, 5 dormitories, 6 gyms, an indoor training area, a stadium, biological station, medical care center, sanatorium-preventorium, computer labs providing access to the Internet, library, reading halls, dining hall and cyber-café are designed to serve the students' needs.

The University provides opportunities for professional mastering specialities and specializations, allowing graduates to feel confident in the labour market, creating conditions for mastering innovative teaching and information technologies. In general, today the university concentrate efforts on training highly qualified specialists, young, educated people whom our society needs in times of rapid development of science.

The All-Ukrainian Union of Economists – is a Ukrainian social organization, which counts more than 400 doctors and candidates of sciences by the state on December, 1 of 2010 and has regional organizations in all Ukrainian regions.

The Union was created on the principles of economic patriotism by the Ukrainian scientists.

The main aim of the Union is a maximum assistance of the Ukrainian social and economic development.

One of the major priorities of the Union is a popularization of advanced innovative ideas of domestic economic science, development of economic offers for quality increase of the Ukrainian social life, independent examination of the Ukrainian economic legislation.

The Union has conducted a lot of conferences and round tables, which were devoted the most actual economic questions.

The Union created its own project of the Strategy of socio-economic development of the country “The New Economy”. The practical realization of this project will provide intense economic increase, high life level of the population and leads Ukraine to the forward positions of the world economy.

The social organization “The All-Ukrainian Union of Economists” is entered by the Ukrainian Department of Justice into the accounting book of social organizations.

Michal Varchola, editor

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GLOBALISTIC IMPACTS ON INTERNATIONAL TOURISM

Kuzyshyn Andriy

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.

ВЛИЯНИЯ ГЛОБАЛИСТИЧЕСКИХ ПРОЦЕССОВ НАМЕЖДУНАРОДНЫЙ ТУРИЗМ

Кузишын Андрей

Аннотация

Статья посвящена проблеме влияния глобалистических процессов на туристическую сферу. Раскрыты общие черты глобализма, концептуально определены как они обусловлены международным разделением труда, интернационализацией финансов, современными информационными и технологическими системами, а также гомогенизацией международного потребительского рынка. Туризм в этом контексте рассматривается как инициатор социальной активности через его культурологический, социальный, межэтнический и экономическое влияние.

Ключевые слова: глобализм, глобалистические тенденции, международный туризм, факторы развития мирового туризма, туристическая активность.

Formulation of the problem in general

In the system of modern outlook globalistics plays a prominent role, because its research direction is aimed at solving complex, vital to all mankind problems. We can cope with them only with the use of interdisciplinary interaction. Modern globalization perception is based on such type of consciousness, when way of seeing the world perceives the global processes as the dominant phenomenon. International tourism is one of those mobile directions of human activity, which is most likely to react on such changes.

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 [6], A. Martinelli, M. Smith [4], A. V. Nazachuk [3], A. J. Aleksandrova [1]. Among Ukrainian scientists O.G. Bilorus, L.I. Kotyk, M.M. Knysch 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.

In addition, globalism has its material expression in the formation of "global alliances of corporations" (as A.Y. Aleksandrova defined). It is not only the activities of transnational tourism direction corporations, but also formation of a certain type of outlook. Thus, due to the global computer system, consumers have the ability to book travel services packages or some of its elements - from flights and accommodation to the theater tickets and insurance policies. This phenomenon has now become an integral part of tourism. In fact, tourism is one of the basic industries, which forms the world's infrastructure in its various manifestations - passenger transportation, services export, hospitality system, financial and bank transfer system.

The Global Ethics Codex of Tourism was a peculiar reaction to globalization in tourism. The need for the Codex appeared in 1997 and it was accepted in April 1999 in New York. The Global Ethics Codex of Tourism sets a complex of guidelines for the sustainable development of world tourism. It contains the ideas of previous similar declarations and existing professional codes, and it carries a substantial semantic load that reflects the changes in our society today. The Global Ethics Codex of Tourism is needed to enhance the benefits of tourism development to the population centres of tourism and minimize its negative impacts on the environment and cultural heritage.

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 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. Itreplays 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" [4]. Thus, modern tourism is a factor and a manifestation of peoples and cultures interaction.

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 increasing influence of globalist 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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