SUSTAINABLE TOURISM INDUSTRY IN THE CONTEXT OF GLOBALIZATION

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Abstract: The article is devoted to analyze the economic component of the world tourism industry in the context of globalization. We determine the influence of globalization processes on tourism development and tourism development on the world economy. Tourism has significant potential as a driver for growth of the world economy. The sheer size and reach of the sector makes it critically important from a global resource perspective. Even small changes toward greening can have important impacts. Further, the sector’s connection to numerous sectors at destination and international levels means that changes in practices can stimulate changes in many different public and private actors beyond the direct and immediate impact of tourism activity. So, according this research we can see it is a great challenge to make a profitable business running tourism in an area without some negative effect to the local communities. It is possible for the tourism industry to cooperate with other industries and bring benefits to both the tourism organizations and local businesses. The first step to achieve it is to understand the needs and desires of both the host community and the tourists.

Keywords: tourism industry, globalization, revenue, statistical methods, contribution, WTO, sustainable economy, global economy, development, international and domestic travel.

Introduction
With the development of the global economy the influence of tourism shows a substantial growth and is continuously exerted on both the global and the national economy. Tourism is being transformed into a major independent industry of the national economy. It becomes one of the subjects of the global integration processes. According to the UNWTO forecasts for the growth rates in tourism will prevail in the nearest decades (Karmanova, 2010).

The tourism economy represents 5% of world Gross Domestic Product (GDP), while it contributes to about 8% of total employment. International tourism ranks fourth (after fuels, chemicals and automotive products) in global exports, with an industry value of US$ 1 trillion a year, accounting for 30% of the world’s exports of commercial services or 6% of total exports. There are around four billion estimated domestic arrivals every year and in 2010, some 940 million international tourists were recorded. Tourism is one of five top export earners in over 150 countries, while in 60 countries it is the number one export. It is also the main source of foreign exchange for 1/3 of developing countries and ½ of least developed countries (LDC) (Kovalevskiy, 2012).

The rapid growth in both international and domestic travel is increasing the economy dependency of tourism. And our task is to make the professional forecasts to create the sustainable economy. Research of tourism requires quantitative indicators (statistical figures are based upon in such indicators), their calculation and analysis (Everitt, 2012). In view of the above the problems of data comparability, completeness and detailing of statistical data, and the timeliness of such data become critical.

Methodical and practical questions of statistic research of the tourist product market became the main topic in the works of such famous economists as: Vishnevskaya O.O., Gelman V.J., Grinenko V.V., Karmanova T.E., Kaurova O.V., Kwartalnov V.A., Kovalevskiy G.V., Maloletko A.N., Parfinenko A. J., Sidorov V.I., Soboleva E.A.

Method
The goal of the article is effective use of statistic methodology to estimate the main tendencies in the development of word tourism market.

The set of such inter-related indicators should be applicable to specific areas or processes of the social life and it is called the system of statistical indicators. The system of statistical indicators covers all aspects of
life of the human society at various levels: at the country level, at the region level (macrolevel) or at the level of tourist enterprises (microlevel) (Karmanova, 2010).

In the process of realization of the set tasks of survey the tourism statistics uses the relative indicators, quantitative and qualitative characteristics of these phenomena and processes that in total and in different combinations generate the tourist market. These indicators are designed to reflect the condition, development and stability of the market at various levels, in time and in space (geographic and social and economic) (Kovalevskiy, 2012).

Each particular branch of statistics works out its specific indicators, which should be interconnected and represent a complete and logical system making it possible to study in detail the social and economic processes and to obtain valid statistical data. Interrelation and links of the social and economic phenomena and processes determine the links between statistical indicators (Karmanova, 2010).

The system of statistical indicators is based on economic and social categories of the tourist market. These include services, tourist product, demand, price, offer, distribution costs, profit from sale of services.

Monitoring progress towards sustainability involves taking measurements of environmental, social and economic conditions using selected indicators and baseline criteria (Kovalevskiy, 2012). There is no ‘one-fits-all’ solution to address the question of sustainability in tourism development, and single instruments and criteria cannot encompass the diversity of issues which are of local concern. Many organizations have attempted to establish criteria and indicators in tourism. In this article, the conceptual and operational framework for sustainability in tourism business is based on the Global Sustainable Tourism Criteria (GSTC) (Everitt, 2012). This initiative was developed as part of a broad initiative managed by The Partnership for Global Sustainable Tourism Criteria (GSTC Partnership), a coalition of over 80 organizations working together to foster increased understanding of sustainable tourism practices and the adoption of sustainable tourism standards.

The set of indicators of the tourism market is a set of interconnected and internally consistent indicators describing the key economic processes and the economy as a whole. The internal consistency of the indicators makes it possible to use them in a combination and also to calculate various derivative coefficients for analytical purposes.

**Results**

Tourism is one of the largest and dynamically developing sectors of external economic activities. Its high growth and development rates, considerable volumes of foreign currency inflows, infrastructure development, and introduction of new management and educational experience actively affect various sectors of economy, which positively contribute to the social and economic development of the country as a whole (Vishnevskaya, Parfinenko and Sidorov, 2011).

The global travel and tourism industry generates several thousand billion USD in revenue each year. Estimations on the total economic impact of the industry vary, depending on what kinds of expenditure are taken into account.

The UNWTO estimates that international tourism receipts had a value of 1,075 billion USD in 2012. This includes expenditure by international visitors for transport and other payments made for services and goods in the destination country. Estimates by the World Travel and Tourism Council (WTTC) valued the direct impact of travel and tourism on the global economy at 2,120 billion USD in 2013. The estimated total contribution of the industry, including indirect and induced effects, is three times that high (Fig. 1).

The direct travel & tourism contribution includes the commodities accommodation, transportation, entertainment and attractions of these industries: Accommodation services, food & beverage services, retail trade, transportation services and cultural, sports & recreational services. The figures for total impact also include indirect and induced contributions.

Most highly developed western countries have accumulated a big deal of their social and economic welfare on profits from tourism.

But in 2013, China was the country with the highest international tourism expenditure. Chinese nationals spent an estimated total of 102 billion USD when travelling to destinations outside their home country. The other countries amongst the top-5 in regards to international tourism expenditure were Germany (83.8 billion USD), the United States (83.5 billion USD), the United Kingdom (52.3 billion USD) and Russia (42.8 billion USD).
The number of international tourist arrivals worldwide exceeded the one billion mark for the first time in 2013 according to estimates by the UNWTO. It is forecasted that the number of arrivals will grow to around 1.36 billion by 2020 and 1.8 billion in 2030. In 2012, Europe was the region with the highest number of international tourist arrivals, totaling more than 530 million. The Asia Pacific region had the second-most arrivals with around 230 million (Aaker, 2002).

In this regard, tourism is also a source of filling the budget and we have estimated these figures with the statistic data as the tourism revenue.

This statistic shows the global international tourism revenue from 2000 to 2013. In 2012, international tourism revenue amounted to 1.2 trillion USD.

These data are different from total tourism contribution, because according to the World Bank international tourism receipts are expenditures by international inbound visitors, including payments to national carriers for international transport. Included in these receipts are also any other prepayment made for goods or services received in the destination country (Vishnevska, Parfinenko, Sidorov, 2011).

Travel has become more accessible to people around the world over the past few decades and, as a result, the global tourism industry has boomed, particularly in more recent years. From an already sizeable 475 billion U.S. dollar revenue in 2000, the industry proceeded to generate more than one trillion dollars in 2013. Tourism’s total contribution to the global economy in 2013 was around seven trillion USD, so it is not surprising that global leaders have placed much emphasis on the promotion of tourism in their own countries. The effects on tourism are also often among the first things to be considered when countries are suffering crises, such as war and disease.

International tourist arrivals exceeded one billion for the first time in 2012 and, by 2030, the United Nations World Tourism Organization (UNWTO) has forecasted that this figure will rise to 1.81 billion. Each year, Europe is the region receiving by far the largest number of international tourist arrivals worldwide, followed by the Asia Pacific region.
With tourists comes spending. In 2014, London benefited the most from visitor spending with tourists splashing out almost 20 billion USD there. New York and Paris attracted a lot of spenders too. Tourist spending also profits other large industries closely linked to tourism (Aaker, 2002). When traveling, people always need somewhere to stay; hence, the global hotel industry is expected to generate 550 billion USD revenue by 2016.

According to recent statistics, tourism provides about 10% of the world’s income and employs almost one tenth of the world’s workforce. All considered, tourism’s actual and potential economic impact is astounding. Many people emphasize the positive aspects of tourism as a source of foreign exchange, a way to balance foreign trade, an “industry without chimney” — in short, manna from heaven.

But there are also a number of other positive and negative sides of tourism’s economic boom for local communities, which not always considered by advocates of tourism perspectives. Therefore in this paper I will consider the main social and environment impacts of tourism at the country level (Kovalevskiy, 2012).

Discussion

Tourism is a leading global industry, responsible for a significant proportion of world production, trade, employment, and investments. In many developing nations it is the most important source of foreign exchange and foreign direct investments. Tourism growth, environmental protection, and social wellbeing can be mutually reinforcing. Making tourism businesses more sustainable will foster the industry’s growth, create more and better jobs, consolidate higher investment returns, benefit local development and contribute to poverty reduction, while raising awareness and support for the sustainable use of natural resources.

We have confirmed this fact by profitability and contribution indicators of the tourism industry in the world economy. We also display the growth of the tourism industry in the world, which requires a more comprehensive analysis.

In relation to tourism it is expedient to consider the following groups of statistical indicators: social and economic indicators; indicators of tourism development, particular indicators describing activities of tourist enterprises (Karmanova, 2010).

To a certain extent social and economic indicators are measurers of development of different branches of industry and types of services, including tourist services. They serve the basis of the opinions on the position held by a country or region in the economy, the basis for the initial valuation of the economic and human potential. To a certain extent indicators serve a basis of social and economic forecast of any activity development (Vishnevksa, Parfinenko, Sidorov, 2011).

The unified indicator reflecting the level of economic development of the regions may also serve as the indicator of development. Such indicator used in the international practice of inter-country comparison, is the index of development of human potential. It is calculated on the basis of three indexés: longevity, educational level (including literacy of adult population) and the gross domestic product per capita (Everitt, 2012).

This research is intended to assist scientists in comprehensive study of statistical indicators of the tourist services market proceeding from the methodological recommendations of the World Trade Organization and the experience of the world leading countries in this field. To achieve this purpose the authors will attempt to clarify and to compare the key terms and concepts of tourism. An attempt will be made to explain the technique for calculation and analysis of the tourist industry specific indicators.

References


