

IMPACT OF GLOBALIZATION ON THE DEVELOPMENT OF INTERNATIONAL TOURISM

NATALIA ȚURCAN

Assoc. Prof., PhD

Academy of Economic Studies of Moldova

Chisinau, Republic of Moldova

turcan.natalia.bl9w@ase.md

ORCID ID: 0009-0006-0672-3543

Abstract: The modern world lives in an era of changes leading to global integration due to the introduction of high technologies and the creation of a global infrastructure. A characteristic feature of modernity is the high speed of changes, both on a global scale and within a separate industry or company. Globalization affects many types of business activity, including tourism.

The article discusses the impact of globalization on tourism. Through mutual influence, tourism and globalization contribute to each other's development, moving to newer levels. Globalization in tourism is defined by the author of the article as a process of a sharp increase in tourist flows, capital, services, information and technologies flows that are not always regulated by national governments.

Another peculiarity of the globalization process in the tourism industry is the use of the latest information and telecommunication technologies. Using the possibilities offered by Internet, the tourism business today actively offers its services online. This helps to increase efficiency and improve the work of companies, improve customer service, speed up all operational procedures, and create new marketing methods and distribution channels.

Now tourism has already become a way of life for many people, and this is reflected in the growth of tourist arrivals and income from tourism in various destinations around the world. This is one of the sources of income to the state treasury, the center of creating new jobs. Today, we can already see the formation of new trends in the development of international tourism, which are dictated by the influence of global processes and will determine its concept in the near future.

Keywords: globalization, globalization in tourism, international tourism, globalization process, global tourism market, globalization trends.

JEL Classification: F01, F6, Z32

1 Introduction

One of the most significant phenomena of our time has become globalization - a special phase of international relations, which is considered as a process of global economic, political and cultural integration and unification. The processes of globalization taking place in the world have affected tourism. Today, the main share of the market and influence in international tourism is concentrated in the hands of major transnational companies. Tourism plays an important role in solving social problems, creating additional jobs, providing employment and improving the quality of life of the population. Globalization in the field of tourism is also manifested in the development of mass types of recreation, unification of services, and the development of information technology. In the tourism market, the process of globalization is characterized by such features as: internationalization of

business activity, change of technology, modernization of transport infrastructure, creation of new mechanisms for regulating international tourism.

However, globalization provides both new opportunities and creates new difficulties, affecting all participants in the world economy. Thus, in the process of globalization, national, cultural and territorial identity is lost, awareness of regional interests is growing, which is manifested in the opposite process to globalization: regionalization. The relevance of the research topic lies in explaining the objective need for further development and improvement of the practical foundations for the development of international tourism in the modern world economy, taking into account the influence of globalization.

The influence of globalization on the world tourism market is reflected in the works of such scientists as Robertson R., Abalakov A. D., Afanasyev O. E., Voronin I. N., Kamenskaya L. A., Kolodiy N. F., Litvyakova K. V., Nikolaenko D. V., Pylaeva A. S., Sushchenko O. A. and others.

The methodological basis of the research was made up of general logical methods: analysis, generalization, systematization, analogy. The information basis was UNWTO data, as well as the results of researches conducted by various authors on this subject.

The tourism and hospitality industry has never reached such a level of development and played such an important role in international relations. Today, as never before, a large number of the planet's population and agents of economic relations are involved in it. Therefore, it seems important to consider the role of the tourism industry in the modern globally turbulent world, which does not simply provide for human needs for rest and entertainment (Афанасьев, О. Е., 2022).

2 Tourism in the conditions of globalization

Globalization can be called the leading trend of the modern world economy. In the broadest sense, the processes of globalization are characterized by the strengthening and complexity of mutual connections and mutual dependencies in the main areas of economic, political, and social life, acquiring a planetary scale. The growing interdependence of countries in the world occurs as a result of the increasing volume and diversity of cross-border movement of goods and services, as well as the rapid and widespread dissemination of all types of technology. The Spanish sociologist Manuel Castells defines the global economy as an economy capable of operating as a single system on a planetary scale in real time (Кастельс, М., 2000).

Globalization concerns both the economy and society. Tourism is one of the main sectors of the economy and, at the same time, an important element of social life. From the point of view of tourism, globalization can be defined as a process that unites people around the world, minimizing transportation costs, leveling borders, cultural and social barriers, facilitating access to new areas of knowledge and work (Афанасьев, О. Е., 2022).

The intensity of tourism development at the present stage, the global scope of the countries participating in this process, changes in stereotypes of perception of the surrounding world, the formation of new economic relations, both in the world market and between individual countries and regions, allow us to call tourism a "phenomenon" of the 21st century (Николаенко, Д. В., 2003). Today, international tourism acts not only as a source of income for sellers and satisfaction of spiritual and physical needs of buyers, but also as a link between countries, international regions, business circles of various states, as a source of dissemination of information about them in foreign markets.

The rapid development of means of communication, communications and the Internet, has affected the increase in the flow of international services and capital and the intensity of global movements. As a result, tourism and migration processes have led to the blurring of national and cultural boundaries. A modern tourist can safely be called a cosmopolitan of the era of globalization, carrying a credit card, not a backpack. And they develop their life strategies for the sake of movement and advancement. And if travel is a philosophical, cultural, even existential category associated with knowledge of the world, then tourism is an economic category denoting a certain consumer service, commodity, product, the creation and sale of which is determined by the laws of the market. The main criterion for evaluating such a product is its economic efficiency: a opportunity to get the maximum amount of pleasure, impressions for the minimum amount of money. A tourist, as a rule, needs positive impressions in exchange for the investment he made in a "holiday trip".

The processes of globalization in tourism are increasing the growth of tourist flows, flows of services, capital, information and technology. So according to the World Tourism Organization – UNWTO, the largest financial contribution was the travel and tourism sector in 2023, which amounted to 9.1% of global GDP (more than 9.9 trillion US dollars). In 2023, global tourism activity reached 88% of the pre-pandemic figure. 1.3 billion people went on trips abroad last year. International tourism revenues are estimated to reach 1.4 trillion US dollars in 2023, which is about 93% of the 1.5 trillion US dollars in 2019 (Международный туризм..., 2024).

In 2023, global international tourism receipts grew by 33.1% to reach 1.63 trillion US dollars, reflecting the strong recovery of many countries around the world from the pandemic, while domestic tourism receipts increased by more than 18% to reach almost 5 trillion US dollars. The results achieved in 2023 thus demonstrated people's passion for travel and laid the foundation and set the stage for 2024. According to UNWTO forecasts, 2024 will be a record year for the travel and tourism industry, with the sector's contribution to the global economy set to reach a record 11.1 trillion US dollars (Отрасль туризма..., 2024).

Tourism is one of the leading job creators in the global economy. International tourism provides employment, especially for young people and women, in both urban and rural areas. In 2023, the number of jobs worldwide in the sector amounted to 330 million, and in 2024 this value could reach almost 348 million (Международный туризм..., 2024).

The demand for tourism services in the context of globalization is growing and this leads to competition both in the hotel business and among other tourism facilities. A large number of international network corporations in the field of tourism services - transnational companies (TNCs) have appeared on the world market that meet the following conditions:

- the presence of foreign branches and subsidiaries;
- activities in many countries around the world;

a high share of the company's income and profits from foreign activities (Воронин, И.Н., Воронина, А.Б., 2009).

Big transnational companies include global integrated hotel chains, networks of tour operators and agencies, enterprises of various sectors of the economy associated with servicing the tourism business. These are transport companies, banking and insurance organizations, catering networks, entertainment companies and many others. In order to maximize profits and provide a comprehensive tourism service, such companies unite, for example, organizing charter air transportation, which is carried out by an airline at the request of a tour operator. In addition, joining international strategic

alliances and international networks enhances the innovative potential of tourism enterprises, provides access to new markets, new technologies and value chains, as well as the need to comply with international rules and standards, without which it is impossible to compete in the global tourism market today. Tourism has currently reached a fundamentally new technological level. The development and spread of information technology allows you to book tickets, hotels or apartments from anywhere in the world. With the help of online tour booking systems, travel packages can now be purchased without visiting the office of a travel company. This means that e-commerce is another feature of tourism in the context of globalization, and it structurally changes the production and distribution of tourism products. Now the producer can deliver the desired service or product directly to the consumer, bypassing intermediaries such as wholesale tour operators, travel agents. And this means that the need for distribution networks, wholesale tour operators and travel agents is minimized, or even eliminated altogether (Литвякова, К. В., 2022). In addition, the development of digital services for travelers allows tourists to assemble their own tourism product based on their leisure preferences and the price and quality parameters of the tourism product.

Thus, at the present stage, taking into account the processes of globalization, tourism is a multi-industry production complex and is characterized by the following factors (Figure 1).

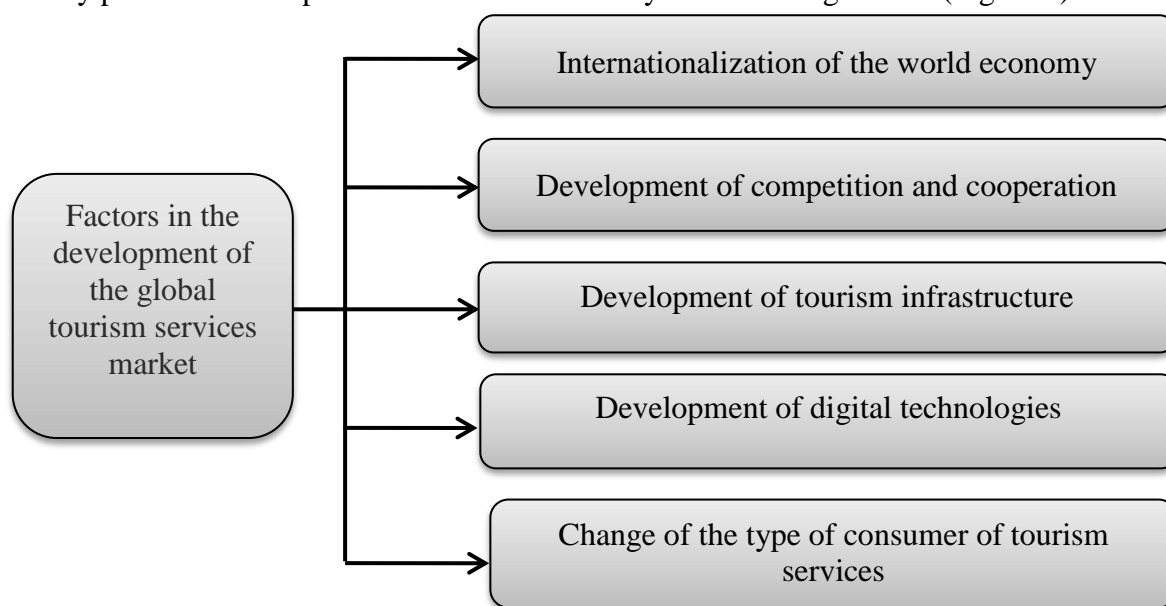


Figure 1. Key factors in the development of the global tourism services market

Source: elaborated by author based on [1; 7; 8]

However, it should be noted that along with the trends of globalization, which level the uniqueness of ethnic cultures and lead to the unification of norms and standards in tourism, there are counter trends of localization (regionalization), promoting a unique, nationally and regionally colored product to world markets. This is another feature of globalization. Regionalization can be characterized as the development, strengthening of economic, political and other ties between regions or states included in one region; the emergence of regional associations of states. Regionalism is defined as an approach to considering and solving economic, social, political and other problems from the point of view of the interests and needs of a particular region (Абалаков, А. Д., Панкеева, Н. С., 2011).

In the sphere of international trade in tourist services, 5 regions can be distinguished:

1. The European macroregion (countries of Western, Northern, Southern, Central, Eastern Europe, as well as countries of the Eastern Mediterranean: Israel, Cyprus, Turkey).
2. The American region (countries of North, South, Central America, island countries and territories of the Caribbean).
3. Asia and the Pacific region (East and Southeast Asia, Australia and Oceania).
4. African region (African countries except Egypt and Libya).
5. Middle East region (West and Southwest Asia, Egypt, Libya).

Today, the global tourism industry is developing dynamically, involving more and more regions. Thus, in 2023, the Middle East became the fastest growing region in terms of the number of international tourist trips, this is the only region that managed to overcome the pre-pandemic level. The number of international arrivals to Middle Eastern countries is 22% higher than in 2019. At the same time, the most visited region in the world remains the European region, where the number of foreign guests reached 94% of the 2019 level. UNWTO predicts faster growth in the coming years in the "new tourism frontier" countries, which include the Asia and the Pacific region, the Middle East and some of the more stable parts of Africa (Международный туризм..., 2024).

As a result of the interaction of the global and the local, the trend of "glocalization" has formed. Glocalization should be understood as a process of intertwining global and local processes of social development, which is very important for understanding globalization itself. The term "glocalization", according to a number of researchers, was introduced by the British professor Roland Robertson, who, based on the parallelism of the processes of globalization and localization, concluded that global and local trends are "ultimately complementary and interpenetrating each other" (Robertson, R. 1995).

The equivalence of regional and global directions of modern international tourism makes it a unique and powerful factor in economic development. International tourism, using the advantages of two trends in the development of the world economy, clearly demonstrates the advantages of applying a regional approach in the context of globalization: the uniqueness of regions and the cultural identity of local societies are transformed into a recognizable and popular tourist product reflecting the national specifics of a country or region.

Thus, the development of international tourism is both a consequence and one of the causes of globalization. The listed globalization processes have a significant impact on economic growth, increasing the country's competitiveness in the world markets, and improving the well-being of the population.

3 New trends in the global tourism system

The tourism industry today is one of the important markets for economic growth. It should be noted that the nature of production and consumption of tourism services in the era of globalization is changing. An analysis of various sources on the problem under study made it possible to determine the main trends in the global tourism system.

First of all, it should be noted that the development of the tourism industry is influenced by demographic and social factors. The average age of the population in economically developed countries is increasing today. People over 50 are becoming the dominant group in the tourism market and they can be called the engines of tourism development in the near future. This category of tourists is characterized by the presence of free cash and good health. There is also a change in consumer

behavior: the share of spontaneous trips is decreasing and today we can already observe careful selection and planning of a tourist trip. Today's traveler is well oriented and quite critical: offers and prices are compared and checked. The focus on service quality is growing, which means that the workload of tourism enterprises increases with the growth of the quality of the offer. In this regard, the optimal organization of the chain: booking-accommodation-departure is expected (Колодий, Н. Ф., 2016).

Changes in social conditions also bring about changes in travel periods. Today, the capabilities of communication technologies have expanded, booking is carried out in a short time, which allows for an increase in the number of consumer trips. Tourist trips are becoming shorter but more frequent. Travel agencies encourage consumer demand for such trips, since short-term tourists incur higher expenses per day of stay than a usual tourist. In addition, "interval trips" are in demand all year round, with some revival in March-April, September-October, smoothing out seasonal unevenness in the work of hotels and transport.

Specialized tourism by interests is acquiring special significance today, tourists increasingly prefer individual trips and choose them according to their own taste. These can be underwater caves, geysers, volcanoes. Travel in nature and ecotourism are also becoming a priority. The consequences of the pandemic and the current geopolitical situation have also affected the leisure preferences of tourists in favor of choosing "green" destinations. Many travelers began to think about the impact of tourism on the environment and local communities. Tourists prefer trips that have a minimal impact on nature. It is also important for them to feel that they support the economy of regions and local residents.

Glamping is increasingly being called one of the promising forms of tourism and recreation of the near future. "Glamping" is a relatively new term, the origin of which can be traced back to 2006 in the UK. Since then, it has gained popularity, combining the words "glamorous" and "camping": outdoor recreation with all the amenities and full hotel service. The concept of luxury camping quickly gained popularity on social networks, thanks to its nature and aesthetic appearance (Афанасьев, О. Е., 2020).

In an effort to create a unique offer for potential tourists, the owners of such tourist sites locate residential properties in picturesque natural places, using their own design solutions in developing the interior and exterior of the housing, introducing unique services. Thus, the objects can differ in shape, material of manufacture, interior and exterior decoration, location, level of comfort, and the innovations used. Thus, we can conclude that glamping is not just a fashionable, seasonal and fleeting phenomenon, but a long-term tourist project that is spreading annually throughout the world. According to Grand View Research, by 2025, the average growth of the glamping market in the world will be 12.5% (Островкин, Д. Л., Муртазин, А. В., 2022).

The next trend is focus on health and wellness. The modern tourist prioritizes hygiene issues, as well as various procedures aimed at protecting health. More and more attention is paid to a healthy lifestyle and satisfaction. The wellness industry and cosmetics should also comply with the same principles. Food products are also assessed according to their environmental friendliness and are focused on a value system: uniqueness, authenticity, health and the need for beauty.

Increased interest is shown in local color, cultural features, customs, and everyday life of foreign people. Such trips allow one to gain a deep understanding of other cultures and develop intercultural communication. Travelers are also increasingly interested in local cuisine: they want to get a unique culinary experience, enjoying the beauty of presentation, aroma and taste of food, as well as the

atmosphere of the place. When choosing a travel destination, many tourists are guided primarily by information about unique restaurants and unusual cuisine (Каменская, Л. А., Газзаев, Т. А., 2023). Another new trend in tourism that is changing the industry is virtual reality, thanks to which tourists can see famous landmarks, hotel interiors and its infrastructure without leaving home using online VR tours.

It should be noted that another important trend in the near future in tourism will be personalization: a growing marketing trend. Today, individualization is rapidly spreading in the tourism sector, and personalized experiences build trust, customer loyalty and improve the brand's ability to effectively communicate and interact with customers. Moreover, customers are beginning to demand at least a personal approach. About 60% of travelers believe that companies should personalize their shopping experience and base it on their behavior, personal preferences and past choices. With online retail sales of travel services predicted to grow significantly, personalization will continue to be a major theme in the travel and tourism sector (Пылаева А. С., 2023).

However, it should be remembered that the behavior of the modern consumer can be very contradictory. On the one hand, it may require high quality service, on the other hand, it may be the need for "all inclusive". In the system of offers for a modern client, the emotional aspect and the provision of such components as service, cleanliness, atmosphere and safety are very important. Consumer trust is built on the priorities of reliability and safety of the provision of services by companies in the tourism industry.

4 Conclusions

Among the current trends in the development of the world market in general and the tourism market in particular, globalization processes deserve special attention. According to many researchers, tourism today is one of the components of the globalization process. Through mutual influence, tourism and globalization contribute to each other's development, moving to newer levels. This article contains a theoretical justification for these processes. They are characterized by the following features: change of technologies, modernization of transport infrastructure, internationalization of business activity, creation of an international mechanism for regulating tourism. As these processes develop, active economic growth is observed in many countries of the world, in particular, due to an increase in tourist flows.

Globalization of tourism means the formation of a single tourist space and direct interdependence of all participants in tourist exchanges and international tourist activities. At the present stage, international tourism is acquiring the features of a global phenomenon, affecting almost all regions of the world. In addition, international tourism is developing together with other aspects of international life, responding to the socio-political and socio-economic situation. Today, interest in the tourism sector is being shown all over the world, comprehensive theoretical studies are being conducted, large regional, national and international projects are being implemented. The attention of public organizations and national governments is constantly drawn to this area. The stability of tourism requires the adoption of non-standard solutions, modernization of the tourism industry, and innovative approaches.

References

1. Афанасьев, О. Е. Геополитическая роль и функции туризма [online] Available at: <https://cyberleninka.ru/article/n/geopoliticheskaya-rol-i-funktsii-turizma> [Accessed 17 July 2024].
2. Кастельс, М., 2000. *Информационная эпоха: экономика, общество и культура*. Москва, p. 105.
3. Николаенко, Д. В., 2003. *Рекреационная география*. Москва.
4. Международный туризм в 2024 году достигнет допандемийного уровня [online] Available at: <https://news.un.org/ru/story/2024/01/1448742> [Accessed 20 July 2024].
5. Отрасль туризма и путешествий побьёт все рекорды в 2024 году [online] Available at: <https://travelpress.kz/news/world/otrasl-turizma-i-puteshestvii-pobyot-vse-rekordi-v-2024-godu-1120> [Accessed 20 July 2024].
6. Воронин, И.Н., Воронина, А.Б., 2009. Влияние факторов глобализации на развитие международного туризма. *Культура народов Причерноморья*, 176, pp. 115-117 [online] Available at: https://tourlib.net/statti_tourism/voronin.htm [Accessed 19 July 2024].
7. Литвякова, К. В., 2022. Туризм в контексте глобализации. *Социологический альманах*, 13, pp.190-196 [online] Available at: <https://cyberleninka.ru/article/n/turizm-v-kontekste-globalizatsii> [Accessed 19 July 2024].
8. Абалаков, А. Д., Панкеева, Н. С., 2011. Туризм в контексте глобализации и современного экономического кризиса. *Известия Иркутского государственного университета*. Серия: Науки о Земле, 1, pp. 14-32 [online] Available at: <https://cyberleninka.ru/article/n/turizm-v-kontekste-globalizatsii-i-sovremennogo-ekonomicheskogo-krizisa> [Accessed 17 July 2024].
9. Robertson, R., 1995. Glocalization: Time-Space and Homogeneity-Heterogeneity. In: *Featherstone, M., Lash, S. and Robertson, R., Eds., Global Modernities, Sage Publications*, London, pp. 25-44.
10. Колодий, Н. Ф., 2016. *Экономика ощущений и впечатлений в туризме и менеджменте*. Москва, pp. 105.
11. Афанасьев, О. Е., 2020. Новые формы туризма - глэмпинг, тематические парки, отдых выходного дня. In: *Современные проблемы сервиса и туризма*, 14 (2), pp. 5-6.
12. Островкин, Д. Л., Муртазин, А. В., 2022. Глэмпинг как новое направление туристической деятельности: особенности и перспективы развития. In: *Экономика, предпринимательство и право*, 12 (10), pp. 2851–2864. <https://1economic.ru/lib/116388>
13. Каменская, Л. А., Газзаев, Т. А., 2023 Состояние и тенденции развития туристской сферы в современных условиях. *Экономика и бизнес: теория и практика*, 2 (96), pp. 186-189.
14. Пылаева А. С., 2023. Мировые тренды развития туристической отрасли в эпоху глобализации. *Туризм: право и экономика*, 4, pp. 19-21.

