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TRENDS IN THE DEVELOPMENT OF MODERN TOURISM

One feature of the development of modern tourism is the uneven distribution of international tourist flows in different regions and countries. In this case, 20-30% of the total number of people traveling abroad are mass or group tourists, while the remaining 70-80% are individual tourists traveling mainly to the neighboring countries.

In the tendencies of the development of mass tourism, one can note the following: individual tourism (tourists traveling independently for tourist purposes) is growing more slowly than mass tourism.

The number of travel for recreational purposes is increasing, in comparison with the number of business tourism. For example, if in the 70 years of XX century, the market of international tourism was dominated by the business segment, now the ratio has changed in favor of recreational tourism: 60% of tourists travel for recreation and only 40% - on business.

In all economically developed countries, workers receive paid leave, and its length is extended [1].

At the same time, in world of tourism, there is an increase in the number of short-term trips at weekends or in two or three overnight stays. They are preferred to young tourists.

Customer requirements for the service are also growing. This is manifested in the fact that tourists increasingly travel, learn about modern service and need more comfort.

The importance of psychological factors has increased. To succeed in the tourism business, you need to learn how to reach emotional contact with your customers.

Each company, town, and even the country has its own image, reputation.

Creating an image is a long sequential process. For successful work, you need a good image of the country, city, hotel and constant work to maintain it.

In places of mass crowding of tourists, local administrations should regulate tourist flows. The main trends of world tourism development in the XXI century include the intensive development of political, cultural and

cognitive, business, thematic and adventure tourism and cruises; increasing competition, which requires the tourism industry to improve the quality of services provided[2].

The current state of tourism development is characterized by high growth rates, new tourist routes are being developed, new types of tourism are emerging, new jobs are created.

References:

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2. Мальська М.П. Чернецька С.А. Міжнародний туризм і сфера послуг / Культура народів Причорномор'я. – 2012. – 344с.

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MODERN TENDENCIES OF DEVELOPMENT OF INTERNATIONAL TOURISM

In recent decades, international tourism has become one of the priority sectors of the world economy. The development of the tourism industry creates prerequisites for economic growth. At the present stage, the tourism sector is considered as one of the most promising, profitable industries that is rapidly developing and affects the general state and trends of the world the economy [1, p.64].

One of the main features of tourism development is the uneven distribution of international tourist flows in different regions and countries. The modern stage of tourism development is characterized by widespread introduction of innovative technologies. They are manifested in the improvement of all components of the international tourism infrastructure, which satisfies the increasingly complex needs of modern people in the diversity of leisure. Also, the main feature of the development of modern tourism is the need to create an individualized tourist product that would meet the complex nature of the needs of tourists [2, p.464]