

Domestic tourism together with inbound tourism is a source of gross domestic product; it creates employment and accelerates regional development with a multiplying effect on the activity of related sectors. Among economically advanced states, domestic tourism has become a springboard to the development of their foreign tourism. If what was offered within Slovakia's domestic tourism were sufficiently competitive, it would possibly influence a partial change in demand for outbound tourism, with the domestic market being able to absorb a considerable part of the demand. In terms of the balance of tourism, this would be an undisputed benefit to the Slovak economy.

According to selective findings by the Statistical Office of the Slovak Republic (SU SR), 45% of Slovak citizens had a long holiday either in Slovakia or abroad in the summer of 2013. In comparison with 2012, the share of such holidays was lower by 1.6 points. The main reasons for not going on long holidays (either domestic tourism or outbound tourism) concerned: – finances 45.8%; – health 15%; – not leaving place of residence 10%; – work 8.5%; – family 8.2%; – taking a holiday only once every few years 5.4%.

It is clear from this summary that tourism is luxury for some classes of the Slovak population. Our domestic tourism is therefore stagnating. In several states (for example, Switzerland, France, Hungary) the development of domestic tourism is supported by the use of traveller's cheques. There are no plans as yet to implement them in Slovakia, even though neighbouring states (Poland, Hungary) have been effective in offering their citizens financial support to encourage them to spend holidays in their own countries. In its marketing and promotional activities, the Slovak Tourist Board (SACR) will have to devote more attention to the promotion of domestic tourism.

In terms of outbound tourism among Slovak citizens in 2014, the most popular destinations were Croatia, Greece, Italy, Hungary, the Czech Republic, Bulgaria, Tunisia, and Spain. Holidays typically lasted 8 to 14 nights and were taken mainly during the summer season. As for the mode of transport, 35.3% travelled by bus, 31.2% by private car, 25.4% by plane, and 6.2% by train. Hotel-type establishments were the main type of accommodation with 51% of the holidaymakers staying in them; private rented accommodation was used by 16.6%, private non-rented accommodation by 14.4%, and campsites by 10.7%

One of the important parts of the offer of tourism, domestic and foreign inbound as well, is cultural and historical landmarks of Slovakia. Mining has also such potential for tourism. Only combination of good conditions, developed infrastructure of tourism and quality services creates base for the tourism to comply with the tasks and function as expected.

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CONTEMPORARY TRENDS IN THE DEVELOPMENT OF INTERNATIONAL TOURISM IN GREECE

Greece competes in the tourism market to a large extent only from the limited number of countries. The main consumers are the citizens of the EU or other European countries. A main goal of the arrival of tourists to Greece is beach-resort tourism. Therefore, as the main competitor is geographically close to the coastal countries of the Mediterranean region in the same climate zone, which now are countries of mass tourism (Bulgaria, Egypt, Spain, Italy, Cyprus, Portugal, Turkey and Croatia).

The fact that they are the main competitors confirms the comparison of the dynamics of arrival of tourists to these countries and Greece in the pre-crisis and crisis. When compared to the main competing countries, we can determine who is ahead of Greece, or to whom it is inferior.

Enough clear comparative advantages of Greece in the international market of tourist services, in the case where Greece ranks high in the rankings. Greece, a country traditionally oriented to tourism, has formed a number of competitive advantages: historically the primary (climate, coastline, historical and cultural sites) and secondary (hotel chain, health, aviation infrastructure, support and attention to the area by the government).

At the same time, in a number of major competitors in Greece in recent years there has been better the dynamics of the tourism market, which is due to a number of competitive disadvantages in the tourism sector in Greece: the regulatory environment of business (including the tax system, labor market, although there is progress in this direction), cost factors (the strong euro, the price of fuel), behaviors of business (marketing, lack of foreign direct investment, insufficient use of information and communication technologies), cyclical trends (general economic uncertainty as a result of the crisis processes and high debt load).

For certain segments of the market as a barrier to development of the industry it is also a visa, the seasonality of tourism. In analyzing the Greek tourism industry statistical actual quantitative indicators have limitations and do not allow estimating the contribution to the example of the informal sector in the development of tourism.

The focus of the tourism industry in Greece is focused on inbound international tourism and plays a big role in the modern economy of Greece. Because of the prevalence of beach-recreational tourism and natural resources are particularly important in Greece. As the role of factors and can vary significantly depending on the country of origin of tourists (such as the importance of the price factor, cultural resources).

Despite the past successes of the last two years to increase the income from tourism, the Government of Greece to continue to have important tasks to further reforms the industry.

In particular, the main strategic goal is to even attract tourists throughout the year to align the peaks and lows. An equally important goal is to implement a new strategic plan for tourism development, which takes into account the habits of tourists, the criteria for selecting areas of recreation and requests for information on the Internet.

For the formation of a new and modern way of Greek tourism in the international tourism market, entitled "Greece – a classic anthropocentric, traditional, present, historical destination for all seasons" will require building a strong private and public communication strategies and improve the quality of tourism in Greece in the key components mass and alternative Greek tourism product in order to reduce the seasonality in the tourism sector through differentiation of the range of services (sun/sea, cultural tourism, diving tourism, health and wellness tourism, luxury tourism, marine tourism, urban tourism, congress tourism, excursion tourism, health and spa tourism, religious and educational tourism).

Also, supreme title important areas for the implementation of a new strategic plan for tourism development is to attract more investment in the sector with the construction of new large modern hotels in the new tourist destinations, not forgetting to improve the quality and level of transportation within the country and outside it (improving air traffic with those countries, where it is planned to involve the largest number of tourists).

Pricing policy in the sphere of international tourism in Greece should be adjusted in the direction of the best value for money for the European level of service that will enhance the country's competitiveness on European and global markets and to attract more foreign tourists to the country.

Additionally, you can also attract foreign tourists throughout the year with an increase in the choice of holiday destinations alternative tourism, given the habits of tourists who can find more information on the Internet. Attracting a large-scale foreign investment in tourism infrastructure and tourism industry in Greece requires constant improvement of the investment climate in the country.

Greece lacks direct foreign investment in the tourism sector which could improve the qualitative indicators of the industry and reduce dependence on seasonal demand. Priority areas of investment in the tourism industry include the construction of large hotels and high-class hotels, private vacation homes, upgrading existing hotels to increase their class, nautical tourism, health tourism, urban excursion tourism, conferences, religious tourism, sports tourism (e.g. golf), theme parks, agro tourism.

Priorities for investment in related areas include: the production of traditional Mediterranean food, housing and shopping centers, public services, transportation (including energy efficiency and quality of infrastructure) and fur production. It should be noted that foreign investors can compete

with national business, the latter is able to adapt to increased competition only with time. Existing regional differentiation preferences for investors must be preserved, given the traditional tendency of concentration of foreign investment in regions that already and so have a great performance.

The introduction of new technologies in the tourism industry and the increase in the technological and information-telecommunication-level Greek tourism enterprises can improve the efficiency of the tourism industry with involvement in a new business and local competitive advantages in a changing environment.

Trade balance data for the tourism industry show that revenues from international tourism in Greece is almost an order of magnitude greater than the payments for the import of travel services by residents of Greece (Fig. 1) This also applies to the ratio of the ratio of revenue from the arrival of foreign tourists and tourism.

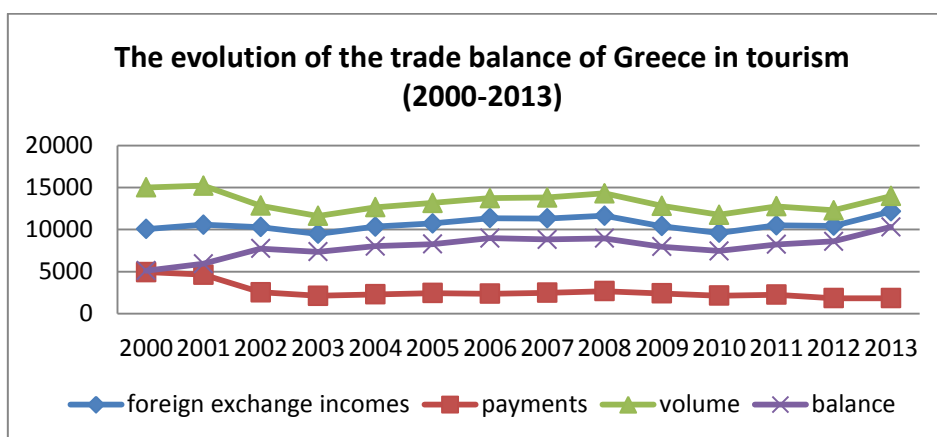


Fig.1. The evolution of the balance of trade in Greece in the tourism industry for years 2000-2013 (in million euros). Source: Bank of Greece in 2014.

Therefore, it is inbound international tourism is the basis for development of the tourism sector in the country and it better reflects the competitiveness of the industry as focused on the more mobile of foreign tourists who have fewer barriers to switching between suppliers of travel services.

Various travel agencies in Greece, including the Ministry of Tourism in Greece is predicted that by 2021 tourism will become the driving force of the Greek economy and tourism contributes to GDP growth in the euro 248 billion, and will reach a higher level of pre-crisis level of 2009. The number of foreign tourists in 2021 will reach the level of 24 million people with an increase in average consumption per trip and overall contribution to gross value added in the economy (relative to 2013) higher 40 billion. Euros (16 billion Euros) and 1 million jobs (an additional 300 million) in the tourism sector.

For the further development of tourism in Greece is necessary to change the strategy of foreign tourism, in order to maintain a leading role in the European market, attracting more tourists from countries (Ukraine, Moldova, Belarus, Russia and China) as well as in developed markets such as the US, Japan and Canada.

Prospects for the development of international tourism identify key issues, such as socio-economic development and the creation of jobs and businesses; development of tourism infrastructure government support for tourism sustainability of tourism with the construction of a green economy and protect the environment; monitoring the variability of the global consumer and a new way of life; increasing competitiveness and creating a favorable business climate in the tourism environment.

Conclusion

The main driving force of the economy of Greece today is the international tourism, which plays a significant role in the formation of GDP, the creation of new jobs and a surplus trade balance. Tourism has a huge impact on most sectors of the economy (transport and communications, construction, agriculture, consumer goods, fur production and others), and contributes to social and economic development of the country.

For the further development of tourism in Greece is necessary need to attract more investments in the sector with the construction of new large modern hotels in the new tourist destinations, not forgetting to improve the quality and level of transportation within the country and abroad. Additionally, you can also attract foreign tourists throughout the year with an increase in the choice of holiday destinations considering the habits of tourists who can find more information on the Internet. Increased national tourism image of the state and conduct large-scale advertising campaign using the latest technologies in the world media, you can increase the flow of foreign tourists to Greece until 2021 to 24 million people, the total gross value added in the 44 billion euro and total jobs 1044 thousand.

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DEVELOPMENTAL PERSPECTIVES AND WAYS OF IMPROVING TOURISM IN NIGERIA

Nigeria's abundant natural and cultural resources, business opportunities and other fundamentals point out the country have great potential to rake in good fortunes from tourism. Nigeria, with its vast landmass, physical features, rich cultural diversity, and numerous wildlife zones clearly has several advantages over other countries [1]. The country has over 250 ethnic groups and numerous opportunities for cultural tourism in terms of historical sites, annual traditional festivals, beautiful beaches, folk art such as crafts, carvings, and sculpture, etc.

Tourism has being operationalized to mean the activities of persons travelling to stay in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes [2]. This definition was offered by WTO, but IASET (International Association of Scientific Experts on Tourism) does not see travels that have to do with earnings as part of tourism. When people stay more than a year, they are no longer tourists and when people visit a place and return the same day, they are classified as excursionists. Tourism in a nutshell is therefore the science, art and business of taking care of visitors.

In the Nigerian context, the sustainable development and exploitation of indigenous tourism potentials in the country means the availability of the material objects produced with raw materials from the country as well as harnessing the tourism potential of the country and development of tourism sites, products and infrastructure. Nigeria's tourism potentials are considered as human and material resources that are largely under-utilized.

Different researchers and analysts in the sector reveal that most people are not aware of the many tourist sites and products available in the country and how these tourist potentials in host communities or regions can become a great income earner for such regions. Also, other factors mitigating against the development of tourism in Nigeria include lack of political will, religious differences, lack of proper infrastructures such as roads, electricity, water supply, security problems, etc.

In view of this, it is pertinent to point out some developmental perspectives which might necessitate the development of the tourism sector in Nigeria as thus [3]:

1. Adequate planning: the exposition of tourism potentials in Nigeria indicate that with adequate planning and thorough execution of tourism policies, the sector could be a practical alternative to Nigeria's oil driven economy, especially with the recent drop in price of crude products globally. The much talk on diversification of the economy could be realized through tourism;

2. Streamlining areas of strength: in view of the enormous tourist potentials in the country, Tourism should be based on culture and eco-tourism. Both types of tourism are considerably cheaper to organize and in relative abundance in most regions of the country. The fact that many of the cultural and eco-resources are public property lends credence to this perspective. For instance,