

СЕКЦІЯ 4.

МІЖНАРОДНИЙ ТУРИЗМ В УМОВАХ ГЛОБАЛІЗАЦІЇ

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TOURISM IN GABON

The landscape in Gabon has many assets for tourism. As part of the Congo basin, the planet's second lung, Gabon has fauna and flora that are among the most diversified in the world. Animal species are extremely varied: chimpanzees, gorillas, crocodiles, elephants, hippopotamuses, humpback whales, dolphins and turtles... There is also a wide variety of plant life present in Gabon. For example, more than 400 different species of tree have been counted.

The main reason for developing tourism is to encourage people to discover the wealth of Gabon's natural resources and at the same time strive to protect the environment and ecosystems.

The three main urban centres, Libreville, Port-Gentil and Franceville, concentrate the majority of European tourists, with a proportion in the order of 70%, with French tourists predominating.

The clientele for tourism comes from two main sources:

- demand from abroad, mainly Europe, for discovery trips, fishing, and especially business and long term stays (1 to 3 weeks)
- demand from residents. These are generally short stays (2 to 3 nights at most or long weekends, normally) which are largely repeated in the course of the year. 15 sites spread across the country offer discovery activities and matching accommodation:
 - Pointe Denis, Ekwata, Nyonié and Port-Gentil;
 - Oguendjo Tarpon club, Loango, Gavilo, Sette Cama, Gamba, Lambaréné, La Lopé, Koulamoutou, BaKoumba, Franceville and Evaro. 5 of these sites are open for deep sea fishing:
 - Sette Cama, Oguendjo Tarpon club, Loango, Gavilo and Gamba.

Well aware of the importance of the economic and social issues at stake in tourism and ecotourism, Gabon's rich natural, cultural and craft heritage makes it a unique destination.

Gabon refuses mass tourism, which would destroy the environment and local culture. It wishes, on the contrary, to develop high quality tourism, which protects nature and people, preserves biodiversity and the culture of local population groups, which in turn contributes high added value to Gabon's economic and social development.

Important projects are currently being established in Gabon, in particular the privatisation, renovation or construction of hotels such as the ultramodern Laaico

complex. In addition, the 13 National Parks set up in August 2002 by the late President Omar Bongo Ondimba, make it possible to create a wide range of tourist products to broaden the offer in tourism.

Gabonese tourism is fully expanding, and must therefore develop its organisations in order to:

- modernise and strengthen the existing reception facilities in the provinces and in the vicinity of the nature reserves;
- revitalise the activity of travel agent for enhanced tourism chartering,
- involve those economic operators who have the capacity to promote tourism in the country, particularly abroad.

LITERATURE

1. *The Official Portal of the Gabonese Republic*
<http://www.en.legabon.org/keys-sectors/tourism-and-ecotourism/presentation>.

2. <http://www.tripadvisor.com/Tourism-g293792-Gabon-Vacations.html>.

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THE COMPETITIVENESS OF GREECE AND UKRAINE ON THE GLOBAL MARKET FOR TOURISM

International tourism market over the past half-century has become one of the fastest growing sectors of the world economy. According to the World Trade Organization, in 2012 the share of tourism in global exports of services accounted for 25.5% (down from 31.9% in 2000), the share of transport services 20.5% (down from 23.2% in 2000), and the share of all other types of commercial services (trade, finance, credit, insurance, information, audit, consulting and other business services) accounted for 54.9% (up from 44.8% in 2000).

In 2012, total world exports of services reached \$ 4.35trn, including total exports of tourism services in value of \$ 1110bn. In their turn, exports of travel services include \$200bn received in international passenger traffic, whereas total export earnings from international tourism (travel and passenger transportation travel) amounted to \$1.31trn. Currently, the share of international tourism accounts for 30% of world exports of services and 6% of total exports of goods and services [1].

The number of international tourist arrivals grew from 25 mn people in 1950 to 1.087 mn people in 2013 (at the rate of 6.5% per year). The number of employees in hotel and restaurant sector makes 110 mn people [2]. According to the UNWTO, the growth of international tourism in 2014 will make 4 to 4.5% [3].

Earnings from tourism in Western countries make up a significant portion of total exports of services – from 5% in the USA to 45% in Greece and Portugal. Major exporters of tourist services also include Austria, Great Britain, Spain, Italy, Cyprus, Switzerland in the developed world, as well as Egypt, China, Mexico, Thailand, and Turkey among developing and post-socialist countries [2].