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DOI <https://doi.org/10.26661/2414-0287-2024-2-62-13>**INTERNATIONAL TOURISM AND GLOBALISATION:
INTERCONNECTION AND INTERDEPENDENCE****Kusakova Yu.O., Kryshstal T.Yu.***Zaporizhzhia National University**Ukraine, 69600, Zaporizhzhia, Zhukovsky str., 66*

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Globalization processes penetrate absolutely all spheres and branches of the economy. The tourism industry is no exception. Thanks to globalization, tourism received a significant impetus for development and diversification. However, the impact of globalization on this branch of the economy is not unambiguous. In this article, a lot of attention is paid to the identification of positive and negative manifestations of globalization for the development of the tourism industry.

Thus, among the factors of the positive impact of globalization on tourism, the following are highlighted: information revolution, unlimited access to information; development of international transportation; international competition; changes in the social structure. It has been established that the following manifestations have a negative impact on tourism: terrorism, pandemics, wars; loss of cultural identity; growing inequality between the poor and the rich; bankruptcy of local businesses. In addition, the parallel influence of tourism on globalization processes is determined. It was found that tourism can contribute to the spread of ideas for universal reconciliation, the perception of human diversity; tourism creates new jobs and gives the poorest countries the opportunity to develop; promotes the spread of ideas of deindustrialization. However, in places where tourists gather, environmental problems are becoming more acute, there is a certain monetization of cultural values and revenues from tourism are not always directed to the development of local communities.

The directions in which tourism can develop in Ukraine after the end of hostilities are presented, taking into account globalization challenges and prospects.

**МІЖНАРОДНИЙ ТУРИЗМ ТА ГЛОБАЛІЗАЦІЯ:
ВЗАЄМОЗВ'ЯЗОК ТА ВЗАЄМОЗАЛЕЖНОСТІ****Кусакова Ю.О., Кришталь Т.Ю.***Запорізький національний університет**Україна, 696000, м. Запоріжжя, вул. Жуковського, 66***Ключові слова:**Міжнародний туризм,
Глобалізація, Взаємозв'язок,
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Міжнародна економіка,
Розвиток, Україна.

Глобалізаційні процеси пронизують абсолютно всі сфери та галузі економіки. Туристична індустрія не є виключенням. Саме завдяки глобалізації туризм отримав суттєвий поштовх для розвитку та диверсифікації. Проте вплив глобалізації на цю галузь економіки не є однозначним. У даній статті багато уваги приділено виявленню позитивних та негативних проявів глобалізації для розвитку туристичної індустрії.

Так, серед чинників позитивного впливу глобалізації на туризм виділені: інформаційна революція, швидкість та відсутність обмежень в отриманні інформації; розвиток та доступність швидкісного громадського транспорту; міжнародна конкуренція; зміни у соціальній структурі населення. Встановлено, що негативний вплив на туризм мають такі глобалізаційні прояви: тероризм, пандемії, війни та інші аспекти, що перешкоджають безпечному пересуванню туристів між країнами; втрата культурної ідентичності через надмірну вестирналізацію; зростання нерівності між бідними та багатими прошарками населення; банкрутування представників місцевого підприємництва.

Крім того, визначено паралельний вплив туризму на глобалізаційні процеси. Виявлено, що саме туризм може сприяти поширенню ідей до всезагального примирення, сприйняття людського різноманіття; як галузь економіки туризм створює нові робочі місця та дає можливість розвиватися найбіднішим країнам; сприяє поширенню ідей деіндустріалізації. Однак, у місцях скупчення туристів загострюються екологічні проблеми, відбувається певна деградація та монетизація культурних цінностей; а доходи від туризму не завжди спрямовуються на розвиток місцевих громад.

Представлено напрями, в яких може розвиватися туризм в Україні по завершенню військових дій з урахуванням глобалізаційних викликів та перспектив.

Statement of the problem

On the one hand, international tourism and globalisation are closely related and interdependent phenomena. Today, international tourism is growing rapidly under the influence of globalisation and is becoming one of the most important factors that determine economic growth, increase the country's competitiveness in the global market, and improve the welfare of the population. Tourism is a service industry, and the development of the international services market is one of the manifestations of globalisation.

On the other hand, in the conditions of pandemic and post-pandemic world, the study of threats to tourism development, the analysis of the current state and prospects of globalization challenges especially in the context of the global confrontation becomes more important.

Analysis of recent studies and publications

The issues of the impact of globalization on various aspects of the economic development of countries and the world, have always attracted the interest of scientists.

The essence of globalization as a special process and phenomenon that has covered the whole world is considered in detail in scientific journals [1-2], encyclopaedias and scientific works [3].

Researchers such as Pavlovic N., Westcott M., Anderson W., Brelik A., Dwyer L. and others studied interconnections and interdependences between globalization and tourism development highlighting positive and negative manifestations in their scientific works [4-7]. However, their developments need further systematization and generalization.

In addition, today it is necessary to highlight the key directions of the tourism industry development in Ukraine, which could take globalization challenges and prospects into account as much as possible. Also, the issue of determining the consequences of Russian military aggression for the national tourism industry remains unexplored.

Objectives of the article

The purpose of the article is to highlight the interdependence and interconnection between the development of international tourism and globalization, to outline the key directions in which tourism can develop in Ukraine after the end of hostilities, taking into account globalization challenges and prospects.

The main material of research

The term globalization appeared in the 1980s and immediately became one of the most popular and used in the world. Consider the term "globalisation" in more detail. According to the IMF team, the term globalisation is a historical process resulting from human innovation and technological progress. It is the result of the growing integration of economies around the world, especially through the cross-border movement of goods, services, and capital. The term is often used to refer to the cross-border movement of human resources (labour) and knowledge (technology). There are also broader cultural, political and environmental dimensions of globalisation [1, p. 2]. The Economic Encyclopaedia states that globalisation is a category that reflects the process of exchange of goods, services, capital and labour that transcends state borders and, since the 60s of the twentieth century, has taken the form of a constant and steady growth of the international intertwining of national economies.

Investigating the essence of globalization in previous works [3, p. 135], we believed that globalization can lead to the creation of a homogeneous economic world order. Taking into account the current trends and peculiarities of the world economy development, we believe that the previously proposed definition needs adaptation. Therefore, we will define globalization as a comprehensive objective process of blurring and erasing borders in all spheres of social life, as a result of searching the most effective use of the productive forces, which leads to the transformation of the world community into an integrated system of information-technological, financial-economic, socio-political and socio-cultural interrelationships and interdependencies, the result of which is the permanent modification of the world order.

The international services market is one of the manifestations of globalisation. At the present stage of development, the world economy is characterised by the predominance of the service sector both in the structure of national production in most countries and in the system of international economic relations.

Travel services or international tourism are among the most popular services in international trade. Tourist services include: tourist accommodation services; services for the movement of tourists to the destination country and within the country by various means of transport; services for providing tourists with food; services aimed at meeting the cultural needs of tourists; services aimed at meeting the

business interests of tourists (participation in congresses, scientific conferences, exhibitions and fairs); services of trade enterprises (sale of souvenirs, gifts, etc.); services for processing documentation (passports, visas, etc.) [8].

The last quarter of the XX century and the beginning of the XXI century were marked by the accelerated development of tourism, which turned it into a global phenomenon in terms of mass, forms and technologies of recreation. Despite its global scope, tourism has remained regional and national in its content. The global tourism industry, offering unified recreation and service systems, exploits regional natural differences and the national and cultural identity of ethnic groups and local communities, which in many cases becomes the main motive for travel. In the world economic practice, it is difficult to find another type of productive activity that simultaneously contributes to the globalisation of the economy and regional development [9].

Over the past decade, the global tourism market has been showing steady growth of 3 to 7% annually. It should be noted that during 2020-2023, the COVID-2019 pandemic was a major factor influencing the international travel market, which led to a drop in demand for travel products around the world.

Although the pandemic has had a significant impact on the tourism industry, and the issues of restoring and reforming tourism services are still relevant, the industry is looking for innovative approaches to adapt to new realities.

If we consider the “presence” of globalisation in the tourism market, it is characterised by a permanent change of technologies, internationalisation of business activity, modernisation of transport infrastructure, etc.

Due to globalisation, tourism companies can save on the production of tourism products by standardising goods and services, as well as take advantage of global marketing.

In addition, globalisation is also reflected in the internationalisation of business, which is an important characteristic. One of the reasons for the internationalisation of the tourism sector is the peculiarity of the tourism product, which includes a range of services provided to tourists and often consumed abroad.

Global tourism associations are formed through the merging, purchasing and takeover of tourism organisations. In many countries, there is a global division of the market through the acquisition of companies. The tourism industry, as well as other industries, is characterised by the expansion of the process of concentration of enterprises beyond national borders through the creation of transnational corporations.

Global integrated hotel chains are a vivid example of the creation of transnational corporations (MNC) in the tourism business. When joining international chains, hotels take measures to increase their competitiveness. These well-known corporations have developed rules and standards that ensure a unique style and scenario of customer service in all hotels belonging to these chains. Travel corporations have largely monopolised the market and have developed into powerful inter-sectoral production complexes that include enterprises from various sectors of the economy that serve the travel business, such as transport, banking, insurance companies, and others. They also sell

tours through a wide network of tour operators and travel agencies in different countries. The largest international travel companies are based in the UK, USA, Germany and Japan.

Global alliances are a very common practice in the tourism sector. One example of such alliances is global computer systems for booking a wide range of travel goods and services – from air travel, rail travel or package tours, to car rental, hotel reservations or tickets to a football match or concert. The most well-known of these systems are Amadeus and Galileo, which are also present in the Ukrainian transport and travel services market.

Globalisation has also affected civil aviation. The world’s leading airlines now prefer to form strategic alliances with peer competitors in order to limit the market opportunities of smaller carriers.

The manifestation of globalisation processes in tourism is the implementation of joint projects that involve the use of natural, cultural, historical, material and technical resources of several countries. For example, the implementation of the ecotourism project “Mayan World” involves almost all Central American countries [10].

Other indicators of the impact of globalisation on the tourism industry include greater awareness of the destinations and range of leisure activities, places and cultures to visit around the world, and a reduction in poverty as globalisation has contributed to increased demand for goods and services and overall economic growth, but at the same time, there is a widening gap between the richest and poorest, which is a negative sign. Other negative consequences are environmental problems, disease outbreaks and epidemics in different parts of the world, and the threat of terrorist attacks.

This issue can also be viewed from the opposite perspective, i.e., the impact of tourism itself on globalisation. Tourism helps people learn about other cultures, as globalisation has a homogenising effect on cultures, as Western values are spread through music, fashion, cinema and food, making one culture indistinguishable from another. Tourism also has an impact on the local, regional and global economy, helping to create jobs among the population.

Many scientists have studied the relationship and mutual influence of tourism and globalization. Taking into account the work of scientists, as well as our own improvements, we will summarize and present them in the form of Figure 1.

Taking into account the highlighted interrelationships and interdependencies between globalization and tourism, we can present directions for the development of the national tourism industry that would make it possible to obtain the maximum positive effects from Ukraine’s participation in globalization processes:

- development of tourist facilities, destinations that would emphasize the uniqueness of Ukraine as a new tourist brand, a country that defends its national interests in the international political arena and opposes powerful states. New tourist targets should demonstrate national traditions, hospitality and Ukrainian flavour;
- considering the global trends of deindustrialization, the closure of outdated industrial plants with non-ecological

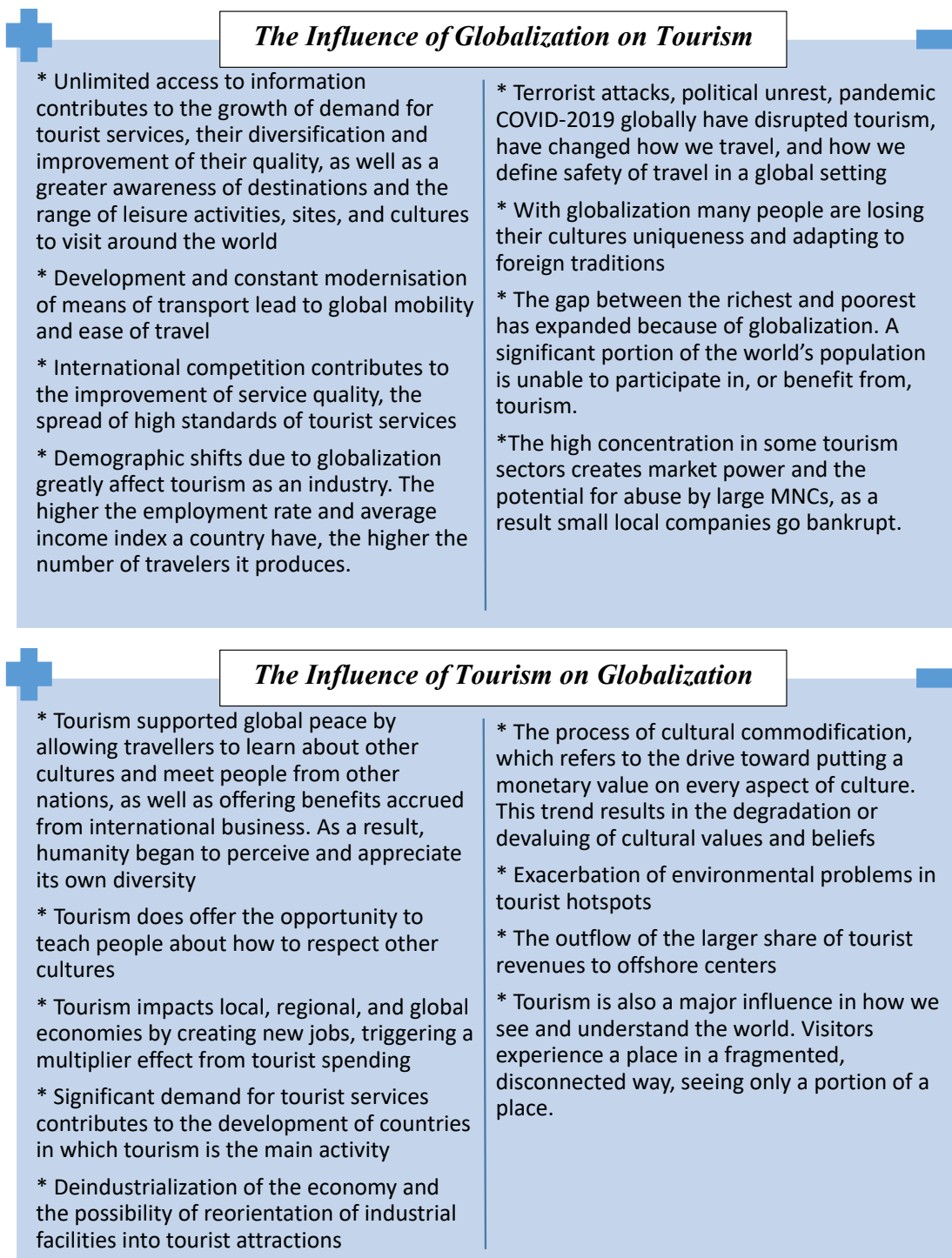


Figure 1 – Relationship between globalization and tourism

Source: compiled by the authors based on [4-7]

production technologies (including Marteniv furnaces) and their reorientation into new centres of tourism;

– in order to spread the awareness of humanity about the terrible consequences of the military aggression of the Russian Federation on the territory of Ukraine, it is expedient to create black tourism objects in the destroyed places in order to accumulate funds for the restoration of Ukrainian territories.

Conclusions

Therefore, the impact of globalisation on international tourism is constantly growing, which is associated with the increasing contribution of international tourism to the country’s economy, employment, and the rational use of recreational resources. Globalisation and tourism are inextricably linked and have a mutual influence on each other, both positive and negative. Globalisation provides tourism

businesses with new opportunities to develop and expand their operations internationally. They can attract more customers from different countries and establish partnerships

with other businesses for joint development. Of course, it should be noted that the international tourism business will continue to change, expand and transform.

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