

SUMMARY

Research subject: The current state and tendencies of development of the international tourism in the system of world economy.

Author: Anna Armanova Gukasova.

Research supervisor: Solovyova E.A., candidate of political sciences.

Organization: Institute of the international relations; Department of the international relations, world economy and international law; Pyatigorsk State Linguistic University.

Relevance of a subject of a research: Now the international travel are the integral element of civilized society. In this connection, within the considered subject, sees relevant to investigate the international tourism not only as social, but also as an economic event, to study conceptual approaches and to give economic characteristics to this phenomenon. Now, taking into account globalization processes, the structure and content of the international tourism cardinaly change that causes need of scientific judgment of the possible directions of their transformation in the conditions of the changing realities of world economy.

Special relevance attaches to a research economic significance of the international tourism in this connection the separate branch needs his consideration as in the system of world economy, a special type of economic services with certain functions. The most important factor of the international tourism is that for the considerable number of the states this branch of economy – a serious source of formation of GDP, emergence of new jobs development of local production. Dynamic development of this branch acts as the most important catalyst of economic growth, and emergence of new types of tourism leads to transition to new rounds of development of all tourist branch.

At the same time, the international tourism as making the systems of world economy isn't deprived of a certain sort of the problems demanding the permission. The international tourism, as well as tourism in general, belongs to the most sensitive fields of the market of services – it is the sphere with high degree of enterprise risks which are more accompanied by the political, economic and public parties and create a number of problems that even more staticizes need of a research.

In the world the international tourism is developed extremely unevenly that it is possible to explain with different levels of social and economic development. The most often visited countries are the states of Western Europe and America. For this reason many states seek to improve mechanisms of management of the tourist sphere for the maximum use of her potential.

The changing dynamics and geographical structure of rendering the international tourist services demand the regular analysis of this sphere of the public relations that substantially causes relevance of the chosen subject.

The research objective consists in the analysis of a role and the place of the international tourism in the system of world economy, assessment of the general state and dynamics of development of the international tourist market, studying of tendencies of development of the international tourism for needs of planning and forecasting of development of the tourist market, in search of problems and tendencies of development of the international tourism taking into account changes of the external environment and reforming of society.

Research problems:

- to consider the international tourism as economic category: conceptual approaches and characteristics;
- to study the international tourism in the system of the international relations;
- to analyse the current state and problems of the international tourism;
- to reveal the main tendencies and the prospects of development of the international tourism.

The scientific novelty of a research is that aspects of the current state and tendencies of development of the international tourism in the system of world economy taking into account the financial and economic crises and their consequences happening in the world for world economy are for the first time considered and analysed. Besides, in work statistical data of the last years are used that essentially increases reliability of the received results in a research.

Structure: the introduction, two chapters including 4 paragraphs, the conclusion, the bibliography of the used literature containing 76 sources, including 18 of them – in foreign languages, 2 applications, 3 drawings, 2 tables. The total amount of work – 67 pages of the typewritten text.

Summary: The international tourism, being a form of carrying out active leisure, rest, represents also economic category – a part of world economy, the world tourist market. At the same time the international tourism – dynamic and very stable branch of economy which is to a lesser extent subject to impact of financial and economic crises.

The analysis of teoretiko-methodological aspects of the international tourism which is carried out in a research has allowed to offer own definition of such type of tourism is the social and economic category, a form of active recreation in the course of movement of people in the territory of one (or several) the countries outside their constant place of residence connected with use of products of the

tourist industry. Such definition gives the chance to consider the international tourism not only as the social phenomenon, but also as market system.

The most important components of the international tourism as economic category are such characteristics as income from tourist activity (balance of payments), tourist flows, attendance of the countries. Their level defines position of the country in world tourist branch.

Speaking about the current state of the international tourism in the system of world economy, it is important to note that now 155 countries from 195 states of the world are involved in the international tourism. Tourism belongs to the leading export sectors in world economy as his share in world export of services makes more than 1 trillion dollars a year (30% of the lump of such services).

Dynamics of development of branch is very high. If in 1950 the number of tourist arrivals was about 25 million people, then in 2012 the total amount of tourist streams has for the first time exceeded one billion arrivals. According to forecasts of World Tourism Organization it is expected, by 2030 the tourist stream will reach number 1,8 billion arrivals.

Tourism represents also one of the most perspective branches of world economy which develops very high rates. In 2011 the tourism contribution to world GDP has exceeded 1 trillion US dollars. By 2023 it is expected that tourism revenues will make more than 3 trillion US dollars.

The analysis of the movement of tourist flows demonstrates that in the international tourist market domination of the developed countries – the USA, France, Germany, Great Britain, Italy, etc. remains. At the same time, the picture of tourist flows gradually changes – Thailand, Mexico, China have closely approached leaders of world tourism.

Statistical data of the international organizations for tourism on a condition of the international tourist market and opinion of scientists in this area have allowed to formulate the main tendencies in development of the international tourism. It:

- uneven distribution of world tourist flows;
- increase in expenses of the population at tourism;
- reduction of duration of holidays due to their crushing on more frequent tours;
- active development of the tourist centers;
- use of innovations and information technologies as integral part of branch of the international tourism;
- transition from mass to individual tourism;

- essential increase in a share of travel for the purpose of leisure, rest, entertainments and a recreation in relation to other purposes of tourism;
- development of ecological aspects of tourism and emergence of the concept "steady tourism"; etc.

At the same time, the international tourism, as well as tourism in general, belongs to the most sensitive spheres of the market of services. Among problems: the consequences of the world economic and financial events which have entailed increase in rise in unemployment and growth of taxes; insufficient budgeting of tourist image by the state; uneven distribution of tourist streams on regions; political instability in certain tourist regions; the increased crime rate in certain tourist regions, including, organized crime, economic crimes (extortion, fraud); illegal movements of currency and goods through borders; imperfection of the legislation directed to protection of the rights of the personality; etc. Apparently, the solution of these problems will exert positive impact on development of the international tourism in general and in the certain states.

Prospects of development of the international tourism:

- growth of number of trips and increase in expenses on tourism;
- emergence of the individualized tourist product;
- widespread introduction of innovative technologies;
- diversification of types of tourist activity;
- development of the new directions and markets of the international tourism.

Among the most important prospects of development of modern tourism the need for creation of the individualized tourist product corresponding to constantly changing complex nature of needs of tourists which can quickly and flexibly be transformed taking into account various factors of world development seems.

Widespread introduction of the innovative technologies which are shown in improvement of infrastructure of the international tourism and also diversification of types of tourist activity and development of the new directions and the markets of the international tourism is not less important for the present stage of development of tourism.

Carrying out the analysis of problems of the world tourist market, identification of tendencies and the prospects of world tourism has allowed to draw a conclusion today that position of this branch of the world market depends on rather long list of the factors changing eventually. Now world tourism takes the leading positions in world trade by services.