



Студенттер мен жас ғалымдардың
«ҒЫЛЫМ ЖӘНЕ БІЛІМ - 2018»
XIII Халықаралық ғылыми конференциясы

СБОРНИК МАТЕРИАЛОВ

XIII Международная научная конференция
студентов и молодых ученых
«НАУКА И ОБРАЗОВАНИЕ - 2018»

The XIII International Scientific Conference
for Students and Young Scientists
«SCIENCE AND EDUCATION - 2018»



12th April 2018, Astana

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Л.Н. ГУМИЛЕВ АТЫНДАҒЫ ЕУРАЗИЯ ҰЛТТЫҚ УНИВЕРСИТЕТІ**

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The proceedings are the papers of students, undergraduates, doctoral students and young researchers on topical issues of natural and technical sciences and humanities.

В сборник вошли доклады студентов, магистрантов, докторантов и молодых ученых по актуальным вопросам естественно-технических и гуманитарных наук.

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CURRENT INTERNATIONAL TOURISM: TRENDS AND PROSPECTS

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One of the very actively developing areas of the world trade in services in our time is international tourism. World Tourism Organization (UNWTO) was recorded 847 million arrivals of tourists and income from tourism amounted to 733 billion dollars. Worldwide tourism has become in the 60-70 years of the XX century. As a result of this formed world tourism market, which today takes part in almost every country.

At the same time, each country has its own level of socio-economic development that primarily affects the changes in international tourist flows.

The relevance of this topic is quite large, as in the modern world the most common form of recreation is tourism. The aim of this work is to study the situation of international tourism in the world market. Also in this article the following objectives are to analyze statistical data on the subject, consideration of the key environmental factors influencing tourism trends international tourism and its prospects through the study of the literature.

Nowadays, in our world is very common prevalence in the number of tourists travelling to countries in nearby regions on the number of tourists who prefer traveling long distances. Some researchers believe that this is due to the terrorist attacks in the world, while others associate it with the considerable growth of tourist travel in year. The main conditions that affect tourism development are competition, information technology, air transportation, tour operator services and socio-political conditions of development of the country.

In recent years, the tourism industry worldwide are often faced with ever-increasing competition between tourism organizations within the region and beyond. First, it proves hostile ways advertising influence when attempting to promote your company on the world market of tourist services. In addition, tourist demand and supply depend on a number of different factors, such as political influence, the financial position of the country, as well as social change.

As soon as the profits from tourism are becoming increasingly apparent, the relationship of countries to international tourism becomes more and more indulgent and leads to a reduction in the number of constraints.

Recently, more clearly, there is a tendency special attention to environmental issues and environmental protection. High living standards and education are the main characteristics of European countries. These conditions explain the increased attention to problems of environmental protection on the continent. Problem solving for clean air and water, proper waste disposal, protection of nature and animals are constantly being considered and dealt with at the state level. The media pays a lot of attention to these issues, which will further boost the state and society. Analysis of European countries on the basis of interdependent leads to increased demand for "sustainable tourism" which involves the development of tourism while protecting the environment. Without a doubt, the increased attention to these issues has a positive effect for creation of new tourist products, such as individual tourism and mass.

From the foregoing it can be concluded that increasing competition, as tourism demand and supply is one of the most significant trends in tourism worldwide.

Consider a number of requirements for tourism organizations to preserve the tourist attractiveness presented in table 1.

Table 1. Requirements to preserve the tourist attractiveness

Increased competition in the market of tourism demand is the result of the following factors:	It requires countries that seek to maintain its tourist appeal, the following:
The increase in the number of countries with ambitious plans of attracting tourists	Maintaining the balance between demand growth and supply growth
Achieving the maximum saturation of some forms and types of tourism offered by tourist centers	Providing long-term investment in the tourism sector
	Ensuring the availability of accurate public policies for the development of tourism in the country

Following the trend is reflected in the fact that a huge number of people live in urban areas with high population density, which gives the benefits of rural tourism, short holidays and tours with accommodation in apartments with self and other. In the future, it is expected, when the world will be explored in more depth, the new tourist centers will be less and will tend to travel in the most remote, little-known and inaccessible places. Simultaneously with the progress of information technology and lower prices for tourism regarding incomes of the population contributes to the inflow of travelers and is largely due to the events the course of globalization, which is installed along with monotony. Why more and more travelers prefer to travel in tourist centers, guaranteeing a great time and good weather. Today there are many resorts that provide the needs, characteristic only for any single criterion of the tourist market.

For example, a purely youth recreation or rest on system "all inclusive", which does not entail the communication of tourists with the local population and culture of the host country, and yet does not lose its popularity among tourists.

The main factor in choice of holiday destination for many tourists has been and remains a reasonable ratio of price and quality. Also an important factor for them is the high level of service at the selected resort.

Thus, the diversity of preferences of tourists is a common trend that, on the one hand, is characterized by an increase of mass tourism in developed countries, on the other hand, the increasing demand for individual or specialized tourism. This requires continuous adoption of active measures on the part of countries developing tourism aimed at the identification of new types

of tourism product that are a priority for people, and creating conditions for an acceptable ratio of price and quality.

When carrying out state policy in the sphere of international tourism national tourism organization of most countries are trying to listen to the forecast for the development of tourism in the world, which is compiled by the world tourism organization (UNWTO) – the largest intergovernmental organization is a specialized Agency of the United Nations and has a membership of 153 countries. For the study of the UNWTO "Tourism – panorama 2020" the increase in global tourist arrivals between 2000 and 2020 years is projected to more than double.

In general, if we consider this period, you will notice that traveling to other regions of the world will grow slightly faster than within regions. The ratio of travel within their regions and inter-regional travel, according to the forecast, will vary from 82% (within regions)/ 18% (interregional travel) in 2000. up to 76% / 24% respectively in 2020. The expected distribution of tourists by region for 2020 are shown in figure 1.

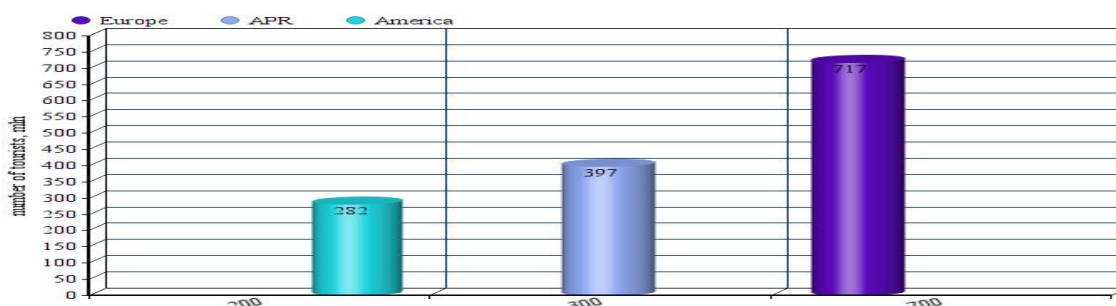


Figure 1. The expected distribution of tourists by region for 2020

In 2020, most tourists will continue to travel to Europe – 717 million tourists. Second place in the list of the most visited areas is the Pacific region and East Asia (397 million tourists), followed by the Americas (282 million tourists). After it will be Africa, the Middle East and South Asia. According to the forecast, in 2020 Russia will occupy in the list 9th place. Although all could change, especially after the events related to Russia, Egypt, Turkey, America. Therefore, you cannot completely trust this forecast. It may be that, for example, of the number of tourists, which was rated on a share of America, Turkey, Egypt and Russia will be reassigned to Europe and East Asia [4].

The competitiveness of any tourism product on the world market can be achieved with a sufficient allocation of state budget funds for the nonprofit promotion of tourism products to the markets of the domestic and global scale. It should be noted that the highest rates of the money invested in promoting the tourism product and tourism infrastructure in General, begin to appear only a few years continuous investment. Private companies only offer their own product, without worrying about the state. In their competence, there is no such practice, as the advertising of any state. Therefore, the creation of a positive image of the country, attractive to visit, it is the responsibility solely of the state, as evidenced by world practice. Despite the fact that Britain and Spain are leaders in terms of attendance by tourists, every year these countries spend to promote their national tourist product with the purpose of increasing the flow of tourists and a 50.9 96.2 million euros. A large number of European countries which have touristic resources and which seek to develop tourism just invest not small money in its promotion on the world market. The average amount is approximately €31.7 million annually.

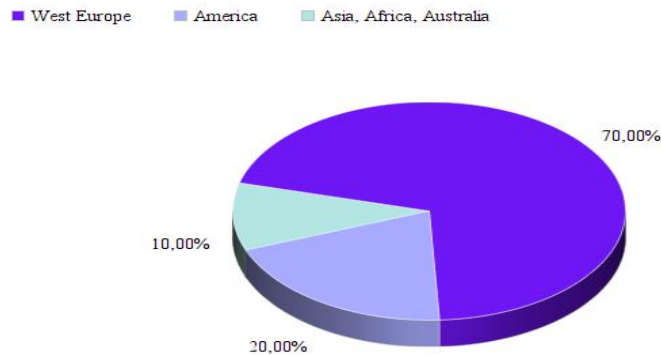


Figure 2. Shows that Western Europe accounts for more than 70% of the world tourist market

Approximately 20% occur in America and less than 10% - in Asia, Africa and Australia. This development tourist relation entails the creation of numerous international organizations that contribute to the improvement of tourism. Most highly developed countries of Western Europe, such as France, Germany, Austria, and others, have a greater profit in your state budget from tourism.

UNWTO made a list of the tasks to increase the number of international tourists who must fulfill all the countries in the next 10 years. Here are some of them:

- timely informing tourists information they need;
- providing security for tourists and their property;
- increase the role of state policy in the sphere of international tourism;
- strengthening public-private partnerships;
- mandatory investment of public funds in the development and promotion of tourism and tourism infrastructure.

Tourism in the world is highly uneven, due to the fact that all countries and regions at different levels of development in social and economic spheres.

Therefore, international tourism plays an increasingly important role in the global economy every year. Its distinguishing feature is the holding of a considerable part of the services with minimal costs in the country. Tourism occupies a leading place in the list of industries that gives an impressive amount of benefit. After analyzing the statistical data, the provisions of the tourism market to date and identified trends and prospects of world tourism, we can conclude that the position of this sector of the world market depends on quite a long list of factors that change over time. However, today, the world tourism occupies a leading position in world services trade.

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