

# THE IMPACT OF GLOBALIZATION FACTORS ON THE DEVELOPMENT OF THE INTERNATIONAL TOURISM

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**Formulation of the problem in general.** Tourism is one of the most important industries affected by globalization. This process is driven by investments, international trade and the development of informational technologies. Globalization in the international tourism is an extremely necessary phenomenon because of the presence of strong price competition in the tourism industry and the need in guarantees for the provision of tourism services in the foreign destinations.

**The purpose of the study** is to describe the main factors of globalization in the international tourism and its impact on tourism development.

**Presentation of the materials of the main study.** The tourism industry is one of the key areas that create jobs in various countries. Many of these are created in developing countries and contribute to balanced economic growth. Every year, very large investments come to the tourism industry, some of which contribute to improving the living standards of the population and increase the quality of leisure for tourists. Tourism provides governments of countries with financial revenues in the form of tax fees, and in the process of tourist exchange, intercultural relations are strengthened and international relationships are improved.

Globalisation is the process by which the world is becoming increasingly interconnected as a result of massively increased trade and cultural exchange. Globalisation has increased the production of goods and services. The biggest companies are no longer national firms but multinational corporations with subsidiaries in many countries.

Globalisation has been taking place for hundreds of years, but has sped up enormously over the last half-century.

Globalisation has resulted in:

increased international trade;

a company operating in more than one country;

greater dependence on the global economy;

freer movement of capital, goods, and services;

recognition of companies such as McDonalds and Starbucks in LEDCs [1].

Globalization is a social, cultural, political, and legal phenomenon.

Socially, it leads to greater interaction among various populations;

culturally, globalization represents the exchange of ideas, values, and artistic expression among cultures;

globalization also represents a trend toward the development of single world culture;

politically, globalization has shifted attention to intergovernmental organizations like the United Nations (UN) and the World Trade Organization (WTO);

Legally, globalization has altered how international law is created and enforced [2].

Prerequisites for creating global associations:

the creation of new travel companies abroad;

acquisition of foreign companies operating in the field of tourism;

the acquisition of shares of foreign travel companies that vest the right to control;

the need to provide loans and credits to expand the activities of foreign companies or branches.

Prerequisites for globalization in the international tourism:

increase in mass tourism;

development of information technology;

formation of a common information field;

development of transport infrastructure;

reduction in the cost of producing a tourism product;  
emergence of standards in the tourism and hotel industry;  
increase in mobility of the population;  
increase in role of international organizations for the regulation of international tourism.

Due to the development of organized mass tourism and its transition to a new foundation, which is based on a more developed tourism industry and developed infrastructure, some changes have occurred in the organization of international tourism.

First of all, the number of travel agencies has grown significantly.

Secondly, wholesale travel companies have changed their activities and are now tour operators that offer a full package of services in the form of tours.

Thirdly, a hallmark of globalization is the internationalization of companies. To increase profitability, manufacturers seek to extend their influence to the entire tourism industry. For example, airlines can be combined with tour operators and hotels.

**Conclusions.** Globalization has a strong influence on all spheres of human activity, including the travel industry. By enlarging, uniting and creating alliances, tourism organizations around the world create strong ties between all structures involved in the tourism sector. This ensures a more coordinated work between them, which reduces the cost of producing a tourist product, improves the quality of services and brings all services to common standards. In addition, the expansion of tourism organizations contributes to the popularization of tourism itself through the entry of companies into new markets around the world.

The list of the references

1. Globalisation [Electronic resource]. — Access mode: <https://www.bbc.co.uk/bitesize/guides/zxpn2p3/revision/1> (the date of the application: 01.04.2020)

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