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MAIN TRENDS IN THE DEVELOPMENT OF THE WORLD TOURISM AND HOSPITALITY INDUSTRY

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Abstract

The article deals with the problems of assessing the competitiveness of services at hotel enterprises, in which quality is considered as an important factor in the competitiveness of an object. The article uses expert, factorial and parametric methods for assessing the competitiveness of services in hotel enterprises, and also studies the formation of requirements and sales through regression links.

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The tourism business is one of the fastest growing sectors of the world economy. According to some estimates, international tourism is among the top three export industries, behind the oil industry and the automotive industry.

The World Travel and Tourism Council, a London-headquartered industry group, estimates travel and tourism economic activity in 2017 at \$3.6 trillion. dollars, that is, approximately 11% of the gross world product, which makes it the largest industry in the world economy. Modern tourism revenues are estimated at trillions of US dollars, which is comparable to the GNP of the "great" powers.

The contribution of the tourism industry to the GNP structure of the countries most popular for visiting is still very modest.

Austria (8%), Spain (5.8%), Switzerland (5.2%) have the highest income from tourism in GNP. In terms of tourism development, China, Mexico, and the United States stand out. At the same time, in some countries, tourism income is the defining item of GNP: Bermuda - 34.7%, Seychelles - 27.4%, Antigua - 58.5%, Bahamas - 52.1%. In the world's 49 least developed countries, tourism is statistically ranked second only to oil as a source of foreign exchange earnings.

Tourism, as a profitable and infrastructural sector of the economy, has had a predominant base in Uzbekistan since Soviet times, which favorably distinguished this Central Asian republic from most of the former union subjects. This phenomenon is due, first of all, to the geographical position of the republic, the great potential in the field of organizing attractive tourist routes, etc.

All this fully explains the fact that tourism today plays one of the main roles in the global economy and is currently one of the most profitable businesses in the world. Therefore, questions about the future of this branch of the world economy, about its prospects and the dynamics of its development in the

coming third millennium are so important. As a result, tourism is now one of the most dynamically developing types of international business. The interest of entrepreneurs in tourism is obvious and is explained by a number of factors. Firstly, in order to start a tourism business, it does not require too much investment. Secondly, large, medium and small firms quite successfully interact in the tourist market. And at the same time, this type of business allows you to quickly turn over capital, as well as (in the field of international tourism) to extract certain benefits through foreign exchange transactions.

A gradual shift in tourism development is expected from the traditional markets of Western Europe, the United States, Japan and Canada to alternative markets such as Central and Eastern Europe, including Russia, China, South Korea, Mexico, and some countries in the Middle East (Table 1.1. one.).

Table 1.1.1. Distribution of volumes of inbound tourism by regions of the world (international tourist arrivals, million people)

Regions of the world	arrivals				Forecast	
	2010	2012	2015	2019	2020	2025
Total	327,1	457,2	565,4	667,7	1006,4	1561,1
Africa	9,7	15,0	20,2	27,4	47,0	77,3
America (North and South)	64,3	92,8	108,9	130,2	190,4	282,3
East Asia (Pacific)	31,1	54,6	81,4	92,9	195,2	397,2
Europe	212,0	282,7	338,4	393,4	527,3	717,0
Near East	7,5	9,0	12,4	18,3	35,9	68,5
South Asia	2,5	3,2	4,2	5,5	10,6	18,8

One of the most significant trends in the development of world tourism is a sharp increase in competition in the tourist offer market as a result of the emergence of an increasing number of growing countries with ambitious plans to attract tourists, as well as a glut in the market of the same type of tourist offer. The tourism market is very dynamic and immediately responds to changes in the conditions for receiving tourists in tourist centers. For example, the 2004 tsunami in the Pacific region seriously shook the position of such developed tourist centers as Thailand, Malaysia and Indonesia. As a result, countries seeking to maintain or strengthen their positions in the international market carry out tourism planning based on the principles of sustainable development, provide for long-term investments in this area and have clear state tourism development strategies.

The main components of the strategies that are used in world practice: a detailed analysis of their own markets with an assessment of the ratio of traditional and promising areas, taking into account global trends and the multiplier effect of tourism development, holding annual international campaigns under certain memorable slogans, as well as the widespread use of advanced information technologies as the basic platform for communication with consumers of tourism services. The tourism sector, with successful development, can become one of the key elements that allow creating conditions for achieving the strategic goals of the country's development, namely, improving the welfare of the population based on dynamic and sustainable economic growth, providing employment for the population, increasing the level of satisfaction of social and spiritual needs, building capacity for the future development of the state and the strengthening of international positions. An important trend in modern tourism is the increasing role of the state policy for the development of tourism in the country as a whole, as well as the targeted promotion of individual tourism products in the domestic and international markets (Fig. 1).

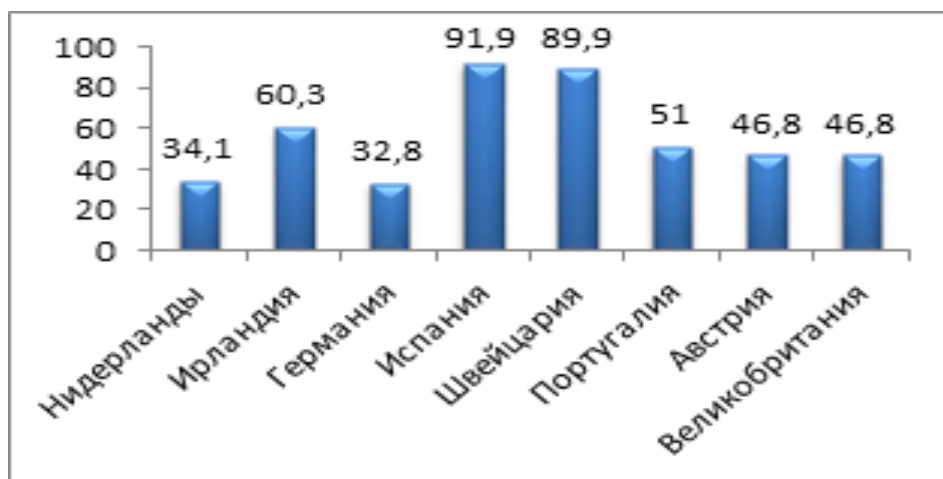


Figure 1.1. Budgets of national tourism organizations allocated for advertising, million euros, 2018.

Subject to the implementation of an effective state policy, the tourism industry ensures the growth of the quality of services, stimulates the development of human capital, improves the quality of life, creates and improves infrastructure.

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