

Acknowledgement

Foremost, I strength my sincere feeling to my thesis advisor Garanfil F. Sadigova the continuous support of my research. For her patience, motivation, enthusiasm, and vast data. Her steerage helped me the time of analysis and writing of this thesis. I couldn't have imaginary having a stronger authority and mentor for my diploma work.

During this time she showed herself that she is really dicpline teacher and also I would like to mention that she is creative person which inspered me a lot it in this work.

ABSTRACT

Tourism is the third biggest socio - economic activity in the European Union (EU), and makes a necessary contribution to the EU's gross national invention and to employment. Europe is also the world's variety one tourist destination. Within the global division, however, Europe isn't the fastest - growing region and its marketplace share, in terms of international tourist arrivals and receipts, is shrinking. Tourism businesses in the EU square measure confronted with an amount of changes in tourism outline and performance. Demographically, tourists in the EU square measure older than in previous decades.

Geographically, a growing variety of tourists traveling to the EU come back from emerging countries, although EU source markets still offer the biggest share of tourists.

Tourists nowadays gradually more use the internet to set up and obtain their travel, including via online platforms through that they will access or obtain services directly from different people. Although a growing variety of tourists pay attention to the environment whereas traveling, they still mostly travel using modes of transport – aero planes and cars – that generate a big quantity of CO2 emissions.

New forms of business enterprise square measure gaining in quality, together with agro-tourism and health business enterprise. EU business enterprise policy has developed in an exceedingly limited manner over the years, reflective the EU's feeble competences in the space. However, since the admission into force of the national capital Treaty in 2009, the Treaty on the Functioning of the ecru Union (TFEU) allows the EU to support, organize or supplement the proceedings of the Member States in the domain.

Acceptance of common rules is possible in different policy areas related to business enterprise where the EU has exclusive or common competency with Member States (e.g. transport or consumer protection).

Following the entry into strength of the national capital accord, the European Commission ready an EU tourism strategy with the declared aim of retaining Europe's point as the world's number one business enterprise destination.

In the framework of this move toward, the Commission has launched a variety of projects and initiatives to offer support (mostly financial) for tourism in the EU.

Further steps have been taken in different policy areas: in the framework of group policy and residential affairs, for example, the EU has keeping pace visa rules for third -country voters required to carry a visa once travelling to the Schengen Area. Following a public discussion in 2013-2014, the Commission is expected to present AN updated business enterprise strategy later in 2015.

The European Parliament has also worked on a variety of business enterprise problems, providing contribution to the EU tourism strategy and adopting, along with the Council, different lawmaking acts in areas linked to tourism.

The Parliament has also prearranged several public hearings on business enterprise, and its Committee on Transport and business enterprise is making ready an own -initiative report on promotion of the business enterprise sector, focusing inter alia on issues arising from trends towards digitization and also the rise of the sharing economy.

INTRODUCTION

Tourism is one of the all quickest growing industries with related degree annual average rate of growth on the subject of five-hitter, and amount of international travel may almost double till 2020 compared to 2006. Having older a growth of twenty five to from 1995 and 2005, nowadays business of the world's economic activity and is one in all the most generators of employment takes part of tourism. Tourism industry is additionally a serious supply of interchange income for several developing countries. The business ranks concerning sixth in international trade formerly interchange fossil fuels, telecommunications and pc instrumentality, automotive product, and agriculture.

The travel and business is the world's largest and most numerous enterprise trade industry. Several nations swear on this dynamic trade as a primary source for generating revenues, employment, personal sector growth, and infrastructure development. Business enterprise development is inspired, particularly among the developing countries around the world, when other forms of economic development, such as producing or the exportation of natural resources, don't seem to be commercially viable.

The main reasons folks want to travel are complicated and varied. Contributing to the powerful growth for business enterprise has practiced in a comparatively short time frame has been the multiplied accessibility to the many elements of the travel expertise. Although several people are "tourists" at some reason in our lives, procedure what commercial enterprise really is may be tough. Commercial enterprise is that the activities of individuals traveling to and staying in places outside of their usual atmosphere for leisure time, work or different functions for no more than one year of continuous. Tourism could be a dynamic and competitive business that (needs) the flexibility to adapt perpetually

to customers' dynamic needs and needs, because the customer's satisfaction, safety and pleasure area unit significantly the main focus of business.

Visitor is that the common divisor that covers all the varieties of touristy outlined on top of for constant varies of functions. The term embraces 3 separate classes:

1. Tourists UN agency square measure guests staying far away from home for one or additional nights for any of the needs noted on top of (domestic, or from abroad).

2. Same Day guests additionally referred to as toured day guests' payment a minimum of three hours far away from home outside their usual surroundings for general leisure, recreational and social functions. Several square measure native residents of a locality.

3. Leisure day guests payment but three hours far away from home however outside their usual surroundings, for general leisure, recreational or social functions. Not enclosed (in the printed volume and price of touristy statistics in England), these short keep leisure day guests contribute on to the native traveler economy and will even be formally recognized in destination management selections. Most of this third cluster of holiday makers also is residents of destinations and their native construction areas.

The term 'tourism industries' is that the internationally accepted UNWTO/OECD definition of twelve normal industrial classifications of the sectors of the economy that offer products/services consumed by guests. The turnover because of business in every of those sectors is measured by surveys of traveler expenditure, i.e., from the demand aspect, largely within the non-public sector however together with some public sector products/services. Though convenient and in common usage by professionals, the media and politicians, there's no accepted international or national definition of the term 'tourism trade.'

The research paper is planned as follows:

Chapter I reviews the assemblage of the research on the key connects between tourism, development, and investment for long-term growth of EU. Chapter II linkages european tourism industry's strategy, plan and chalanges .

I. CHAPTER 1. TOURISM INDUSTRY AND LONG-TERM GROWTH

This chapter provides a conceptual system to get it tourism speculation from the european aspect and opens with a talk of the significance of ventures of different sorts in the tourism division globally. The second-moment portion focuses on the main conditions and tendencies of development of international tourism in the EU. The next section centres on sustainability of tourism impacts and efficient tourism policies.

1.1. Global tourism industry

International tourism business maintained its growth within the last decades despite many challenges additionally to the present economic retardation (e.g. 1997 Asian money crisis, 2001 September 11 terrorist attacks, and therefore the 2004 Asian tsunami). The UNWTO measuring device statistics for 2010 and 2011 indicate that in 2011, international traveler arrivals grew by four. 4% to a complete of 980 million (up from 939 million in 2010), a year characterized by a stalled international economic recovery, major political changes within the geographical region and geographical region, and natural disasters in Japan. In 2010, Europe (+6%) was the simplest performing artist, whereas South-American sub-region (+10%) flat-topped the ranking and therefore the growth was higher in advanced economies (+5%) than in rising ones (+3.8%), for the most part thanks to the robust leads to Europe, and therefore the setbacks within the geographical region and North Africa. the most recent edition of the UNWTO measuring device revealed in Gregorian calendar month 2012 confirmed that the amount of international tourists worldwide grew by four-dimensional between Jan and August 2012 compared to an equivalent eight months in 2011 (28 million more) with a

record 705 million tourists up to August. The semi-permanent trends projected by the UNWTO conjointly indicate the enlargement of the touristy business, its importance and reinforce that rising economies square measure growing quicker in terms of touristy.

The latest communication from the UNWTO conjointly indicated that in early Gregorian calendar month 2012 the international touristy arrival figures have reached the one billion milestones. Recalling the positive impact even the tiniest action will have if increased by one billion, UNWTO launched the “One Billion Tourists: One Billion Opportunities” campaign to celebrate this milestone, informing tourists that respecting native culture, conserving heritage or shopping for native merchandise once travel will create a giant difference. Whereas the statistics show the positive figures and therefore the economic advantages of the travel and touristy business and square measure extraordinarily helpful to the growing world population, this business will place huge pressure on the natural capital of the globe with its increasing environmental prices. This can be principally as a result of the actual fact that though there's awareness regarding environmental impacts of travel and touristy, this business must increase its initiatives for a property future.

The World Economic scenario Report 2012 prognostication the worldwide economic prospects for 2012 and 2013 signals that the “world economy is teetering on the brink of another major downswing with output growth has already slowed significantly throughout 2011 and anemic growth is predicted throughout 2012 and 2013.” This report conjointly argues that within the onset of the good Recession, economic policy in most developed economies face a twin challenge: want the necessity the requirement} for preventing a double-dip recession because the economic recovery falters and also the need for safeguarding the commercial enterprise property within the long run. During this state of affairs, the business

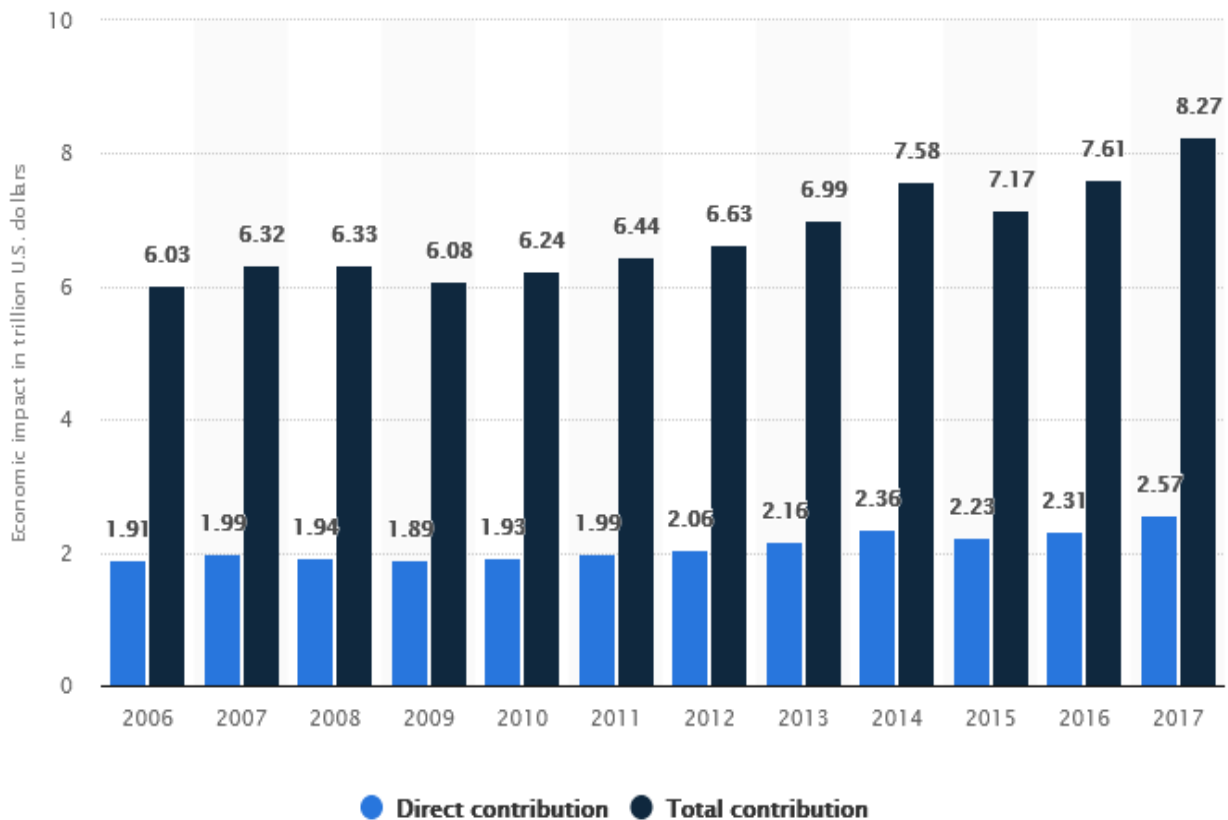
enterprise business has created a formidable recovery altogether geographic regions (especially in Europe and Asia Pacific) and another time has firmly emerged jointly of the leading industries of the globe. The advantages of business enterprise in generating revenue and employment in each developed and developing economies are well documented by international organizations like the world organization World business enterprise Organization (UNWTO) and United Nations agency yet as by several business enterprise researchers.

Together with the travel business (i.e. together with traveler transport, traveling however excluding commuter transport services), business enterprise contributed \$6.3 trillion to the worldwide economy in 2011, equaling nine. 1% to the world's GDP as a results of the direct, indirect and iatrogenic impact of this business. The globe Travel and business enterprise Council³ confirmed that the travel and business enterprise business is higher than the vehicles business (8% of world's GDP) and next solely to the banking sector that accounts for Martina's. This comparatively fast recovery has been noticed in several countries and also the increasing importance of the travel and business enterprise business in equalization and rising people's monetary and social capital is complete in virtually each country. With specific regard to developing countries, the globe Economic scenario Report 2012 declared that they "remain web services importers; however their role as service exporters is incessantly growing, particularly within the transport and business enterprise sectors".

This statistic demonstrates two types of economic influence direct and total of travel and tourism on the global economy started from 2006 until 2017. The direct economic financial contribution of travel and tourism amounted to just about 2.57 trillion U.S. dollars in 2017.

On the one hand, the current (2017) direct contribution shows that it has increased comparing to 2006. There is 0.66 trillion dollar that is the big difference during the 11 years.

On the other hand, total contribution differentiation from 2006 to 2017 is 2.24 dollars.



Over the past six decades, business has knowledgeable about continuing enlargement and diversification, becoming one in every of the most important and fastest-growing economic sectors in the globe. Several new destinations have emerged, difficult the normal ones of Europe and North America.

Despite occasional shocks, international traveler arrivals have shown nearly UN interrupted growth memory 277 m sick particle in 1.980 to 528 million in 1995, and 983 m sick particle in twenty one.

According to business towards 2030, UNWTO's long outlook and assessment of future tourism trends, the number of international traveler arrivals worldwide is expected to increase by three. 3% a year on the average from twenty I zero to 2030. This represents some forty three million a lot of international tourist arrivals each year, reaching a complete of 1.8 billion arrivals by 2030.

In the past, rising economy destinations have grownup quicker than advanced economy destinations, and this trend is ready to continue within the future. Between twenty I zero and 2030, arrivals to emerging economies are expected to extend at double the pace (+4.4% a year) of these to advanced economies (+2.2% a year).

As a result, the market share of rising economies has exaggerated from half-hour in 1980 to forty seventh in twenty I, and is anticipated to succeed in fifty seven by 2030, equivalent marsh plant lent to over one billion international tourist arrivals. The direct and indirect edges of business enterprise in terms of employment, income, investments, transport, accommodation, daily product, events, leisure services, and link with allied industries as well as insurance, housing, clothing, and native turn out area unit documented. The globe Economic Impact Report 2012 of the WTTC highlighted that the travel and business enterprise business supports either directly or indirectly one in each twelve jobs, five per cent of investment and five per cent of exports. It's anticipated to account for 328 million jobs, or one in each ten jobs on the world by 2022 that is associate degree encouraging estimation. It economically edges several countries. For instance, consistent with many of the WTTC reports revealed within the year 2012 on each countries and regions, travel and tourism's full contribution to gross

domestic product within the Americas was US\$1.9 trillion in 2011, equal eight. 6% of total gross domestic product. This is often higher compared to the act of the automotive and mining business (6%), and chemicals business (7%). The travel and business enterprise sector contributed: £101 billion (6.7%) to the gross domestic product of the United Kingdom and EUR117.6 billion (4.6%) to the gross domestic product of European country. In 2011, the full contribution of this sector to the gross domestic product of quick developing countries like China and Bharat were nine.2% and 6.4% severally, consistent with the WTTC.

In addition to its input to larger economies, business enterprise has been known as a key sector for tiny Island Developing States (SIDS) within the recent past additionally as below the ‘Blue Economy’ thought since several of them are heavily keen about tourism. In 2010, business enterprise contributed to around seventieth of the Republic of Palau’s gross domestic product, Maldives (69%), Seychelles (57%), St Lucia (49%), and therefore the Cook Islands (47%). the globe Bank clearly highlighted that several sudden infant death syndromes consider business enterprise as their major export business.

The 5 year review of the ‘Mauritius Strategy of Implementation’ for the additional implementation of the Barbados Programmed of Actions for the property Development of sudden infant death syndrome declared that “tourism has contributed a lot of to the event of the many sudden infant death syndromes and can still be important for his or her future growth. For example, on average, business enterprise receipts accounted for fifty one per cent of the full price of exports of sudden infant death syndrome in 2007, up from forty two per cent in 2000”. Yet, in several cases tiny islands still face issues in developing applicable coming up with and policy measures to address external economic shocks, the continued threats of temperature change and property challenges like social development, economic condition alleviation and exploitation of natural resources.

It is evident that the ecological impacts of business enterprise and travel still increase in countries diagonally geographic regions. Business enterprise continues to cause damaging impacts like the loss of multifariousness and destruction to system services. It impacts on water sources, adds to chart, air and part pollution, surroundings connected social issues and to gas emissions.

1.2. Global Tourism Industry: Current trends

The main conditions and tendencies of development of international tourism in the world are considered. Particular attention is paid to the consideration of so-called integration (horizontal and vertical), that is, the enlargement and active penetration of the capital of individual companies into foreign tourism markets by merging or absorbing homogeneous business or related (partner) companies. The most priority directions of development of international tourism in the world are singled out.

Tourism is regarded as one of the most profitable and intensively developing branches of the world economy. This is evidenced by the fact that in 2011, international tourism accounted for 5% of world GDP and 6% of total exports. The number of international tourist arrivals in 2011 reached 980 million.

With the increase in the amount of free time against the background of the deterioration of the general economic situation in the recreational behavior of the population, two main trends are revealed: the fragmentation of the holiday period and the growth of short trips.

Before turning to an analysis of the main trends in the development of international tourism, a small analysis of the most important works of different authors, highlighting various trends in the development of international tourism, should be conducted. So, the problems of the development of international tourism

in the world and its separate regions have been given considerable attention by such researchers as A. Yu. Aleksandrova, V. Yu. Voskresensky, EA Dzhanzhugazova, SA Kuskov and others.

The purpose of the chapter is to analyze the main trends in the development of international tourism in the world for the needs of operational planning and forecasting the development of the tourism market.

A team of scientists led by Yu.V. Zabaeva, I.A. Ryabovoy and E.L. Dracheva in one of her works highlights the main trends in the development of international tourism. This author's position is compared with the positions of other authors who are also engaged in researching trends and dynamics of international tourism.

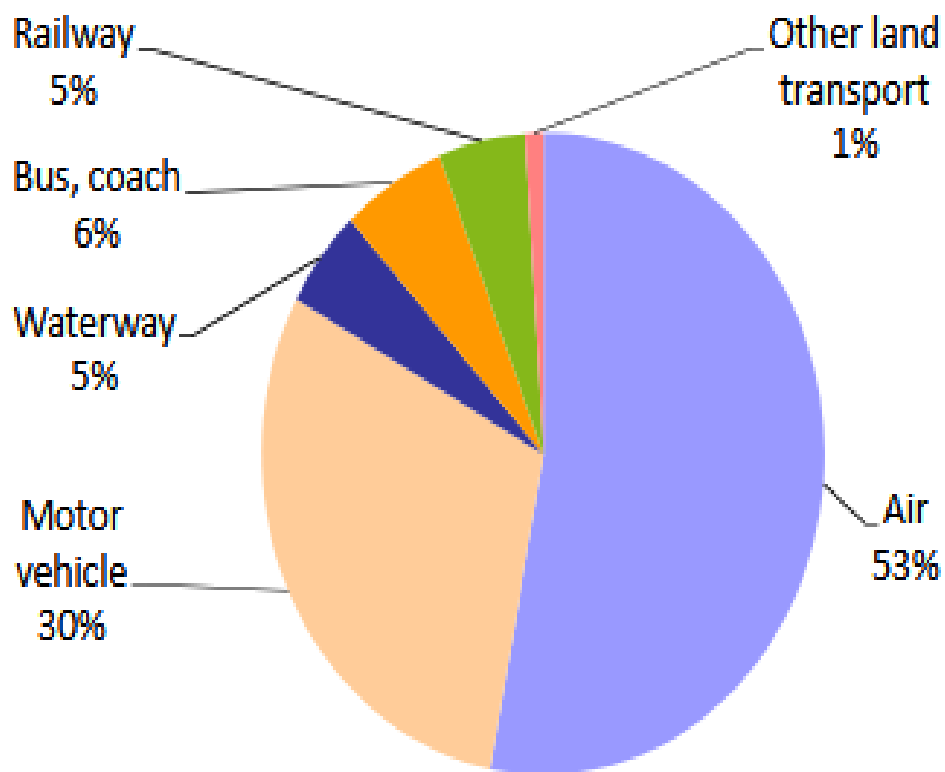
One of the main features of tourism development is the uneven distribution international tourist flows in different regions and countries. Tourist flows are concentrated in several regions of the globe, their movement is mostly intra-regional. Most tourist flows are concentrated in Europe and Asia. At the same time, the role of New World countries in tourism exchanges is increasing.

At present, such proportions are observed: mass or group tourists make up 20-30% of the total number of tourists; the remaining 70-80% are individual tourists traveling to nearby countries. This ratio has changed in recent years in favor of mass tourism, the reasons for which are the following: a decrease in the number of consecutive vacation days and, at the same time, an increase in the frequency of holidays; low price of air transportation; increase in the number of charters; increased interest of tour operators in mass tourism; search for new directions that have great advantages; increase in the number of jobs in mass tourism; an increase in the number of tourists traveling by bus.

The pie chart illustrates proportion of outbound trips of EU28 inhabitants by major means of transportation in 2013.

Overall, the most significant basis of carrying is air transportation and motor vehicle, which takes more part of transport, while bus and other kind of transportation sources generated the least amount of transport in EU.

Tourists are traveling by air transportation which comprised of 53 % and motor vehicle takes the part by 30 % and the rest changes between 1-5 %.



The volume of travel with the purpose of recreation increases more dynamically in comparison with the volume of business tourism. If in the 70's. XX century. The business segment prevailed in the international tourism market, now

the ratio has changed towards recreational tourism: 60% of tourists travel for leisure and only 40% for business purposes. It can be assumed that basically the development of tourism will be carried out by increasing the number of travelers for recreation, despite the fact that business tourism will be important for world tourism in general.

By the end of the XX century there was a tendency to increase the length of stay during international travel and the number of trips made during the year. The first is mainly due to the number of older tourists, pensioners. At the same time in world tourism there is an increase in the number of short-term trips for the weekend or 2-3 nights. This happens at the expense of young tourists who are trying to escape on a trip for several days to prevent long breaks in work.

There is an increase in the demands of customers for the service. This is especially evident as tourists more and more travel and learn about the modern service. The more tourists travel, the more comfort they want, comparing the level of the service provided, often criticizing something, demanding complaints.

There is an increase in the mobility of the population. Many have cars, they are easily removed from the place and travel. Increased tourist costs, travelers began to spend more money on their travels. Now popular non-traditional means of accommodation - mountain chalets, hunting lodges, bungalows, etc. Tourist product is becoming more sophisticated. New gastronomic concepts are being created.

A characteristic feature of recent years has been the so-called integration (horizontal and vertical), that is, the enlargement and active penetration of the capital of individual companies into foreign tourist markets by merging or absorbing homogeneous business or related (partner) companies. A team of scientists led by A.S. Kuskova in one of his works identify the main types of

integration. I will give the author's point of view below with some changes and additions.

Horizontal integration is the enlargement and active penetration of the capital of individual companies into foreign tourist markets through mergers or acquisitions of homogeneous companies. This is particularly evident in the case of the hotel business. For example, everyone knows the wide distribution of hotel chains such as Sheraton, Marriott, Novotel, Sofitel, Hilton, etc. in various countries around the world. Large hotel corporations are actively penetrating overseas markets by purchasing property, franchise agreements, management contracts.

Currently, in North America and Europe, there are more than three thousand hotel chains with at least ten members each. The rating of the largest of them regularly publishes the magazine "Hotels". He distinguishes three types of hotel chains: corporate companies, hotel management companies and the association of independent hotels.

Vertical integration - consolidation and penetration of capital into foreign markets through mergers or acquisitions of companies in various areas of tourism services. This type of integration in tourism can be considered on the example of the prevailing three European models: German, English and French.

Concentration processes occur not only in the horizontal and vertical directions, but also along the diagonal. Unlike the first two, the diagonal type of integration, or diversification, involves the unification of functionally and technologically unconnected enterprises. Diversified, multi-sectoral formations have one important advantage. They create opportunities for mutual compensation of risks, when losses of some industries are covered from the profits of others.

Thus, at present tourism is increasingly becoming global. Many enterprises of the hospitality industry, uniting in large economic complexes, overcome the boundaries of individual states and entail the breaking of national barriers. In a

short time interval, they turned into a noticeable phenomenon of international life and, like threads, entangled the world space. These new economic entities, corresponding to a higher level of concentration and centralization of production and capital, contribute to the approval and dissemination of international standards for tourism services.

Modern tourist business cannot be imagined without adequate information support. Development of even the simplest tour requires a large amount of information: knowledge of schedules and tariffs for international or domestic transportation, service prices, class of hotel and other tourist services. Previously, the firm received these data from a compendium of reference materials. They collected, stored and used them in their work. Gradually, multipage dossiers were replaced by computer information technologies.

Based on a comprehensive analysis of the points of view of specialists, the author of the article tried to highlight a range of new trends in the development of international tourism.

In past years, tourist demand was formed mainly under the influence of the tourist offer, whereas at the present time the situation changed to the opposite. In modern conditions of increasing market saturation and greater understanding of their requests by consumers, which also have broader financial and time capabilities, demand determines the profitability of the offer. That is why now a detailed and careful study and forecast of tourist demand is needed to enable the formation of a corresponding tourist offer.

At present, cognitive tourism is one of the leading branches of international tourism. In the context of globalization, cognitive tourism is seen not only as a kind of tourism activity, but also as an important mechanism for managing intercultural dialogue among peoples, an effective way to implement the principles of social partnership at the level of various actors of interaction. A new

understanding of culture in social development and awareness of the need to preserve cultural diversity in the world expands the prospects for cognitive tourism as a factor of regional development.

The increase in the offer of excursion programs is due to the understanding of the important role of cultural and cognitive activity and recreation for a person, recognition of the need to create conditions for the realization of a person's cultural needs in the knowledge of history, religion, traditions, image and lifestyle, and in general the culture of other peoples. The basis of cognitive tourism is cultural capital, which is expressed in everyday and highly artistic, common and aristocratic and other sources of culture.

Cognitive tourism, being an important branch of the world economy, is characterized by an extremely uneven level of development in the regions of the world, which is explained by the differentiation of the world states in terms of socio-economic development, differences in the structure of consumer demand and the attitudes of different social and demographic groups of the population, and the uneven distribution recreational and tourist resources, multidimensional tourist policy of states and international organizations.

In the period from the middle of XX century. Before the beginning of the XXI century. In the spatial structure of international tourism, there have been significant changes. The geographical distribution of cognitive tourism flows in their main features already developed by the middle of the 20th century, but under the influence of global and local processes, and at the present time there are constant changes. Dynamics of international tourism in the regions of the world in the second half of the 20th century. Reveals significant differences, but reflects the main trends in the development of cognitive tourism.

In general, the observed changes in international tourist arrivals of various regions of the world repeat the global trends of tourism development. The decline

in the growth rates of tourist flows due to economic crises of the early 80's and 90's. XX century, terrorist acts in 2001, the spread of SARS in 2003 is observed at the level of all tourist regions. However, each region has its own periods of growth, decline, and stagnation, caused by the impact of local factors.

The European region continues to be the main international center for cognitive tourism. However, on the whole, there has been a steady decline in the share of the old regions of Europe and America, developed in the tourist sphere, due to the higher growth rates of the young tourism industry of East Asia and the Pacific and, to a much lesser extent, other macro regions. Totally, Europe and America still concentrate 3/4 of the world tourist market.

The second region of cultural and educational tourism is the APR. The exchange of cultural traditions for thousands of years defines a unique combination of unique monuments of architecture and objects of religious purpose in the territory of the Asia-Pacific region. Asia will become the leader of international tourist arrivals, not so much due to the development of medical-recreational (spa) tourism, as well as cognitive. Currently, China, India, and Thailand are becoming major international centers of cognitive tourism.

The search for new impressions determines the increased demand for tours to the countries of Africa and the Middle East. High rates in these regions are developing combined tours, which are offered mainly in Morocco, Syria, South Africa, and Tunisia. However, the bulk of income comes from the organization of beach holidays (UAE, Egypt, and Tunisia). Gradually, the popularity of cognitive tours in countries such as Tanzania, Kenya, Zambia, Zimbabwe, and several others is growing.

One of the interesting trends in the development of international tourism can be the creation of special conditions for the development of tourism (accommodation, transportation, food, travel program, etc.), taking into account

their national and religious characteristics. Such an approach will contribute to the development, for example, of "halal" tourism (tourism under the laws of Islam) in the context of the projected rapid increase in the tourist flow from the countries of the Middle East. You can talk about the formation of special requirements for tourists from other Asian countries (for example, Japan or China), whose perception of the proposed tourist opportunities is very different from their perception of Western civilization.

The ever-growing flow of foreign tourists, which differ greatly in culture, traditions, mentality from the population of host countries, also forms a new concept of cultural and cognitive tourism, covering a broader range of issues than the traditional understanding of culture, and requires the creation of a new combined cultural, cognitive and entertaining tourist product, which provides an opportunity to get acquainted with all aspects of the life of the society visited by tourists. The changes concern not only the content, but also the technology of travel.

Thus, the main feature of the development of modern tourism is the need to create an individualized tourist product that would correspond to the constantly changing complex nature of tourists' needs and could be flexibly and quickly transformed taking into account the impact of political, economic and other factors of world development.

Modern development of tourism is also characterized by widespread introduction of innovative technologies. They are manifested in the improvement of all components of the infrastructure of international tourism, deepening and expanding diversification of the types of tourist activities that meet the increasingly complex needs of modern people in the diversity of leisure and leisure, the development of new directions and markets for international tourism.

Analyzing current trends in tourism development, one can see that each new trend gives rise to the opposite movement. In a number of cases, in the course of their development these tendencies are mixed, give an unpredictable result, which makes it difficult to determine the main direction. Obviously, the situation in modern tourism is exactly this, and it is not possible to single out clearly one or several of the dominant trends. At the same time, a wide diversification of tourist activity testifies to the maturity of the market. Tourism is such a complex and multifaceted phenomenon that its development is diverse and complex and requires special approaches to research.

1.3. Tourism Industry and Sustainability

In 2017, the overall contribution of Travel & tourism to the world's economy is forecast to grow by three. 5%. Continued solid growth at a worldwide level is predicted across the most economic indicators of GDP contribution, job creation, and investment and traveler exports, with traveler exports creating a particularly robust contribution. In order to put together efficient tourism policies, a holistic European approach is required taking into consideration the multiple impacts of the world likewise because the wide spectrum of stakeholders concerned or tormented by tourism.

This was recognized by the written agreement of the Council of the European Union that by article 195 of the TFEU offers to the Union the responsibility to push the fight of the tourism sector by making a favorable setting for its growth associated development and by establishing an integrated approach to the travel and tourism sector.

European public and personal tourism stakeholders have united to give this European tourism pronouncement for Growth & Jobs, a document that highlights the EU policy priorities for the world within the coming years.

Competitiveness

1. Attain smarter Schengen visa policies and processes to minimize the deterrence to legitimate travelers whether or not for leisure or skilled functions.
2. Cut back body and monetary burdens, support business creation and promote cross-border sales and repair provision.
3. Promote smarter tax policies and higher coordination between EU, national, regional and native authorities to confirm Europe remains a competitive destination to go to and within which to try to business. VAT, levies, native taxes and air traveler taxes ought to be enclosed inside the scope of the review of the restrictive framework.
4. Guarantee level taking part in field and honest competition for all business service suppliers.
5. Develop EU financial backing for the medical aid of the commercial enterprise sector and also the creation of skilled forums so as to market smart observe.
6. Guarantee transparency and neutrality for on-line customers and businesses. On-line search and peer-to-peer platforms ought to be enclosed inside the scope of the review of the regulative framework.
7. Encourage any value caps on information roaming charges, free Wi-Fi for guests, and additional multi-lingual content associated with attractions and events in destinations.
8. Develop an ardent EU business strategy with clear goals, objectives, indicators and actions for business within the EU involving all business stakeholders.
9. Forestall restrictive duplication and take away restrictive contradictions among the only marketplace for business services, by guaranteeing higher

coordination of policies and rules touching business among DGs.

10. Give applicable notice (minimum twenty four months) for any changes to relevant rules (tax or other) touching business.

11. Guarantee transparency within the assortment and subsequent use of government revenue arising from the visitant economy.

2. CHAPTER II. TOURISM IN EUROPE: EUROPEAN UNION TOURISM STRATEGY

Chapter II provides information from the European aspect and gives significance of risk of various types in the tourism division from the view of European Union. The second-part portion focuses on the main conditions and tendencies of development of international tourism from 2015-2020 and strategy that will be followed.

2.1. Overview of EU Tourism Policy: Challenges for the European Tourism Industry

Sustainability constitutes one of the main challenges for tourism. As business enterprise includes transport to the destinations concerned, it results in associate degree increase in CO₂ emissions. Massive tourism can also cause deterioration of natural resources, destruction of multifariousness, or noise pollution. In terms of spatial development, it may lead to the construction of large resorts that significantly alter the landscape.

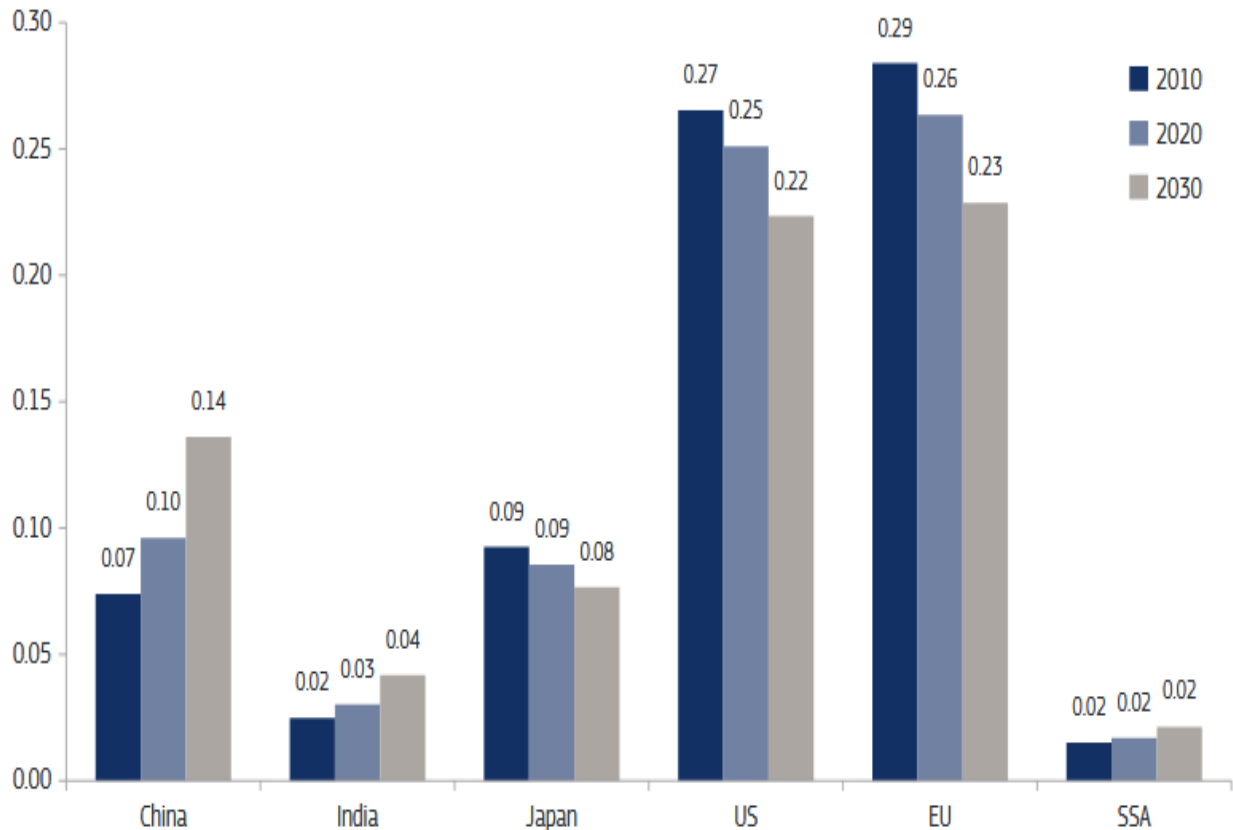
Worldwide warming, fair like massive tourism, may render certain visitor destinations less attractive, for instance, by causing fires or deforestation). Within the long term, rising sea levels could be a risk to insular and coastal domains. Misfortune of snow due to rising temperatures may moreover lead to the decline of winter ski resorts. Political instability Tourism is also susceptible to other factors, such as terrorist assaults and political instability and the economic losses they entail. For instance, the Paris terror attacks dramatically reduced tourist numbers in the French capital. Speculation on Grexit in 2012 pushed down tourist arrivals in Greece by 3.3 % in a single year, and political change within the Arab world brought the market share of tourism down from 6.4 % in 2010 to 5.0 % in 2012. Since the beginning of the Arab Spring, southern European nations appear to have profited from a rising number of tourists.

Competition from modern non - European markets Competition from other markets is yet another concern for EU tourist destinations. As more countries around the globe are stepping up their efforts to become accessible to tourists, more offer becomes available. Although an EPRS study using World Tourism Organization (UNWTO) data shows that the EU is anticipated to preserve its advertise position as the beat accepting destination in the next decade , it will meet severe challenge's on the way, as its share is forecasted to drop from 60 % in 1995 to 41 % in 2030.

The chart illustrates contribution cumulate globe Gross Domestic Product, by regions (over decades, at constant prices)

Overall, European Union takes most part of GDP in 2010 out of other regions and with the 0.27 United States takes second place; bar chart demonstrates that in EU have new projects that will increase the GDP in 2020 comparing to other regions but there is decrease if we judge against 2010.

In terms of 2010 and 2020, tourism in European Union there is reduction in tourism economy that showed by 0.23 percentages comparing to last decades there will be reduce in tourism economy.



In addition, although Europe has the lion's share in terms of entries (52 %), it slacks behind within the share of universal receipts (41 %) , that is , 'receipts from universal guest investing on accommodation, nourishment and drink, amusement, shopping and other administrations and goods' .

This is clarified by the reality that those voyaging inside the EU tend to do shorter trips. For occurrence, agreeing to EU statistics, brief trips (one to three evenings) account for more than half of the number of trips undertaken by EU - 28 residents. The development of modern specialty target groups attracting various niche target groups, such as seniors, may help to boost tourism. To this end,

various traveler resorts have placed specially designed infrastructure at their premises (such as specially outfitted elevators and bathrooms), to encourage seniors ' stay. This may not continuously be a simple task, as it requires a careful overhaul of spaces and financial resources. Similarly, some resorts have tried to adapt to the requirements of tourists with uncommon needs.

Requests for more economical tourism have driven to the advancement of alternative forms of tourism, including eco - tourism, which aims to support locally possessed resorts that are run in an equitable and environmentally responsible manner. Other such alternative forms include tourism for health, culture, religion, education, conference s, single travelers and LGBT persons. Visa policies Non - coherent and rigid visa policies constitute another impediment to the development of tourism. Agreeing to a 2013 Commission study on the financial effect of short - stay visa assistance on the tourism industry, in 2012 alone , the EU misplaced a add up to of 6.6 million potential voyagers from China, India, Russia, Saudi Arabia, South Africa and Ukraine due to visa application troubles.

Digitalization of tourism services constitutes yet another challenge. A growing number of people use the internet to organize their holiday, book a transfer, a trip or accommodation services online. Furthermore, numerous smart devices are increasingly used to access various tourism - related services. The sharing economy has also brought new opportunities with new peer-to-peer services for accommodation and transfer. However, these developments also pose considerable problems in terms of regulation, taxation, supervision of the legally defined standards for service provision, and so forth.

Tackling online fraud related to the services that various providers offer is also an important challenge.

The require for unused administrations and a quality upgrade Furthermore, as tourism is very a competitive industry , European traveler suppliers need to lock

in upgrading the quality of their items and administrations by moving forward and enriching them, or concocting new ones, in arrange to maintain their share in the global market. Branding destinations and an energetic advancement of EU goals may offer assistance to alleviate competition. The expansion of the tourist season through the arrangement of new appealing occasion packages is yet another imperative, as EU tourism tends to be concentrating with in the months of July and Admirable. The require for unused administrations and a quality upgrade Furthermore, a s tourism is very a competitive industry , European traveler suppliers need to lock in upgrading the quality of their items and administrations by moving forward and enriching them, or concocting new ones, in arrange to maintain their share in the global market. Branding destinations and an energetic advancement of EU goals may offer assistance to alleviate competition. The expansion of the tourist season through the arrangement of new appealing occasion packages is yet another imperative, as EU tourism tends to be concentrated with in the months of July and Admirable. Such as horticulture or the creation of neighborhood products, may offer assistance to fight this trend. The advancement of elective shapes of tourism that offer assistance create of new activities and proficient capabilities may be a form of diversification of the local/regional financial sectors

In later a long time, the Commission has displayed two communications that are directly linked to tourism: ' Europe, the world's No 1 visitor destination – an unused political framework for tourism in Europe (2010), and 'A European strategy for more growth and jobs in coastal and maritime tourism '(2014). The 2010 communication identifies several priorities, which sum up the primary challenges facing EU tourism:

- To stimulate competitiveness within the European tourism sector;

- To promote the improvement of feasible, responsible and high - quality tourism;
- To consolidate the picture and profile of Europe as a collection of economical and high - quality destinations; and,
- To maximize the potential of EU budgetary approaches and rebellious for developing tourism. To help implement the above priorities, the communication sets out a list of 21 actions. By contrast, the 2014 Communication focuses on issues of growth and jobs in coastal and maritime areas. It includes 14 actions that the Commission will undertake in order to stimulate performance and competitiveness, promote skills and innovation, strengthen sustainability and maximize available EU funding in the field of tourism. So far the Commission has organized a number of conferences, studies, workshops and online platforms on issues related to tourism, such as the Virtual Tourism Observatory (VTO), the digital tourism network and the tourism business portal.

It also supports various online campaigns to promote Europe as a tourist destination within Europe and abroad.

Under the blueprint for sectoral cooperation on skills, the Commission is working on a strategy for skills development in the tourism sector, based on an industry-Led approach.

EU - funded ventures support pan - European and transnational tourism items. These include the advancement of transnational tourism routes (such as Euro-Velo, an initiative that seeks to establish a sustainable Trans - European network of cycle routes), itineraries and trails connected to cultural, maintainable and open tourism. The European destinations of excellence (EDEN) are also aimed at promoting sustainable development models over Europe. The EU bolsters and contributes to numerous social projects and events over Europe each year, counting

the designation of European capitals of culture. In expansion, in arrange to facilitate access to funding, the Commission has published a guide on EU financing for the tourism division (2014 - 2020).

In 2017, the Commission plans to back ventures on transnational tourism products with a call for proposals exploiting synergies between tourism and the cultural and creative industries. The 2017 edition of EDEN will center on cultural tourism. The Commission is also preparing the 2018 EU - China tourism year. In expansion, in 2017, the Council, the Parliament and the Commission reached provisional agreement on a choice establishing a European year of cultural heritage in 2018, with a budgetary envelope of € 8 million.

Consumer protection – enhancement of travelers' rights there are different EU policies that straightforwardly influence tourism. For occasion, Directive 2005/29/EC outlines various commercial practices that are precluded within the EU and therefore helps consumers make educated choices when buying products, including tourism - related ones . Being a co - legislator with the Board and the Commission, in 2015 the Parliament adopted a legislative resolution on bundle travel and connected travel arrangements. Consequently, package occasions, comprising of a flight, lodging or car hire and purchased online for an all - in cost or through connected Webpages, will get the same protection as bundles bought from travel agencies. The determination gives Member States two a long time to consolidate the unused rules into their national law and an encourage six months to make them pertinent.

The Parliament has moreover co - legislated on a number of issues concerning the rights of passengers voyaging by discuss, rail, ocean or inland waterway s. Passengers voyaging within the EU benefit from least guidelines for passenger rights across all modes of transport: delays, cancellations or denied boarding entitle travelers to help or a discount, or a compensation of between €250

and €600. Moreover, individuals with special or reduced mobility needs are entitled to free assistance for boarding and landing, during travel and in airports, stations and ports. Passengers' on worldwide services travelling 250 km or more have additional rights, such as help, repayment or rerouting in case of delay or cancellation.

Other EU actions may also facilitate travelers. For occurrence, mobile phone roaming costs have diminished by 92 % since 2007 and will be nullified in June 2017. All European travelers will then roam like at home'. When it comes to driving a car, a valid driving license issued in an EU country is perceived throughout the EU. Each modern permit now being issued is in the frame of a plastic card with a standard European organizes.

2.2. EU Tourism Strategy and Plan of Action (2015-2020)

A public consultation on the preventive and body framework moving tourism was distributed in 2014. The consultation and consequent impartial conferences showed that there's a need to seem into and probably line the restrictive and body framework relevant for those aspects that are known by the touristy business, particularly on client protection and taxation.

Before than any information we can see that on diagrams which country has more opportunity and more impact on tourism economy and average market share with percentage.

	Average market share, 2003-08	Average market share, 2008-13	Market share, 2013
Germany	17.2%	15.0%	14.2%
United Kingdom	12.4%	10.2%	9.4%
Russia	3.2%	4.7%	5.9%
France	5.5%	5.4%	5.3%
Netherlands	5.6%	5.1%	4.6%
Italy	5.0%	4.7%	4.2%
United States	4.3%	4.0%	4.0%
Belgium	3.8%	3.9%	3.8%

Proposed actions beneath this point:

- Assessment of the prevailing restrictive and body outline impacting on tourism with a attention on the EU level;
- Assessment at the EU level of the role of touristy connected taxation and also the potential impacts on the aggressiveness and attractiveness of destinations;
- Shut cooperation inside the Commission with Directorate-Generals in lead for various simplification, fitness check or analysis exercise concerning legislative initiatives that have an on the spot impact on touristy.

The subsequent is planned within the Commission program:

- (i) Simplification of the dishonorable and comparative advertising Directive, (ii) analysis of the timeshare Directive, (iii) fitness check for client rights and advertising legislation together with unfair industrial practices (B2C) and unfair terms Directive;
- (ii) Events/workshops to tell concerning EU legislation applicable to tourism;
- (iii) Exchange of best practices between national touristy administrations.

The Commission has adopted in mite 2014 the only Digital Market Strategy, the aim of that is to boost the digital economy by activity barriers and moving from twenty eight national markets to one market. The strategy is made on three pillars and contains sixteen initiatives. The foremost relevant for transport and touristy embody the following:

Pillar 1: higher access for customers and businesses to digital product and services across Europe

Legislative proposals for easy and effective cross-border contract rules for customers and businesses. This includes harmonized EU rules on contracts and client protection once shopping for on-line. A good move review to organize legislative proposals to tackle unwarranted geo-blocking (a discriminatory apply

used for industrial reasons, once on-line sellers either deny customers access to a web site supported their location, or re-route them to an area store with totally different costs.)

Competition sector inquiry into e-commerce, concerning {the on-line the web the net} trade of products and also the online provision of services, so as to permit the Commission to spot attainable competition considerations. The e-commerce enquiry has already been launched. It should be relevant in reference to OTAs imposing rate party agreements that stifle competition among suppliers and distributors.

Legislative proposals to slash back the decision-making burden on businesses arising from totally different VAT regimes.

Pillar 2: making the proper conditions for digital networks and services to flourish

Comprehensive analysis of the role of on-line platforms (including program.) within the market. This can cowl problems like the non-transparency of search results and of valuation policies; however they use the knowledge they acquire, relationships between platforms and suppliers and also the promotion of their own services to the disadvantage of competitors – to the extent these don't seem to be already coated by competition law. This might be relevant in reference to search engines that don't abide with worth transparency rules. The Sharing Economy is additionally mentioned as probably raising restrictive queries.

Pillar 3: maximizing the expansion potential of the Digital Economy

Adoption of a Priority ICT Standards arrange and lengthening the ability Framework for public services, together with for transport (e.g. multi-modal travel info systems). Under this priority purpose, the Commission is proposing the subsequent action points:

- Improvement of the touristy Business Portal and continuation of webinars;

- Assessment of the impact of medical care on touristy and also the sharing/collaborative economy within the touristy industry;
- Facilitating dialogue between digital and ancient touristy stakeholders via events, networks, etc.

The competences of pros are a key part for a consumer-oriented service like touristy. Short skills to cater for the requirements of contemporary travelers are quoted as key barriers to the aggressiveness of EU touristy.

There is a desire to grasp additional concerning this skills wants, to make sure recognition of qualifications, to help education and coaching suppliers with improvement of their curricula, also on develop tools for SME e-learning and for sweetening of e-leadership across the tourism sector.

The Commission is proposing the subsequent actions beneath this priority point:

- Identification of the gap between the education offer and labor market demand (mapping study is in progress and results can published)
Cooperation with relevant Commission DGs to thought a touristy dimension in different services' comes (e.g. sector skills councils);
Development and dissemination of e-/m-skills taxonomy / framework / pointers on adaptation of existing touristy curricula;
SME access to e-skills and e-leadership (e.g. YouTube live seminars)

Sustainability may be an elementary side for the touristy aggressiveness within the short, medium and long run. Thus it's necessary to figure on raising awareness concerning the property and accountable touristy offer (public authorities, destinations and business) and demand (tourists).

Seasonality may be a constant challenge for the touristy because it typically impacts negatively on a destination's economic cloth and business models, also as

on its socio-cultural and ecological surroundings. Fostering low and medium touristy exchanges, particularly, for senior and youth, and inspiring the diversification of touristy product and services to deal with the requirements of those tourists, might be of added.

Proposed concrete actions beneath this priority point:

1. Support via needs proposals of trans-national project partnerships to foster low and medium season exchanges for seniors and youth, associated to line up a business model for an age-friendly touristy.
2. Analysis of seasonality patterns within the EU and inventory of senior & youth touristy profile (i.e. assessment of travel wants, preferences and trends);
3. Elaboration of pointers for the look of multinational touristy packages for senior and young tourists in low-medium season;
4. Organization of dedicated workshops for awareness-raising and exchange of best apply.

Insufficient transport property may be a serious challenge for EU touristy. The development of inter-modality and transport property may be a key issue to tourism development; particularly in remote associated peripheral areas that touristy is an economic driver and generally the backbone of the economy. Proposed concrete actions by the Commission beneath this priority point:

- Analysis of the challenges to providing higher property and inter-modality from major hubs to touristy destinations in shut cooperation with the OECD touristy Committee;
- Cooperation with relevant Commission DGs to assist deliver multimodal travel info, coming up with and ticketing services;

Facilitate cooperation and coordination amongst transport modes stakeholders to boost inter-modality and interconnectivity.

The EU is that the world's best traveler destination. However, in light-weight of the increasing competition from rising markets, the EU's share of international traveler arrivals is foreseen to decrease. Therefore, so as to stay Europe's leading position as a traveler destination, supporting promotion of Europe and its destinations, particularly via promotion of multinational / pan-European thematic product is important.

Support the diversification of the tourism provide, particularly through the event and promotion of multinational and pan-European thematic products and continued cooperation with the Travel Commission (ETC).

Facilitate and support the launch of a joint public-private partnership initiative for the promotion of Europe via the promotion of thematic product and encourage a far nearer involvement of the EU touristy business, like in similar joint promotion initiatives in USA, Australia, Federal Republic of Germany and Schwarz (which even have federal structures).

Governance of touristy may be an advanced issue involving varied sorts of public and personal actors at many levels: EU, national, regional and native. It's necessary to enhance the governance of touristy problems each inside the Commission and between the Commission and different EU establishments, however additionally at the amount of the national administrations of the Member States and inside the business at massive.

CONCLUSION AND RESULTS

What is the perspective of international touristic exchange for next 10-15 years for answer for this question we should consider factors which affect tourism growth.

It is necessary to note a group of demographic factors, which, above all, concern the growth of the population of the planet. As a result, the world tourist potential is also increasing, and new human resources are showing interest in tourism.

The group of social factors contributing to the development of tourism should include improved pay and better material support for citizens in industrialized countries. In addition, an important role is played by an increase in the duration of paid leave, which leads to an increase in the amount of free time for workers and employees.

It is especially necessary to note political factors. The democratic changes that occurred in Eastern Europe in the late 1980s and early 1990s, the end of the Cold War and the East-West confrontation, the development of market relations in Russia all played a role in the development and expansion of international tourism

REFERENCES

<https://www.go2hr.ca/bc-tourism-industry/what-tourism>

<http://www.tourismsociety.org/page/88/tourism-definitions.htm>

<https://www.wttc.org/-/media/files/reports/economic-impact-research/regions-2017/world2017.pdf>

<https://books.google.az/books?id=jv9hpg79epMC&pg=PA65&lpg=PA65&dq=TOURISM+AND+LONG-TERM+GROWTH:++EUROPEAN+PERSPECTIVES>

<http://citeseerx.ist.psu.edu/viewdoc/download?doi=10.1.1.826.5076&rep=rep1&type=pdf>

[http://www.etc-corporate.org/reports/european-tourism-2017-trends-and-prospects-\(q1-2017\)](http://www.etc-corporate.org/reports/european-tourism-2017-trends-and-prospects-(q1-2017))

<https://www.tourismmanifesto.eu/>

<http://www.iaapa.org/safety-and-advocacy/europe/en/government-relations/european-union-tourism-policy>

http://ukmin.lrv.lt/uploads/ukmin/documents/files/Turizmas/2013/12_turizmo_forumas/Armaitiene-Tourism_development-EU-small-countries.pdf

<http://ec.europa.eu>

<https://www.hospitalitynet.org/file/152002793.pdf>

Alexandrova A.Yu. International tourism. - Moscow: KnoRus, 2010. - 464 p.

Voskresensky V.Yu. International tourism. Innovative development strategies. - Moscow: UNITY, 2007. - 159 c.

Janjugazova E.A. Marketing in the hospitality industry. - Moscow: Academy, 2008. - 224 p.

Statistical annex [Electronic resource] // Barometer of international tourism of UNWTO. - 2012, January. - T.10. - Access mode: http://tourlib.net/wto/UNWTO_Barometer_2012_01.pdf.

Economics and organization of tourism: international tourism / Ed. Yu.V. Zabaeva, I.A. Ryabovoy, E.L. Drachevoy. - Moscow: KnoRus, 2010. - 568 p.

<http://www.aalep.eu/european-tourism-strategy-and-plan-actions-2015-2020>

<http://www.europarl.europa.eu>

http://www2.uef.fi/documents/1145891/1362845/ProWell+Seminar+_Ilona+Lelon+ek+%282%29.pdf/05a0930a-b1c1-45c4-ad8c-47e3b09f3920

<http://www.aalep.eu>

[http://www.europarl.europa.eu/RegData/etudes/IDAN/2015/568343/EPRS_IDA\(2015\)568343_EN.pdf](http://www.europarl.europa.eu/RegData/etudes/IDAN/2015/568343/EPRS_IDA(2015)568343_EN.pdf)

http://www2.uef.fi/documents/1145891/1362845/ProWell+Seminar_+Ilona+Lelonek+%