

Causal relationship techniques establish the relationship among multiple variables via statistical analysis. These techniques have the advantage of explicitly representing the relationships that are evident in reality, assisting decision makers in assessing alternative plans, and accommodating a wide range of relationships. Multivariate regression forecasting models generally exhibit high degrees of explanatory power and prediction accuracy. However, these models also have limitations, including a large amount of time and financial resources involved as well as substantial skills required to establish correct relationships. Researchers have also developed other tourism demand forecasting techniques based on multivariate regression analyses, such as gravity models that measure the degree of interaction between two geographical areas. The success of computer systems that simulate the human nervous system has drawn the attention of tourism researchers; initial research was conducted to investigate the feasibility of incorporating computerized neural systems in tourism demand analyses.

In general, tourism demand forecast independent factors include economic variables, demographic variables, cost of travels, political variables, market variables, climate, tourist taxes, level of income and marketing expenditure. Dependent factors include hotel occupancy rate, tourist arrivals, overnight stays, same-days visitors, excursions sold, visitors pay out, tourism contribution to gross domestic products, passengers seats occupied.

The independent variables in forecasting models for international tourism demand mainly include the following:

- population of the origin
- real disposable personal income of the origin
- promotional activities by the destination
- cost of living in the destination
- foreign exchange rate between the origin and the destination
- relative price of tourism services in the destination

Tourism demand forecasting has attracted substantial interest because of the significant economic contributions of the fast-growing tourism industry. Although various quantitative forecasting techniques have been widely studied, highly accurate and understandable forecasting models have not been developed.

THE DEVELOPMENT OF TOURISM IN THE ERA OF GLOBALISATION

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The growing demand for tourism services over the last 20 years has led to tough competition and the formation of various supranational corporations in the tourism business and the hospitality industry. Modern technologies in the system of hotel reservation, in the sale of tour packages, the changes in transportation

which have made travelling faster and more comfortable, the use of modern tourist service lines – all of these have led to the emergence of the phenomenon of international mass tourism, which was called a ‘technology tourism’.

The impact of globalization on tourism development have been investigated by a great number of researchers. Among them are Iris Mihajlović and Zorica Krželj – Čolović who tried to analyse these complicated processes. As globalization is developing rapidly, changing every sphere of modern life, the issues under consideration are still of great value and demands further consideration.

A great number of countries in the world offer diverse tourist services which can positively influence the tourist motivation. The hospitality industry is quickly becoming the leading branch of the world economy.

The development of the world economy of tourism is the result of the attempt to satisfy human needs, starting with the needs to have leisure time and recreation, to satisfy consumer needs, and ending with people’s educational needs: gaining new experience, perception or cognition. Due to the processes of globalization, modern tourism reveals the features of a mass tourism product: its standardization and serial production, specialization and its diversity, as well as new modern processes of sales and advertising, being often virtual. The driving forces of globalisation are the revolution in the field of information technologies, the liberalization of markets and the aggravation of international competition.

The implementation of information technology in the sphere of tourism and the development of the World Wide Web have created a number of new possibilities for the tourism trade. A tourist product is one of the most frequently requested on the Internet. Thus, about 68.2% of information about travel is received by consumers on the Internet: the information on the types of holiday, different tourism destinations, prices, cartographic materials, etc. A great deal of reservations are made on the Internet. According to the survey conducted, the motivating factors to use the Internet services while buying a tourist product are as follows: convenience (78.4%), the lack of pressure when buying (66.4%), saving time (64.2%), and the opportunity to receive information directly from the tour operator (51.3%). Modern technologies allow you to obtain information from any part of the world and in any time mode, including on-line. In this way, tourism is becoming increasingly accessible to potential consumers, who can find out more about what services they are going to receive and get the possibility to compare the services provided.

E-commerce plays an important role in the global economy. E-commerce in the tourist industry is radically changing the structure of production and distribution of tourist products, eliminating the need for such support structures as distribution networks: tour operators-wholesalers and travel agents.

The transport industry providing transportation services for tourists is rapidly developing as well. The most important criteria to evaluate the efficiency of transport services are as follows: the level of comfort, safety, environmental safety, transportation cost, speed and capacity. One of the largest industries is the

sector of air transport services. About 70% of the air transport market is passenger transportation. The railway transportation industry is developing with transcontinental and intercontinental high-speed railways. At the same time, the road tourist transportation will be gradually decreasing.

In addition, an important feature of globalisation is the internationalisation of business activity. The reason for the internationalisation of the tourism business is the tourist product specificity. A tourist product is known to be a complex of services provided to a tourist, and very often consumed abroad. The manufacturer aims to extend its influence to other areas of tourism in order to achieve maximum profit. Thus, airlines can combine their activities with tour operators and the hotel industry.

Global tourist associations are formed by mergers and acquisitions. In many countries the global division of market is going on by the acquisition of companies. For the tourism industry, as well as for any other industry, the process of enterprise concentrating goes beyond the national borders with the creation of transnational corporations.

A vivid example of such tourist associations can be the global integrated hotel chains. Joining the international chain suggests that hotels try to become more competitive. Well-known corporations have developed the rules and standards to ensure of the style and customer service efficiency of hotels.

However, it should be noted that in the process of tourism globalisation, a number of serious problems can arise. Excessive standardisation of consumption characteristics and supply models in a number of countries have a negative impact on local cultures. The globalisation processes sometimes lead to losing the national identity and individuality, ethnic identification, negatively effecting the development of certain types of recreation and tourism.

References

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INCLUSIVE TOURISM

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[1] “Inclusive Tourism” or “Accessible Tourism” or even “Disabled Tourism” is about making it easy for all people, irrespective of their gender, age or physical status to enjoy tourism experiences. It is a set of services and facilities for individuals with special needs, who are, for example, disabled, elderly travelers,