

FACTORS FORMING THE STRUCTURE OF INTERNATIONAL TOURISM

Ph.D. Student Mariana MANDRA

Free International University of Moldova (ULIM), Republic of Moldova

Valentin ILIESCU

Free International University of Moldova (ULIM), Republic of Moldova

Amalia GURGUI

Free International University of Moldova (ULIM), Republic of Moldova

Professor Ph.D. Alexandru GRIBINCEA

Free International University of Moldova (ULIM), Republic of Moldova

Abstract: *Modern tourism industry is progressing rapidly. Its development contributes to active economic growth of many countries on the globe. The development of tourism industry of a particular state is significantly influenced by world tourism development trends. Today, tourism has become an independent sector of economy, almost 6% of the global gross national product, 5% of all tax revenues and 7% of global investment. The future of tourism is closely connected to the ability of industry to introduce alternative energy technologies and design sustainable development strategies. Sustainable development strategies are a prerequisite for solving problems related to climate change, and play a key role in the implementation of the 2030 Agenda for Sustainable Development. The tourism market is part of national economy. In the case of international tourism, it simultaneously refers to two sometimes very different economic systems, one of which exists within the borders of the source country and the receiving country. International tourism contributes to the design of a new type of spatial connections that reduce risks of regional conflicts, contributing to cultural and technical enrichment of countries and peoples. The World Tourism Organization declared the year 2020 the year of rural and ecological tourism. The point is that tourism should develop and bring people financial resources not only in big cities, but also in provinces and in the countryside.*

Keywords: *tourism, development, benefits, travel, new directions, ecological tourism, agro-tourism, rural tourism, sustainable, spiritual satisfaction.*

JEL Classification: *H11, H23, Q58.*

1. Introduction

The tendencies in the development of international tourism depend on the influence of external and internal factors in relation to each particular country, on the market of the prevailing demand on the services market and, of course, on the people's desire to travel and to obtain positive impressions from different journeys. Both external and internal factors can have positive and negative impact on the development of tourism, on the quantitative change of the tourist flow, on the characteristics of investment activity in the tourism field and on the profitability of the industry compared to other fields of activity of the countries. By 2020, the most popular types of tourism can be attributed: adventure, environmental, cultural, educational, thematic, as well as cruises. The time that people spend on their vacation will be reduced, so tourists will look for a tourist product that gives maximum pleasure in a shortest possible time. According to the UNWTO and the authors' research, China will top the list, the United States will come second, and France the third. The importance of tourism for the development of the economy and the humanitarian sphere can hardly be overestimated. About 30 branches of the economy are directly or indirectly connected with it; it accounts for 8% of world exports, more than 31% of the global services market, and 100 million jobs. Revenues from tourism activities reach nearly one trillion dollars a year.

2. Research degree

Over a long period of time, many scientists have developed various classifications of the factors that influence the development of tourism. We should mention the following scientists: Hillari Mimoun (Mimoun, 2019), Gribincea A. And Bîrcă I. (Gribincea nd

Bîrcă, 2016), Mariott, M.A. Ananyev, I.T. Tverdokhlebov, M.B. Birzhakov, V.A. Kvartalnov etc.

The purpose of the research consists in the study of the principles of classification of the tourism fields with a view to theoretical foundation, practical application, identification of methods to improve the management process of tourism industry directions in a competitive environment and to increase the efficiency of tourists' satisfaction.

The investigations were based on theoretical and methodological developments regarding the field of marketing and management in the tourism industry, materials and recommendations of scientific conferences, symposia and seminars. The research was based on official documentation regarding data from the tourism industry. The analytical works were anchored in practice, statistics, materials of the UNWTO, World Tourism Barometer [9], international organizations and the Statistical Committee (Eurostat, NBS), publications, personal interviews, observations and conclusions of the author obtained during the research. In developing theoretical questions, numerous works of both domestic and foreign scientists focusing on the development of the theory of organization, marketing and strategic management were used.

3. Results, analysis and discussions

In 2019, an increase in international tourism was observed in all regions of the tourist sectors. Nevertheless, the uncertainty surrounding Brexit, the collapse of Thomas Cook tour operator, geopolitical and social tensions, and a global economic downturn have jointly contributed to a slowdown in 2019 compared to an exceptional pace in 2017 and 2018. Coronavirus (Covid-19) from 2020 introduces its changes in the development of world tourism. This process affected not only developed countries and especially Europe and the Asia-Pacific region, but almost all countries of the world. In 2020, an increase from 3% to 4% is projected (with some skepticism), which is reflected in the latest UNWTO Confidence Index, which demonstrates cautious optimism: 47% of participants believe that tourism performance will improve, and 43% that it will remain at the same level as in 2019. Major sporting events, including the Tokyo Olympics, and cultural events such as the EXPO 2020 in Dubai are not expected to save the situation because of Covid-19.

The Covid-19 crisis raises problems in globalized tourism and causes us to rethink the tourism industry with a critical approach. Several transformation paths need to be studied. The basic idea would be that the vector of efforts should be oriented towards responsible, sustainable and innovative tourism. The conservation of natural, anthropic and cultural heritage is one of the pillars of responsible tourism and significantly improves perception of beneficiaries of tourism. To avoid failures in tourism, the key to success is planning, preferably of tourist-consumers. The development of a more inclusive and creative tourism must be developed in order to avoid a concentration of activities. Visitors' participation in cultural and creative experiences that reflect the identity of the territory and involve a co-creation process between the locals and tourists is desirable in this regard.

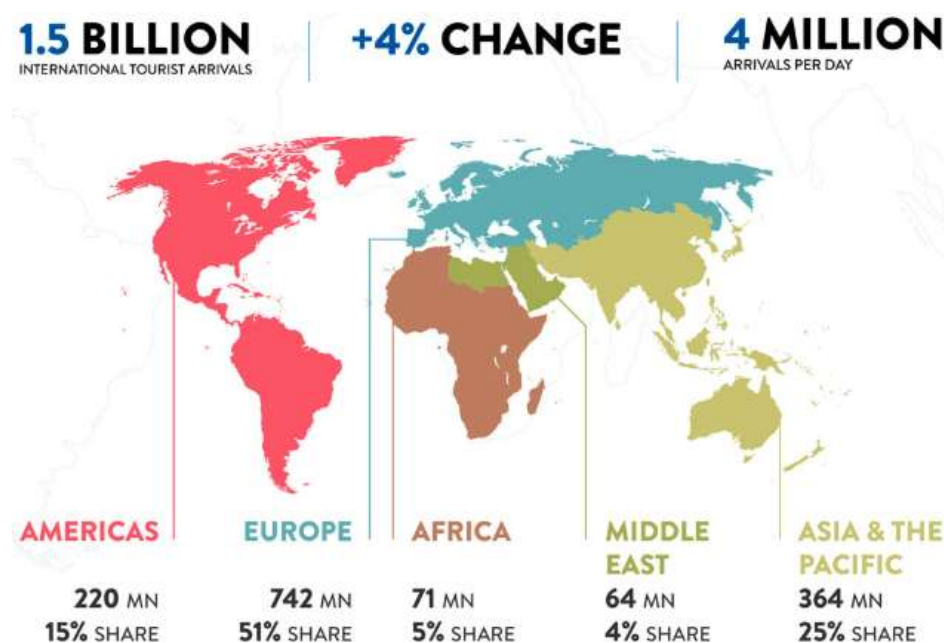


Figure 1. Global international tourism, 2019

Source: Planetoscope, 2018.

It is unimaginably difficult to cover, in a small research, the multitude of tasks that determine the vector of tourism evolution in the upcoming decades. The difficulty in question arises from the various changes regarding the actual civilization. Twenty-year-old ideas in the "third wave" of A. Toffler reminded us of new paradigms that came. The future, "... will extinguish past cultures and civilizations, testing culture and morals." Globalization and the speed of processes and phenomena have accelerated human evolution. The agrarian, industrial (4.0), informational (IoT) revolution speeds up socio-economic aspects. Some of the revolutionary processes are successfully implemented in the field of tourism (transport, accommodation units, food, tourism objects).

Table 1. Classification of tourism development factors [1; 3]

No.	Factors with a positive impact on tourism development	Factors with negative impact on tourism development
1	-geographical position of the country, favorable to the development of tourism; - presence of marine or oceanic beaches; - presence of natural parks	- separation of transport routes and inaccessibility of the territory of the country for tourists; - lack of reservoirs, marine or ocean beaches
2	-Comfortable climatic conditions, temperature	- The harsh climate, a small amount of sunny, warm days
3	- Potential rich in natural resources	- The presence of uniform landscapes, the absence of various species of flora and fauna
4	-presence of objects of cultural and historical heritage; -network of excursions developed throughout the country	- Lack of objects of cultural and historical heritage; - poorly developed network of excursion routes
5	- Availability of accommodation facilities of different comfort levels; - a wide variety of spa facilities; - availability of hotels in international chains	- The availability of the highest level hotels only in the big cities of the country; - lack of accommodation facilities; - lack or insufficient development of the facilities in the resort
6	-High level of tourist security; -political stability in the country; - low level of terrorist threat	- insufficient level of tourist security; - political instability; - high level of terrorist threat

7	- High level of welfare of the population; - availability of social guarantees; - high level of services and medical services for tourists	- low level of population welfare; - poor development of social guarantees; - low level of services and medical services for tourists
8	- High technological level of development of the country; - development of mobile communications, internet; - comfortable living and recreation conditions	- low level of technological development; - lack of comfortable living conditions; - lack of a developed communication system, Internet
9	- comfortable living and recreational conditions - Increased solvency of the population; - economic stability, lack of crises.	- Decreasing the solvency level of the population of the countries; - low level of economic stability, increasing phase of the crisis

Source: Gribincea and Bîrcă, 2016; FFTST, 2020.

The tourism sector will face serious consequences of coronavirus spread in the next few months. Factors affecting tourism are divided into two types:

- external (exogenous);
- internal (endogenous).
 - a) the content or nature
 - *economic* (population incomes and their changes, tourist offer, prices of tourist products, etc.);
 - *technical* (performances of the means of transport, technical endowments of tourist reception structures or of sports tourism agents);
 - *social* (urbanization process, leisure time, fashion - in the sense of preferences for certain destinations or tourist products, etc.);
 - *demographic* (population evolution, change of average life span, population structure by age, socio-professional categories or other criteria);
 - *psychological, educational and civilizational* (level of training, desire for knowledge, culture, individual character, temperament of individuals);
 - *natural* (geographical location of tourist locations and equipment, the relief, climate, elements of flora and fauna, position in relation to communication paths);
 - *organizational and political* (visa regime, border formalities, facilities granted to organized tourism, typological variety of tourist arrangements, social, military, ethnic, religious conflicts, etc.).
 - b) duration of the action
 - *with permanent or lasting action* (increase of free time, change of population incomes, demographic movement, etc.);
 - *seasonal, with cyclical action* (succession of seasons, structure of the school year, activity in agriculture);
 - *conjunctural, accidental* (weather conditions, economic, financial or political crises, armed confrontations, natural disasters, terrorist attacks, etc.).
 - c) importance / role
 - *primary*, having a defining role in the evolution of tourist circulation (touristic offer, population incomes, demographic changes, prices, free time);
 - *secondary* (complexity of visa formalities and border control, granting of facilities, international or regional climate, etc.).
 - d) direction of action
 - *exogenous* (they include more general elements, outside the touristic offer, and which stimulate or, on the contrary, impede its development). Among these factors are: demographic evolution, population income evolution, urbanization increase, population mobility increase due to increasing the degree of "motorization" etc.;

• *endogenous* refers to the changes in the content of the tourist activity: diversification of the range of products and services offered, the level of the tariffs practiced and the granting of facilities, endowment with labor force, the level of personnel training, etc.

e) orientation of influence

- *factors of the tourist demand* (income, urbanization, free time);
- *factors of the tourist offer* (diversity and quality of services, cost of benefits, natural conditions, material basis);
- *factors of the supply-demand confrontation* (quality of the infrastructure, existence, quality and diversity of the travel agencies offer, the legislative system).

There are other ways and criteria for classifying the factors that influence tourism, which can be used according to the purposes of the analyzes (Mimoun, 2019). It is important to understand that these factors act simultaneously, with different intensities, in certain periods of time, making it difficult to accurately separate and quantify the influence of each. The following are some of the most important determinants of tourism:

Income of the population. Most specialists in the field emphasize the experience of the revenues as the main condition for the manifestation of the tourist demand. This indicator expresses, synthetically, the level of economic and social development of a country or region, or indirectly, the possibilities of the respective population for practicing some particular forms of tourism, the material support of tourism development (FFTST, 2020). As a rule, the level of economic-financial development is measured by the level of gross national product (GDP) per inhabitant.

The most important external factors affecting the development of tourism include: 1. Natural-geographical; 2. cultural and historical; 3. economic; 4. social; 5. demographic; 6. political and legal; 7. technological; 8. ecological.

1. *Natural-geographical* (sea, mountains, forests, flora, fauna, climate, etc.) and cultural-historical (architectural, historical and cultural monuments) factors as the basis of tourist resources are decisive when tourists choose some particular region for visits. The richness of natural and cultural-historical resources, the possibility and convenience of their use have a significant impact on the scale, pace and direction of tourism development.

2. The influence of *economic* factors on tourism is mainly due to the fact that there is a close relationship between the development trends of tourism and the economy. There is a direct correlation between the country's economic development, the volume of national income and the material well-being of its citizens. Therefore, states with developed economies, as a rule, lead the world market in the number of tourist trips of their citizens. Not only the incomes of the population, but also the level of development of the material and technical base and tourism infrastructure depend on the economic situation of the state.

3. Among the *social* factors of tourism development, it is first of all necessary to highlight an increase in the length of the population's free time (reduction of working time, increase in the duration of annual vacations), which, combined with an increase in the standard of living of the population, means an influx of new potential tourists. Among the social factors of tourism development is also an increase in the level of education, culture, and aesthetic needs of the population. Studies show that there is a direct correlation between the level of education of people and their desire to travel (UNWTO, 2019). This is explained by the fact that people with a higher level of culture and education are able to more rationally allocate their free time, use it to learn about the environment with the help of tourism, familiarize themselves with the history, life, lifestyle, folklore and art of other countries and peoples.

4. *Demographic* factors affecting tourism development are constantly influenced by population size, location in certain countries and regions, gender and age structure, marital

status and family composition. So, the greatest inclination to active forms of tourism is shown by persons aged 18-30 years. However, the general tourist mobility of people reaches a peak of 30-50 years. Studies show that unmarried people are more mobile than family people, and women are more interested in tourism than men. Urbanization (an increase in the share of the urban population) also belongs to the group of demographic factors, the degree of which is directly proportional to the intensity of tourist trips. The highest level of urbanization is in North America (77%) and Europe (71%), which are the main "suppliers" of tourists.

5. *Political and legal* factors have a significant impact on the development of tourism: the political situation in the world and individual countries; border opening policy; easing administrative control in the field of tourism; unification of tax and monetary policies. Tourist activity depends on the political situation. A stable political situation contributes to the development of tourism and, conversely, the tense situation determines its low growth rate and even curtailment (Gribincea and Bîrcă, 2016). A serious threat to tourism is terrorism and extremism. The change in the political map of the world that took place in Europe in the late 80s - early 90s. XX century, the opening of borders and the transition to market transformations of the CIS countries and Eastern Europe predetermined an increase in tourist flows from these states. At the same time, some countries of Eastern Europe (Czech Republic, Hungary, Poland) (UNCTAD, 2013) took leading positions in receiving guests. EU's measures to establish a single market in Europe without internal borders with free movement of capital, goods, services, people, unification of tax policy, and the introduction of a single currency create all the prerequisites for the intensive development of tourism in this region.

6. *Technological* factors associated with advances in engineering and technology, have a significant impact on the development of tourism, open up opportunities for offering new types of services, their marketing and improvement of customer service. The development of science and technology helps to improve the means of mass production of tourist services (hotel industry, transport, travel agencies). Thus, technical reconstruction of transport has allowed us to create comfortable conditions for transporting a large number of travelers. Convenient, fast, relatively affordable vehicles (primarily aviation) for transporting tourists over long distances have greatly contributed to the development of tourism.

7. *Environmental* factors have a direct impact on tourism, as the environment is the basis and potential of tourism activities. Disproportionate development of tourism can undermine the very foundation of its existence: tourism consumes natural resources; in the centers of mass tourism, this process becomes destructive (changing natural conditions, worsening living conditions of people, flora and fauna, etc.). Seasonality is the property of tourist flows to concentrate in certain places for a short period of time. From the economic point of view, it represents repeated fluctuations in demand with alternating peaks and decay. In temperate climates of the Northern Hemisphere, the main ("high") seasons are summer (July – August) and winter (January – March). In addition, the off-season (April – June, September) and the "dead season" (October – December) are distinguished, in which tourist flows decay and demand is reduced to a minimum.

Internal factors also include tourism market factors:

1. The processes of supply, demand and distribution;
2. The growing role of market segmentation (the emergence of new ones within regional tourist segments. Increased travel distances, a variety of forms of vacationing, increased short-term stays, increased diversification of tourist development in the established tourist space etc.);

3. The increasing role of coordination of activities in tourism and the processes of monopolization (strengthening horizontal integration, i.e. the growth of partnerships of large firms with medium and small businesses; vertical integration through the creation of strategic tourism unions; globalization of tourism business, etc.);

4. The growing role of the media and public relations in the promotion, advertising and marketing of developed tourism products;

5. The increasing role of personnel in tourism;

6. The growing role of private tourism business.

The world will change in many ways. By 2030, the majority in many countries will have become the middle class, not the poor, who throughout the biggest part of human history have been the majority of the population.

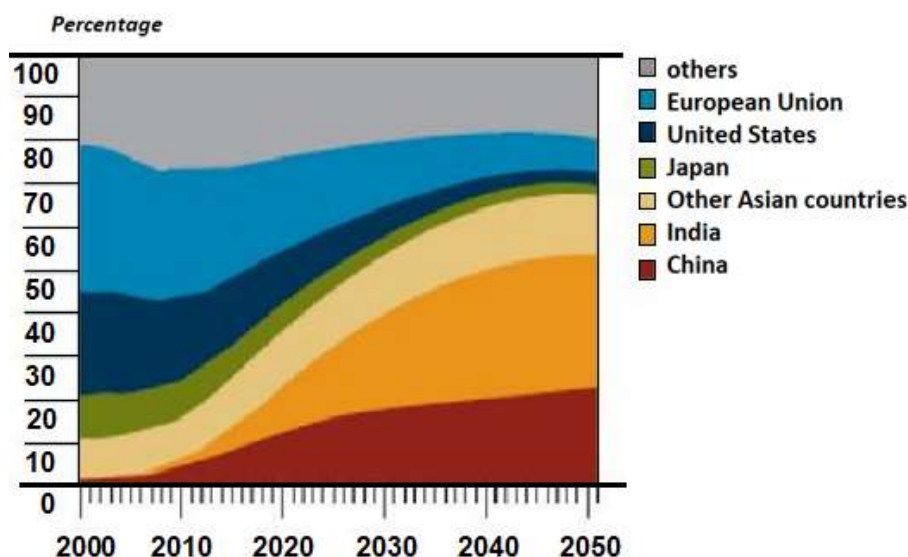


Fig. 2. Consumption shares in the middle class, 2000-2050

Source: UNWTO, 2020.

The development of new technologies by Americans will be even faster. The development speed in developing countries will also increase, allowing these states to skip the stages that developed countries had simultaneously to go through.

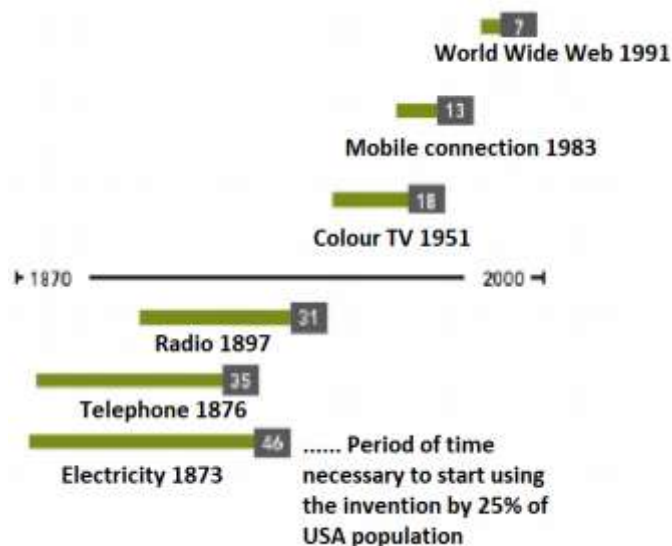


Fig. 3. The development speed in developing countries will also increase

Source: UN General Assembly, 2015.

4. Conclusions

We conclude by defining what we mean by our most important megatrends in a changing world. This is strengthening of the role of private interests, changing the global influence from the West to the East and South, demographic problems characterized by an aging population and a middle-class growth, as well as problems of using natural resources. These megatrends are recognizable. They indicate global transformations, but the world can change in any way, often diametrically opposed to all forecasts. We go along an unbeaten track. We argue that there are six megatrends with variable components. There are key factors that determine the options for a world we will live in 2030. These are the key factors: global economy, national and global power, the nature of the conflict, regional influence, high technology, as well as the role of the United States in the international arena. These are the primary factors that can sow seeds. global collapse or unprecedented development

References:

1. FFTST, 2020. *Le tourisme des années 2020*. [pdf] Available at: <<https://www.fftst.org/pdf/RVTourisme2020.pdf>> [Accessed 12 March 2020].
2. Gribincea, A. and Bîrcă, I., 2016. Securitatea turiștilor – factor important în promovarea turismului autohton. In: *Creșterea economică în condițiile globalizării*, 2016, nr. 1, 13-14 octombrie 2016, pp. 258-262. Chișinău: INCE.
3. Mimoun, H., 2019. *Le tourisme international: vu du Sud*. Quebec: Sainte-Foy.
4. Planetoscope, 2018. *Nombre de touristes dans le monde*. [online] Available at: <<https://www.planetoscope.com/tourisme/414-nombre-de-touristes-dans-le-monde.html>> [Accessed 12 March 2020].
5. Strengthening UNESCO's role in using sustainable tourism for development. Conference: UNESCO. Executive Board, 202nd, 2017, p. 4
6. UN General Assembly, 2015. *Transforming our world: 2030 Agenda for Sustainable Development*.
7. UNCTAD, 2013. *Sustainable tourism: Contribution to economic growth and sustainable development*.
8. UNWTO, 2019. *Le tourisme mondial consolide sa croissance en 2019*. [online] Available at: <<https://www.unwto.org/fr/le-tourisme-mondial-consolide-sa-croissance-en-2019>> [Accessed 12 March 2020].
9. UNWTO, 2020. *World Tourism Barometer*. [online] Available at: <<https://www.e-unwto.org/doi/pdf/10.18111/wtobarometereng>> [Accessed 12 March 2020].