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MAIN TRENDS AND PATTERNS OF INTERNATIONAL TOURISM DEVELOPMENT

Tourism in the 21st century has become a social and political phenomenon that significantly influences the global landscape and the economies of many countries and

entire regions. International statistics show that tourism income accounts for 10 to 15% of the gross national product, participates in global investment processes, stimulates job growth, intensifies consumer spending, and actively contributes to territorial development.

The tourism industry has achieved significant success in recent decades, with the number of international tourists increasing almost fourfold, and its foreign exchange earnings growing 25 times. Tourism contributes to approximately 7% of global investments, every 16th job, and 12% of global consumer spending. Among the countries receiving substantial sums from taxing the tourism industry are the United States with \$130 billion, Japan with \$70 billion, and Germany with \$57 billion.

The contribution of tourism to the global economy is significant. According to the World Travel and Tourism Council (WTTC), the direct contribution of tourism to the global GDP in 2022 was 3.7%, or \$2.76 trillion. According to the World Tourism Organization (UNWTO), tourism accounts for 30% of international trade in services. The revenue from international tourism in 2022 reached approximately \$1.229 trillion, or an average of \$3.37 billion per day, with 86% directly received by tourism destinations and 14% accounting for transportation expenses by non-residents.

As a global export category, tourism ranks third, surpassing food and the automobile industry, according to some UNWTO methodologies. Tourism directly employs 3.6% of the world's population, and an additional 5.9% of employment is indirectly supported by the tourism sector, meaning that every 11th-employed person in the world owes their job to the existence of tourism.

Regarding tourist destinations, European countries like France, Spain, and Italy are in high demand. In Asian countries, China, Turkey, and Thailand are the most popular destinations. Russia is visited by nearly 28.4 million tourists annually, ranking 9th in the world. However, France remains the top destination, with around 85 million tourists visiting it annually.

It is worth noting that the dynamics of inbound tourist flows to European countries have remained stable over a significant period, with tourists accounting for up to 51% of arrivals, approximately 742 million arrivals. Consequently, Europe generates the

most significant revenue from the tourism industry.

The development of international tourism has been uneven in different countries. This phenomenon is attributed to varying levels of socio-economic development in individual countries and differences in safety for tourists. International tourism is most developed in Western European countries, accounting for half of the global tourism market, while Asia and Africa combined account for less than a quarter. Europe not only serves as the homeland for most tourists but also as the main travel destination for many tourists, especially within the European Union. The World Tourism Organization (WTO) distinguishes countries into:

- «tourism suppliers» (such as China, Germany, South Korea, and the United States);
- «host countries» (including France, Greece, Cyprus, Italy, and Spain).

Tourism development worldwide is uneven. While global tourism indicators are on the rise, there is a redistribution of tourist flows in both regions and individual countries. Negative trends in tourism development are observed in some countries, while other countries successfully develop the tourism sector. The situation with the COVID-19 pandemic has had a negative impact on the tourism business in 2019-2021, and the consequences and restructuring of the industry will continue in the future. Besides the COVID-19 pandemic, international tourism is influenced and will be affected in the future by migration movements, political events, and terrorist acts in various countries, as well as the escalation of religious conflicts.

Intensified political, religious, and pandemic problems will seriously change the international tourism map.