

## **TRENDS IN THE DEVELOPMENT OF THE TOURISM INDUSTRY IN THE CONTEXT OF GLOBALIZATION**

The purpose of the research is to highlight the most common trends in tourism industry development in the context of globalization.

Globalization offers many solutions economic, technological, social and cultural benefits on a large scale. This benefits lie in the growing communication and interdependence between the various countries of the world. The unification of markets, societies and cultures through a series of social, economic and political transformations give them a global character.

Globally, tourism is considered the world's fastest growing activity, a major source of income for many developing countries, and a source of employment and much-needed development opportunities. Almost in all countries of the world, tourism is an important part of their economy, which is determined by the demand and needs of consumers. So, tourism is one of the main parts of the promising models of both developing economies and consolidated economies.

On the other hand, tourism refers to the goods and services produced to meet this demand, including a wide range of different activities: transportation to destinations, accommodation, provision, shopping and travel agency services. Tourism is an activity of great importance for national development, especially in terms of balance of payments, employment rate, gross domestic product, foreign exchange market, payments, development and other economic factors.

The era of globalization implies a number of direct and indirect impacts on the tourism industry:

1. The expansion of international tourism is accompanied by new markets and emerging destinations, which means a gradual redistribution of tourist flows around the world.
2. The growth in demand for air transport contributes to the development of long-distance transportation, the expansion of tourism in new directions.
3. Commercialization and marketing include new technologies in tourism products.
4. An indisputable requirement of the tourism industry is the preservation of the environment, just like the cultural identity of tourist destinations.

Along with the globalization of the tourism market, one can single out the uneven distribution of its flows, the different levels of infrastructure development of countries in this area. This fully applies to the countries of Latin America. For example, Mexico was the most visited destination in Latin America in 2021, with 42,000 more foreign tourists visiting the country than in 2020. During the first quarter of 2022, the flow of tourists increased by 30,9 % in Mexico; recorded \$6,7 million in foreign exchange earnings from foreign guests; foreign direct investment in tourism in the country

amounted to \$2,4 million. Mexico ranks second among the top 10 tourist destinations with a total of 39 million 300 thousand visitors; followed by Argentina with 6 700 000 and then Brazil with almost 6 100 000 foreign visitors [1].

In conclusion we can highlight the main trends of the tourism industry development: implies flexibility in adapting to market changes, the use of environmentally friendly technologies and integration into development.

All these will allow tourism to function profitably, due to natural and cultural heritage resources.

### **References**

1. Туризм в Мексике: тенденции в секторе в 2022 году [Электронный ресурс] // Тонкости. — Режим доступа: <http://www.tonkosti.ru/Мексика>. — Дата доступа 26.11.2022.