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TENDENCIES OF DEVELOPMENT OF TOURISM INDUSTRY IN THE CONTEXT OF GLOBALIZATION

Globalization is the process of international integration resulting from the interchange of world products, views, ideas, and other sides of culture. Advances in transportation (such as the steam locomotive, steam ship, jet engine) and in telecommunications (including the invention of the telegraph and its modern descendant, the Internet and mobile phones) have been among the major factors in globalization, generating further inter of economic and cultural activities. An essential aspect of globalization is movement of people. As transportation technology improved, travel time and costs decreased significantly between the 18th and early 20th century. Most people today see speedy travel, mass communications and quick dissemination of information through the Internet as benefits of globalization [1].

Tourism is travel for pleasure. The developments in technology and transport infrastructure have made tourism more affordable. More people can travel every year. Therefore there is a dynamic growth of tourist flows and revenue. International tourist arrivals have surpassed the milestone of 1 billion tourists globally in 2012.

The process of globalization results in the foundation of international corporations in all the spheres of economy including the tourism industry. For instance, about 25 % of all the hotels in the world belong to international hotel chains. InterContinental Hotel Group, Marriot International and Hilton Worldwide are among the biggest hotel chains in the world, having more than 500 hotels each. Chain hotels have certain advantages such as worldwide reputation, advertising support, usage of the latest technologies in service, and loyalty programmes for the regular clients. But the worldwide expansion of the hotel chains is dangerous for the independent hotels and small businesses as they lose their clients and are obliged to fail.

Information Technology plays key role in the development of today's tourism. Online booking systems and electronic payments, mobile phone applications and tourist services are spread all over the world. Nearly two-thirds of hotels provide the service of online booking. Booking.com is one of the most popular online booking systems, which offers more than a million variants of lodging in 225 countries all over the world. Information technology makes it easier to plan a trip. Only a few years ago to go on a holiday one needed to come to a tour agency and choose one of the ready-made tours. Now a person has an opportunity to plan his trip himself. Though it is rather time-consuming, more and more people prefer this way of travelling, as it is cheaper, there is no group to wait for, and one can

choose exactly what corresponds to his needs. Over the last few years there has been a significant increase in this type of travel.

Globally there is a decrease in average duration of a trip, but an increase in frequency, which signifies greater availability of travelling in general.

So, tourism is an important, even vital, source of income for many regions and countries. Globalization has a dramatic influence on the international tourism which plays a more and more important part in the world economy.

References

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HAUNTED HOTELS: CUSTOMERS' SATISFACTION AND DEVELOPMENT TENDENCY

Any traveler is eager to find enjoyment and excitement from the place he visits. However in our fast-paced world it becomes more difficult to take a traveler's breath away. While some hotels utilize their brands, geographical position, and excellent service, properties can also use a haunting to attract peculiar customers to a destination.

Those travelers who seek thrill and strong sensation can be excited by some paranormal experiences. When a person occupies a haunted property, the excitement may appear as a result of the desire for strangeness and novelty. It is considered, that a visit to a haunted house provides an adrenaline rush similar to the excitement one can achieve from skydiving [1]. Therefore some tourists may be highly motivated to seek haunted properties. Thus, such tourist properties can potentially increase their occupancy rates and revenues [2].

Surely, many factors contribute to the satisfaction of a hotel visit including the price, housekeeping, food and beverage and others. Atmo-