

CHALLENGES FOR TOURISM DEVELOPMENT

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ABSTARCT

The main challenges identified include inadequate infrastructure, poor product development and management, poor marketing, poor linkages within local economy, insufficient institutional and technical capabilities and shortage of appropriate and specialized core and skilled personnel.

Keywords: Tourism, Development, Economy, Management, Marketing.

Introduction

As a result of reforms around the world, we can see that the tourism industry is developing day by day. Also, despite the large number of achievements of our country in the field of tourism, we, like all countries, have a number of negative effects in this area. Of course, the safety and health of tourists are of paramount importance in tourism.

Tourism, which is a complex socio-economic system, is influenced by many factors, especially in today's information-intensive, fast-paced world. The role of internal and external influences is significant. Therefore, their accounting is objectively necessary for the effective organization of tourist activities. Factors affecting tourism are divided into two types:

External;

Internal (endogenous).

External factors affect tourism through changes in society and are of unequal importance for different elements of the tourism system.

Among the most important external factors influencing the development of tourism are:

Natural geography;
cultural and historical;
economic;
social;
demographic;
political and legal;
technological;
ecological.

Natural geographical (sea, mountains, forests, flora, fauna, climate, etc.) and cultural and historical (architectural, historical and cultural monuments) are key factors in the selection of a particular area for tourists to visit as the basis of tourist resources important.

The richness, accessibility and accessibility of natural and cultural-historical resources have a significant impact on the scale, pace and direction of tourism development.

It is important to keep in mind that natural phenomena can lead to both ups and downs in tourism activities. For example, the last solar eclipse of the 20th century. (summer 1999) was well observed in Europe, especially in Romania. The skillful advertising campaign of this event in 1999 led to an increase in the number of tourists visiting the country by almost 200 thousand people compared to 1998. On the other hand, the great flood (June-July 1997) limited tourism activities in most of Poland and the Czech

Republic. The devastating earthquake in northern Turkey (1999) reduced the number of visitors by 2 million compared to 1998 and the revenue from international tourism by almost \$ 3 million [1-15].

In general, natural-geographical and cultural-historical factors create conditions for the development of tourism and have a constant, unchanging value.

The economic situation of the country depends not only on the income of the population, but also on the material and technical base and the level of development of tourism infrastructure. That is, tourism plays an important role in the state economy.

Economic factors include inflation, interest rates, fluctuations in real exchange rates. Thus, changes in exchange rates have a significant impact on the volume of tourist flows between countries with strong and weak currencies. percent increase will lead to a 6-10 percent decrease in demand for outbound tourism.

The development of tourism is very sensitive to any stage of the economic cycle - ups and downs - not only for the national but also for the world economy. Thus, during the economic crisis of the 80s. In the 20th century, the number of international tourists decreased significantly.

Among the social factors, the development of tourism should be noted, first of all, the increase in leisure time of the population (reduction of working hours, increase in the duration of annual vacations), which is accompanied by an increase in living standards. the population represents a new influx of potential tourists.

With the increase in the duration of leisure time in tourism, two trends have emerged - the fragmentation of the holiday season and the growth of short-term travel. Tourist travel is declining, but more frequent. . Instead of a year-long trip, several shorter trips are often preferred (e.g., a two-week vacation at sea in summer, a week in the mountains in winter, as well as several trips and holidays on weekends). Such trips mean increasing the activity and mobility of tourists. "Short-term" visitors typically charge more per day at a designated destination than long-term visitors.

Demographic factors that constantly affect the development of tourism depend on the population, its distribution by individual countries and regions, age and sex composition (with the distribution of the working age population, students and retirees), marital status and family composition. Thus, the growth of the population of the whole world and its individual regions has a direct proportional effect on the increase in the number of tourists. Statistics show that tourists come from here. Countries with high population densities are stronger than countries with low population densities. In addition, there is a clear trend of changing the mobility of tourists depending on age, gender and marital status. Thus, 18-30 year olds show the greatest propensity for active types of tourism. However, the overall tourist mobility of people reaches its peak at the age of 30-50. Studies show that unmarried (unmarried) people are more active than married people, and women are more interested in tourism than men.

The group of demographic factors also includes urbanization (increase in the share of urban population), the level of which is directly proportional to the intensity of tourist travel. The highest levels of urbanization are in North America (77%) and Europe (71%), which are the main "suppliers" of tourists. In a country, the level of tourist activity in cities is much higher than in rural areas. In addition, the larger the city, the more tourists go on tourist trips [16-25]. and affects the level of enlightenment.

The following changes are taking place in the demographic structure of the population of developed countries:

- aging of the population (a decrease in the birth rate leads to an increase in the proportion of the elderly, while the number of age groups, in particular, the number of people aged 15 to 24 years is constantly declining);

The number of working women is growing, their aspirations for the profession are growing (this leads to late marriages, delayed childbirth, an increase in the number of childless couples).

-the number of singles is increasing (in large cities they make up half of the total population.

It should be added that tourism activity depends in many respects on the political situation. A stable political situation contributes to the development of tourism, and conversely, a critical situation leads to its low growth rates and even reduction. armed conflicts (e.g., the Middle East in 1967 and 1973) coincide with economic crises. On top of each other, they reinforce each other's negative impact on tourism.

In the early 1990s, due to US military action in the Persian Gulf in the 20th century, the growth rate of tourists in all regions of the world slowed down, and in Italy, Great Britain, Germany and Switzerland there was an absolute decline in the number of tourists. conflict (their escalation is observed from time to time, for example, in the spring of 2002) has a negative impact on the development of tourism in most countries of the Middle East.

Terrorism and extremism pose a serious threat to tourism. Thus, the negative consequences for international tourism in the wake of the September 11, 2001 terrorist attacks in the United States are virtually innumerable. In absolute terms, the number of tourists in 2001 was 689 million (a decrease of 1.3%) compared to 697 million in 2000. The last time this decline was recorded was in 1982, when it was 0.4 to 96. In the following years, the volume of tourist arrivals around the world grew steadily. In countries where tourism has a major impact on the national economy, extremists may choose to attack tourists to exert political pressure on ruling circles (e.g., in Egypt in 1997). changes in the political map of the world. The twentieth century, the opening of the borders of the CIS and Eastern European countries and the transition to market change predetermined the increase in the flow of tourists from these countries. At the same time, some countries of Eastern Europe (Czech Republic, Hungary, Poland) took the lead in receiving guests.

The measures taken by the European Union to create a single market in Europe with capital, goods, services, free movement of people, unification of tax policies, the introduction of a single currency and no internal borders will create all conditions for the rapid development of tourism.

Ethnic tourism aims to help tourists visit their hometowns, the residences of relatives and friends. This type of tourism plays an important role in international tourism exchange. Ethnic tourism is of particular importance for countries whose population lives abroad.

Therefore, in order to develop tourism, it is necessary to achieve political and internal and external stability. It is also necessary to actively establish mutually beneficial cooperation with other countries. Urban planning is one of the most important aspects, but not everywhere. It is required to build cities in the next 50-60 years. Another problem is the active organization of the digital economy in tourism using digital technologies. We must not forget that the presence of problems in every field does not affect tourism.

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