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# INTERNATIONAL TOURISM AS AN EXAMPLE OF INFLUENCE OF REGIONAL INTEGRATION ON THE STRUCTURE OF WORLD ECONOMY

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**Summary:** The article is an attempt to assess impact of regional economic integration on the structure of world economy. It determines the place of international tourism in the structure of world economy and economy of Ukraine. Statistics on the impact of integration processes on the development of international tourism in terms of export-import operations as a substructure of the world economy has been analyzed.

**Key words:** export-import operations, international tourism, regional integration, world economy.

**Анотація:** Стаття присвячена визначенню впливу регіональної економічної інтеграції на структуру світового господарства. У ній було визначено місце міжнародного туризму у структурі світового господарства та господарства України, та проаналізовано статистичні дані щодо впливу інтеграційних процесів на розвиток міжнародного туризму як підструктури світового господарства.

**Ключові слова:** експортно – імпортні операції, міжнародний туризм, регіональна інтеграція, світове господарство.

**Аннотация:** Статья посвящена определению влияния региональной экономической интеграции на структуру мирового хозяйства. Было определено место международного туризма в структуре мирового хозяйства и хозяйства Украины. Были проанализированы статистические данные относительно влияния интеграционных процессов на развитие международного туризма как подструктуры мирового хозяйства.

**Ключевые слова:** международный туризм, мировое хозяйство, региональная интеграция,  экспортно–импортные операции.

With globalizing world economy, which forms the relationship of unequal exchange in international trade by means of services including tourism, scientific ways of development and intensification of regional activity in services come to the foreground. These ways are supposed to take into account national and regional peculiarities.

The regional aspect of international tourism is still poorly studied. In the scientific community there is an ongoing debate on international tourism in the global integration of economic system (within the framework of the EU, within the framework of "European Union - other countries, within the CIS, EurAsEC, etc.) and on the role of international tourism as a factor ensuring sustainable global, regional and national economic growth [8].

International tourism makes a substantial part of export-import operations, global and regional trade in goods and services, international economic relations and is a derivative and a factor of integration in the global economy. International tourism has become one of the leading industries of the world economy in terms of internationalization and globalization processes [3]. The key indicators of measuring the turn-over of international tourism include volume of tourism flows

and tourism receipts and expenditures. Thus, in 1950, international travel in the world was committed by 25 million people, in 1970 their number grew up to 165 million people, in 1990 - up to 450 million people, in 2000 - 700 million people and in 2009 - 800 million people [11].

Applied statistics of touristic revenue and expenditure contains cost estimates of tourism with the aim of researching the effect of international tourism on the global or national economy [1]. The place of international tourism in the global, regional or national economy is determinated by the ratio amount of income from international tourism to the value of the global, regional GDP or world GDP [5]. With the same aim, we consider the value of the share of tourism receipts in exports, the share of those employed in tourism, tourism receipts per capita expenditure on tourism per capita, the ratio of the balance of tourism, trade and balance of payments and the like.

According to the World Council of Travel and Tourism (WTTC), in 2009 in the tourism industry employed 235.8 million people or 8.2% of total employment in global economy (about one in twelve employees). Before the first half of 2010, the figure had reached 260 million people, i.e. every tenth worker in the world. It should be emphasized that this activity has a multiplying effect – creation of one job in tourism creates two jobs in related industries, and an increase in direct revenue increases indirect revenues of a country three times. The share of tourism is about 10% of global gross national product, 7% of total investment, 11% of global consumer spending, and 5% of all tax revenues and a third of world trade in services [12].

Countries tend to consider inbound tourism to be a priority, as it is associated with a significant inflow of foreign currency and a multiplier effect for economic development and the associated development of tourism infrastructure. According to Kharkiv Department of Culture and Tourism, average number of employees of tour operators and travel agents in 2010 is 1,000. The monetary amount of travel agents for 9 months of 2010 was about 119 806.492 UAH. Payments to the budget during the same period amounted to 5282.847 UAH. That is 9.3% more when compared with the same period in 2009 [9].

Tourism takes a limited share in the structure of exports of services in the region. Between 2000 and 2009 both positive and negative trends were observed in the development of tourism in Kharkov region. For example, in 2009 Kharkov region was visited by 11 089 foreign tourists, it was more than in 2000 by 3607 persons (48%) and by 2221 people (25%) than in 2008. At present there are serious problems in international tourism due to the global economic crisis and instability of the political situation in the developing world. In 2008 an observed drop in the rate of growth (from 7% in 2007 to 2%) reduced the share of industry in the global trading system. In 2009 this tendency remained. This issue requires a thorough and comprehensive analysis and development of prospects and trends of international tourism at all levels [10].

An important factor in increasing the competitiveness and stability of the region is international integration. International tourism and socio-economic integration can be seen as interdependent and mutually reinforcing phenomena. It

is well known that the rules adopted within the framework of international tourism activity ("Schengen Agreement" in 1985) later became part of the integration processes within the European Union. Conversely, an agreement on the establishment of the North American Free Trade Association promoted the intensification of intra-regional exchange of tourists between the U.S., Canada and Mexico [2].

One of modern forms of European international integration is the Euroregion. It is based on close cooperation between two or more territorial units in bordering areas of neighboring countries in Europe. Today, four Euroregions operate in Ukraine: "Dnipro", "Yaroslavna", "Slobozhanschina", "Donbas". Thus, in the framework of the Euroregion "Slobozhanschina" between Belgorod and Kharkiv, some working groups are in operation to develop cross–border cultural, educational and agricultural tourism. The environmental project "The Complex Plan for Rehabilitation of the Lopan Watershed" is being carried out [7]. The development of the Euroregion "Slobozhanschina" as a full member of the Association of European Border Regions, permitting introduction of structural changes in the bordering areas, which are aimed at improving the quality of life, economic competitiveness of the region.

In a context where Ukraine has not created economic incentives for deeper integration in the West and the East, the Russian-Ukrainian border area may play a significant role as a stabilizing factor in relations between Ukraine, Russia and the EU [4].

Achieving full integration of Ukraine and Kharkiv region, in particular, the modern global touristic system requires activation of strategic management in tourism. Special emphasis should be laid on analysis of possible scenarios in the context of drawing up new basic agreements on partnership and cooperation with EU countries and the CIS.

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