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## **8.2 «Туризм в эпоху глобализации мировой экономики»**

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### **Impact of globalization on the development of tourism in the world**

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At the end of the XX century there was a new type of economy - the global economy. Its distinguishing feature is that all the major economic activities - production and consumption of goods and services, management, dissemination of information and technology, the functioning of markets - are carried out on a global scale. Thus, Manuel Castells defines the global economy as "the economy, capable of operating as a single system in real time on a global scale." [1]

The processes of globalization in the broadest sense are characterized by a sharp increase and complexity of interconnections and interdependencies in key areas of economic, political and social life, acquiring a planetary scale. Globalization is reflected in the growing interdependence of countries in the world as a result of the increasing volume and variety of cross-border movement of goods and services, as well as rapid and extensive spread of all kinds of technologies. Globalization of the world economy affected the development of the tourism sector. The growth in demand for tourist services has led to the formation of intense competition and the spread of various supranational corporations in tourism and hospitality industry. The widespread use of the latest technological solutions, together with other modern means of transportation, computer reservation systems and hotel reservation, sales of tourist travel or modern service lines has led to the emergence of the phenomenon of international mass tourism, which was called "technological tourism". Modern tourism opens features of mass tourism product along with its standardization and mass production, specialization and variety of its proposals, as well as modern sales and advertising, often virtual. The global economy tourism is the result of human needs, starting with the need to rest and leisure, restoration of physical strength, consumer needs and ending with mental needs: a new experience, perception and cognition. The importance and role of tourism in regional and international levels can be seen through the volume of tourist routes, the number of jobs in tourism and related sectors, the volume of foreign exchange receipts and expenditures on tourism and leisure. New directions and trends in international tourism is a derivative of geopolitical changes. [2]

The collapse of the totalitarian system, the democratization of society in the former socialist countries, as well as the formation of the European Union became the most important events that have influenced the mass development of international tourism, which can be considered a unique phenomenon of the twentieth century. The processes of globalization in the tourist market today are characterized by the following features: changing technologies, modernization of transport infrastructure, the internationalization of business activity, the creation of the mechanism of regulation of international tourism. Changes in technology and communication have made many kinds of services able to trade. One of the latest trends in the development of e-commerce over the

Internet talking about the actual functioning of the global economy. On the propagation of the Internet the following figures: by 2001 there were over 400 million users, and by 2010 their number will increase to 2 billion people. The information revolution contributed to the expansion of tourism ties. Tourism product is one of the most frequently requested online. So, over the Internet receive about 68.2% of the information about travel: it is information about the kinds of recreation destinations in, prices, cartographic materials and, of course, the Internet is done book. At the heart of motivation to use interactive agency in the first place is convenience (78.4%), followed by - no pressure at purchase (66.4%), followed - saving time (64.2%) and the opportunity to obtain information directly from the tour operator. It should be emphasized that the global distribution systems, system backup and reservations, such as "Galileo", "Amadeus" et al., Began to play a key role in the international tourism as a result of the expansion of their use as a channel of distribution of seats in transport and hotels and tools marketing tourism products. In a global economy plays an important role e-commerce. E-commerce in tourism could radically change the structure of production and distribution of tourism products, eliminating the need for auxiliary structures such as distribution networks, tour operators, wholesalers and travel agents. Information Technology Telecommunications and provide information at any distance and in any mode of time, including on-line. Industry is developing rapidly transport services for tourists. One of the biggest air transport industry is a sector uslugPrimerno 70% market share of air transport services is necessary for passenger transport, with 40% of the total number of international tourist arrivals accounted for air transport. Increased international and domestic travel, including travel to rest on a business trip, the trend towards the implementation of several short trips during the year (crushing vacation) contribute to the further increase in demand for air transport services. According to the forecast of the WTO, to the year 2015, the increase in the number of passengers using air transport by 3% annually. The most significant growth is expected in the Middle East - 4.8% per year. Will rapidly increase the number of passengers on the European continent - 3.15% annually. In the Asia-Pacific region is also projected strong growth in passenger numbers - 2.7% per year. Even the most rapidly growing industry will be sea and river cruises - about 5% annual growth. [3]

Rail industry will develop due to the transcontinental and inland high-speed railways. At the same time will gradually reduce the share of road tourist traffic. The most important criteria for evaluating the vehicle will be the level of comfort, safety, environmental safety, transportation cost, speed and capacity. In addition, an important feature of globalization is the internationalization of business activity. The reason for the internationalization of tourism business is the peculiarity of tourism products. Tourism product, as it is known, is a set of services provided by the tourist, and often consumed abroad. Manufacturer to achieve maximum profit seeks to expand its influence in other areas of tourism. So, airlines can be combined with the tour operators and hotel sector. The initiative often comes from companies based in countries suppliers of tourists who get a competitive edge by studying tourism demand and trends in the tourist market. In the global integration processes play an active role TNCs. These processes result in the formation of concentration of production and centralization of capital.

The company is considered to be transnational - if it has a lot of foreign branches and subsidiaries; - If its activities extend to a large number of countries around the world; - If the share of revenues and profits from foreign operations relative to total revenue and profit is very high. A striking example of the creation of TNK in the tourism business are integrated hotel chain. Most major hotel chains are headquartered in the US, although the year-on-year increase in the role and the other countries in the management of the hotel business. Among the most well-known hotel chains, managed from the US, are Hospitality Franchise System (number of hotels in 4400 in 6 countries, the number of rooms 435 000), Holiday Inn Worldwide (number 2031 hotels in 62 countries, the number of rooms 365 309), Best Western International (number of hotels 3401 in 60 countries, the number of rooms 276 659), Marriott Hotel (number 898 hotels in 27 countries, the number of rooms 186 656), ITT Sheraton (number 417 hotels in 61 countries, the number of rooms 129 937). Among other countries with headquarters hotel chains, it may be noted France (Accor, Club Mediterranee), the UK (Forte Hotels, Hilton International), Germany (Robinson Club GmbH),

Spain (Grupo Sol Melia). Association in the international chain suggests that hotels are taking measures to improve their competitiveness. At the famous corporations to establish rules and standards to ensure the originality of style and customer service scenario of all its hotels. [4]

However, the internationalization of business activity manifested not only in the hospitality industry, but also in the restaurant business in the tour operator sector, in the field of air transport (creating global alliances, such as "Star Alliance", which combines German, Swedish, Canadian, Brazilian and others. airlines). International tourism is an integral part of international relations, which raises the need for organization and management of the whole complex of tourist activities, both within individual countries and at the international level. Important role played by the World Tourism Organization, founded in 1975 and operates under the auspices of the UN. The WTO focuses on informative tourism promotion, expansion of its significance, the creation of new material and technical base. For other important international organizations include the International Air Transport Association, the main function of which is to streamline international commercial air transport, the introduction of common rules and procedures established by the agreed tariffs for passenger air travel on international routes. In addition to international organizations, there are regional organizations such as the Organization for Economic Cooperation and Development (established in 1960 to implement the objectives aimed at achieving high rates of sustained economic development and growth of world trade, including the study of the problems of tourism), or Asia-Pacific Tourism Association (engaged in the development of tourism in the 34 countries of the Asia-Pacific region). Thus, the globalization of tourism can be defined as the process of a sharp increase in tourist flows and flows of services, capital, information and technology, usually do not fall under the control of national governments. Globalization has long-term nature, and its driving force is, first of all, the revolution in information and communication technologies, market liberalization and increased international competition. [5]

So, tourism era of globalization has intensified the exchange of cultural patterns on a large scale and with rapid speed allowed to recognize the diversity of the world where people "feel part of not only the local community and their country, but of all mankind." Global trends are found in technologizing, informatization, unification, the prestige of tourist services. The latest trends in the development of modern tourism become the personification of queries and differentiation of consumer preferences of tourist services, the pursuit of sustainable tourism, favors reduction of political, socio-cultural and environmental risks in the host destination, mutual mutual respect tourists and locals. Features of modern tourism - pragmatism, constructive, deep motivation of all participants of tourist activity, a multi-purpose plant tourist. Social and cultural practices of tourism in the era of globalization allows the system to analyze and identify ways positive practical implementation of its obvious and hidden features.

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### **ҚАЗАҚСТАНДАҒЫ СЕРВИСТІК ҚЫЗМЕТ КӨРСЕТУДІҢ ҚАЗІРГІ ЖАҒДАЙЫ ЖӘНЕ ЖЕТІЛДІРУ ЖОЛДАРЫ**

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