Sofiya Bilous
aspirant of ecomomics, lecturer
Lviv National University after Ivan Franko
Marta Malska
Doctor of Economics
Lviv National University after Ivan Franko
Yuliya Masuk
aspirant of economics, lecturer
Lviv National University after Ivan Franko
Olga Belanuk
assistant
Lviv National University after Ivan Franko

THE INFLUENCE OF GLOBAL PROCESSES ON THE STRATEGIC DEVELOPMENT OF FESTIVE TOURISM IN UKRAINE

At the present stage of development there are hundreds various definitions and interpretation of the notions of globalization, which are absolutely contradictory and mattualy exclusive thereby identifying the emergence of the problem that has the complicated abcense of understanding of the essence of globalization and its national communities' challenges as well as their hopes due to it, and also the prediction of the occurred consequences in future.

In the end of XX century the world suffered from qualitatively new changes that in some ways could transform social, political, economical and state-management world's systems, as a result, the building of world order acquired new features but even the processes of globalization which were tied up with reasons of poorness, ecological crisis and bursting of internetional terrorism, became instrumental for the modern society's fate. But according to these processes a number of historical and socio-economic backgrounds and facts were certainly preceded.[1, p.5]

As for S. Huntinghton " globalization is developing on the base of generally planetary's process of differentiation of local civilizations." Due to this it is "a logical process of unification cultural values which

are prepared by the whole step of humanity's development". So, according to this, the researcher got some reasons to understand that globalization is "a new impulse in dynamic and dialogue of modern civilizations" [2, p. 34].

Another American researcher D. Henderson, identifying the globalization with the development of international trading and economic relationships as well as increasing financial interdependence of national domestic economy, was too surprised when he found out that the level of economic interdependence from the 70s XIX century till 1914 of industrial countries was too low in some positions than it was in the end of XX century. For the researchers, it was this time as " the period of the highest blooming of colonialism, going from the level of GDP among the leadering countries of economic development involved in the sphere of international trading." [1, p.7].

V.Ramzes' marked opinion needs our attention, he confirms that " globalization is a competitor of internationalism most likely its anthesis than the logical continuing of development of modern world". The researcher insists that "any process of internationalism necessarily leads to the references of internationalism of different countries so that is one of the forms of manifesting of globalizational process ." [3, p. 15].

The notion "globalization" entered the scientific circle in the 80s of XX century like a reflection of fundamental transformations of the world's modern economy caused by reinforced actions of generally civilised laws and regularities which surround all spheres of social life and post-industrial forms of the world civilization.

In conditions of the globalization of the world economy, the range of tourist services occupies the leading position which becomes one of the influencing factors from which the increasing of economy, rising of competitiveness of the country on the world's tradings, improving welfare of the population depend on. The tourism, under the influence of the processes of globalization occurs the most dinamic development and one of the influencing factors from which the increasing of economy on the world trading and improving of population's welfare. The processes of globalization in touristic branch are reflected in the changing of technologies, the internationalization of the business activity, the modernization of the transport infrastructure, the creation

of the mechanism of regulation and management of tourism. One of the manifestations of globalizational processes in tourism is enhancing the role and influencing in the late decade of festive tourism which surrounds more and more kinds of touristic route. All in all, it reflects globalizational tendencies in the tourism where cultural, educational and entertaining forms become the top of increasing of touristic streams in developed countries. The European Integration has been declared as an orientation of the foreign policy course in Ukraine so the festival movement in our country has to get additional strategically oriental propulsion for development, borrowing organized methods and forms of the central European countries.

According to the researchings by the Council on issues of travellings and tourism, the influential status of industry's hospitality will keep on in future. So the direct profits from tourism in 2016 became more than 2200, 0 billion dollars USA which consists of approximately 3,1 % from the world GDP and almost is four times higher of this indicator in 2000, but the prediction by 2023 will increase to 3249,2 billions dollars USA (3,1 % from GDP) [4].

In 2017 the USA profits from tourism consisted of 210,7 billion dollars, in Spain – 68 billion dollars and in France – 60,7 billion dollars. So the leaders were Thailand, The UK, Italy, Australia, Germany, Makao (China) and Japan. These countries' profit from tourism consisted of 643,5 billion dollars. For more than 40 countries of the world touristic branch is the main resource of national budget revenues, but for 70 countries – one of the three main articles [4].

UN WTO predicts, that in 2020 the number of international tourists will increase 1 billion people and will consists – 1,360 billion people, in 2030 – 1,809 billion people, due to the profits, there will be 2400 billion dollars USA [5].

During the authors' publication's writing was examined and anylized the whole ranges of research where the separate aspects of globalizational processes are anylized and considered. Special attention deserves such works as: „ International economic activity in Ukraine" V.Ye. Novytskyy (2003), „The strategies of economic development in the conditions of globalization" edited by D.G. Lukyanenko (2001), „Global trading system: the development of institutions, rules, instruments of WTO" edited by T.M.Tsygankova (2003). This problem was also carried on: G.V.Maksymenko,

G.I.Vainshtein, I.V.Burakovskyy, V.Golovytska, V.F.Danilchuk, A.M.Poruchnyk, O.I.Rogach, S.V.Sidenko, O.K.Skalenko, A.S.Filipenko and others. But a number of issues connected with peculiarities of festive tourism in the conditions of globalization, left practically beyond the researchers' attention.

Due to the competitiveness index of touristic branch Ukraine got over in 2017 year 88 price among 136 countries in the world. In tourism industry there are 214 people consisted of 1,2%. The part of tourism in GDP of country consists of 1,4% and according to the datas of State Counsil of Statistics for 2017, Ukraine was invited 14,2 million foreign citizens but 26,437 Ukrainian people went abroad. Due to the datas of State Statistic Comunitee in 2017 the tuoristic services offered more than 3500 companies. They implemented almost 1.6 million tours on the sum of 27 billion gryvnyas. Turkey, Egypt, Georgia, Bulgaria, Montenegro enjoyed the greatest demand [6].

One of the suitable conditions for development of tourism in Ukraine was to accept no visa with countries of EU. The travelling abroad became much cheaper as previous visa costed 40-60 euros for tourist, family's visa - 130-180 euros.

International tourism at the beginning of XXI century has become like indivisible global entire in which diverse and versatile processes are constantly happening. The globalization of world tourism was caused by such cooperative factors:

– international devision of labor: the structure, the practice and the logistics of modern global tourism branch lead to the emergency of new concept of international devision of labor which not only contributes to the changings of economic power's balance between separate countries and regions for using partial advantages (geographical location, the cheap energy, resource or labor, access to markets, qualified staff of tourism etc.), but creates backgrounds for forming economic and lately – even political world's multipolarity;

– internationalism of finance: the bright examples of this phenomenon are the establishment of the single European currency and the unification of the world currency market, functioning of international bank system, dependence financial systems of many countries from the waving of the world global stock market;

– new informational and technical systems: new global informal orientally touristic market gives the advantage of making technical eruptions in the developing at the expense of implementation no-how-technologies, new products due to this new informational space, makes boundaries of the countries «clear», and the process of globalization in tourism – irreversible;

– streghtening of competitive fighting between new industrial countries and the principal touristic-leaders;

– gemogeny of international tourist consumer market – one of the reasons is the spreading of mass culture which brings fashion for using equal tourist suggestion, consuming equal kinds of services their standardization and penetration to all spheres and world's regions.

Certainly, that the complicated socially economic situation in the country, irregularity of mechanisms of stimulation of tourism industry, generally, and festive tourism partly, the situation in the east part of Ukraine, and the absence of effective strategy of development of festive tourism as national as regional levels have more difficulties in the development of festive tourism in the country. The question belongs not only to the tourism industry in Ukraine and festive tourism, but also in generally, to the ways of involving of the countries with transition economy and even to the powerful globalizational processes and competitiveness such economies in the world market.

A paculiar challenge for the processes of globalization in the sphere of the tourism became The Global Ethical Code of Tourism. The necessity in the developing of the Code was still said in the resolution which was accepted in 1997 on the General Assembly of the WTO in Stambul. The following two years the Special Commettee of Preparing of the Global Ethical Code of Tourism was formed, the project was created by the General secretary of the WTO Franchesko Frungialy based on the consultations with the Business Council, the Regional Commissions and Executive Council of WTO. The Commission of OUN of the constant development, during its sessions in April 1999 in New York, accepted the conseption of this Code and suggested the WTO to add it with additional proposals from uncouncil organizations. The written comments for the Code were sent by more than 70 countries-members of WTO and different organizations. The recapitulative Global Ethical of Touristic consists of 10 tips and is made by the results of a long constitutional process, was unanimously

approved in October in 1999 on the session of General Global Assembly of WTO in Santiago [7].

Global Ethical Code of Tourism installs the mixture of orientations for the constant developing of the world tourism. There are some ideas from many previous declarations and active professional codes and it carries new thoughts which reflects the changes in our society at the edge of the millennium. The Global Ethical Code of Tourism is necessary for helping as much as possible to tighten up the advantages of the developing of the tourism for the population in the touristic centers and decrease into minimum its negative influencings on the environment and cultural heritage.

The processes of globalization and their influence on the strategic development of festival tourism in Ukraine have their own reflection in the usage of new , informational and telecommunicative technologies which mostly increases effectiveness and improves the work tour agencies and tour guides, makes better the quality of client's service, mostly decreases the time of all procedures and becomes more better in creation of new marketings' methods.

In touristic business in Ukraine under the influence of globalizational processes the trading of services and selling are actively used online every year.

The bright example of globalization performs like a creation of global intergrational hotels' chains which appered on the markets in Ukraine last years. In XXI century the hotel's chains became the main element of economy in more countries of the world, their principal power and the increasing of the effectiveness. So, 90 % of all hotels in the USA are combined to the nets, in Europe these points are 40%. There are more than 300 hotel's nets that went out of the line of the national boundaries under the influence of globalizational processes, the part of which consists of 50% of hotel's rooms. There are 16 hotel's nets in Ukraine. There are included such hotels as Reikartz Hotel Group, Radisson Blu Hotels&Resorts, Reno, Swissotel Hotels & Resorts, Ramada Worldwide and others.

So, the building, the reconstruction and technical retooling of the hotels in Ukraine for 2014-2016 were invested 723 million gryvnyas, 611 million gryvnyas and 1113 million gryvnyas . Thus, the main part (approximately 80%) investment crouched on the technical retooling and reconstruction and only 20% for new building. While for getting

the world proofs, the tourism branch in Ukraine needs about 85-86 billion gryvnyas for investments annually [8].

In the point of this, the processes of globalization reflected on going out of Ukrainian hotel market of global chains, is the bright example of positive strategic changes in tourism's market as well as festive tourism. The tourists who are travelling with the aim to visit the festival, among everything, they need even the comfortable conditions of the location which the world hotel chains guarantee, so they are introduced on Ukrainian market.

The greatest extend to globalization has touched civil aviation that has also got its indirect effect on the festive tourism. The leading air companies of the world prefer creating the strategic alliances with the competitive of its level for limiting the market's abilities of smaller carriers.

For the tourism industry, the main area of cooperation are the agreements between air carriers which belongs to the encouraging programs for potential clients. The most profitable units of air carriers are «Star Alliance» and «Oneworld». Each of these units services about 189 million passengers a year.

The globalization of tourism has also got negative moments which influence directly and indirectly on the development of festive tourism. They are ecological problems, outbreaks of dessease and epidemic in different corners of the world and the threats of terorist acts. Most counted problems have got regional characteristic but globalization "makes" us react on the whole world industry of tourism.

The next important problem of globalization's consequences for the strategic development of festival tourism in Ukraine is an excessive standardization of consumption's characteristics and the service offer models that makes negative influencing on the local culture. So the tendencies to the internationalism and unification are against the tendencies of saving national uniqueness and originality of Ukrainian culture in different country's regions.

Now, in the conditions of globalization, the problem of the saving touristic resources has particularly been acute. For instance, because of irresponsible attitude to architectural treasures in Lviv, the architectural monuments ruin which are in charge of Councils in Tartakiv, Sadova Vyshnya, Zhuravno, Komarno and others. The renewal and reconstruction is, of course, the state's deal but it is not

funded properly. The reconstructed buildings could be used for festival tourism as extremely interesting projects in profitable business.

It should be said, that the example for us can become our closest neighbours and even not the countries of Western Europe where most castles and palaces are centurily left as a state's properties: Latvian, Polish, Czech and Slovak people tried to transform their historical monuments to the modern business centres, the institutions for holiday etc.

The important factor of influence that moderates the development of festive tourism in Ukraine today is the world economic crisis, for analysts the first features of it appeared several years ago. Its influencing will be felt during the summer season this year. Approximately 40% produced products by Ukrainian enterprises are exported and about 30% of bank sector belongs to foreigners. Don't, simultaneously, forget about the political opposition which doesn't allow different councils and centres of agreements of decisions to act concordly and harmoniously. However, for the tourism branch's real prospects are seen during the economic crisis.

Under the conditions of globalization, and also today's economic situation in Ukraine the development material data of festive tourism and its closer types of tourism must be focused on the most quantity of funds which comes from tourism activity as the main branch of economy with fast payback. Potentially the profitable sphere of tourism in Ukraine, feeling the state's support, will grow its potential, relying on the separate enterprises' initiative, the potential of the regions and after the decade of Ukrainian independence the acquired experience of market management.

To sum up, it can be said that the festive tourism as a form of economic activity- objective global phenomenon which harmonises and differentiates fundamental processes of economic development of space. In many cases, the festive tourism does the additional managing functions and complements the dominant production.

Using the advantages of the tendencies of the development of the world management, the festive tourism visually demonstrates the pros of using the regional characteristic in global world in which the cutural identity of local communities and originality in the regions turns into the massive festive touristic product. For successful decision of global

problems it is necessary to anylize them in connection of theirs entirety, the close interweaving of economic, political, ecological, psychological, and others processes.

The processes of globalization that influence on the strategic development of festival tourism today are characterized by the following features:

– the changing and unification of festival technologies which are directed on the improving of services;

– the modernisation of transport infrastructure as well as aviation transport;

– internationalism of business activity;

– creation of mechanism of management and regulation of influence of globalizational processes on tourism generally, especially festival tourism.

Therefore, the strategic development of festival tourism connects to the streghtening of the processes of globalization and integration in the world economy. In the conditions of economy's globalization, the festive tourism develops very intensively which tightly connects with the expansion of opening of the national economies, increasing of intensity of investment flows and others. The Ukrainian market of tourism services as well as festival tourism hasn't acquired enough development yet. The development of festival tourism in Ukraine needs activation of involving in this sphere, the investments, thus even, foreign ones. The state's policy must be focused on the creation of the properly environment for developing of festival, so it has the main role in many countries of the world.

The list of literature:

1. *The global processes in the modern world: teaching materials / R. V. Voytovych, M. T. Soloha ; G. I. Bondarenko. – K.: NAPU, 2013. – 52 p.*
2. *Huntington S. The clash of civilization and the transformation of the world order. New post-industrial wave in Western anaðe. – M., 1999. – 672 p.*
3. *Leontyeva Ye., Ramzes V., Turkiv S., Martinov V. Japan and globalization . – M., 2001. – p. 15-23.*
4. *United Nations Creative Economy report 2013 Special Edition in Ukraine [Electronic resource]. – Way of access : h tt*

p://www.unesco.org/new/ en/culture/themes/creativity/creative-economy-report-2013-special-edition/

5. *Official website of the World Organization of Tourism [Electronic resource]. – Way of access : www. world - tourism.*
6. *State Statistic Services in Ukraine [Electronic resource]. – Way of access: http://www.ukrstat.gov.ua/*
7. *Global Ethical Code of Tourism [Electronic resource] – Way of access: http://zakon.rada.gov.ua/laws/show/983_001*
8. *International Hotel Nets: the world experience for Ukraine Georgiy Dovgal', Nataliya Dan'ko [Electronic resource]. – Way of access : http://dspace.univer.kharkov.ua/bitstream/*