



Historical Forms of Gradual Transnationalisation of Tourism and the Perpetual Motion Machine behind It

Formas históricas de transnacionalización gradual del turismo y la máquina de movimiento perpetuo detrás de ella

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Abstract

The growing importance of international trade is affecting national tourism. Transnational companies (TNCs) are becoming increasingly important in the tourism sector. The purpose of the article is to clarify the significance of the transnationalization of tourism for economic processes throughout the world and in individual countries. To achieve the goal, the article used the methods of analysis and study of statistical data. As a result, it can be noted that the influence of TNCs on the economic sector is considerable, but reciprocal. The economic component of each country determines the level of opportunities for the development of a tourist destination. In the future, tourism will mainly grow in developing destinations. Many of these countries are at least partly dependent on international tourism to support their economic development. TNCs can contribute to the socio-economic development of these countries, for example, through foreign direct investment and transfer of technology and expertise, concluding management contracts or franchising.

Keywords: globalization, tourism, multinational companies, economics.

Resumen

La creciente importancia del comercio internacional está afectando al turismo nacional. Las empresas transnacionales (ETN) son cada vez más relevantes en el sector del turismo. El propósito del artículo es aclarar la magnitud de la transnacionalización del turismo en los procesos económicos mundiales y en países en particular; para ello utilizamos métodos de análisis y estudio de datos estadísticos. Como resultado, es posible señalar que la influencia de las ETN en el sector económico es considerable, y a su vez recíproca. El componente económico de cada país determina el nivel de oportunidades para el desarrollo turístico: en el futuro, el turismo crecerá principalmente en aquellos destinos con desarrollo. Muchos de esos países dependen, en parte, del turismo internacional para sustentar su desarrollo económico. Así, las ETN pueden contribuir al desarrollo socioeconómico de estos países, por ejemplo, mediante la inversión extranjera directa y la transferencia de tecnología y conocimientos, contratos de gestión o concesión de franquicias.

Palabras clave: globalización, turismo, compañías multinacionales, economía.

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Introduction

It cannot be denied that tourism constitutes one of the world's major economic forces. Not a day goes by without a renewed statement on the broader meaning of what many call the world's largest industry. Over the past decades, international tourism has grown significantly because of technological advances, higher living standards and wider globalization processes leading to a rapid increase in the number of visitors. International tourism receipts rose from 2.1 billion USD in 1950 to 445 billion USD in 1998. Over the same period, international tourist arrivals increased from 25.3 million USD to 625 million USD (Ekiz *et al.*, 2017). In 1999, tourism created approximately 3.5 trillion USD of GDP (Gross Domestic Product) and nearly 200 million jobs in the global economy. Global tourism GDP is projected to grow in real terms at 3.0% per year for the decade through 2010. As a result, the industry's share in global GDP will grow from 10.5% in 1990 to 11.4% by the end of 2005. The tourism sector is projected to expand at an average of 4.1% per year over the next two decades, surpassing a total of 1 billion international travellers by 2010 and reaching 1.6 billion by 2020 (Begum *et al.*, 2014).

Although most of the world's tourism is domestic, the growing importance of international trade and developments such as the creation of the European single market in 1992 have an increasing indirect impact on national tourism. For example, foreign direct investment from Asia requires knowledge of international business and other culture on the part of the host society. The development of sophisticated financial products such as derivatives has enabled the world's credit markets to grow rapidly. The globalization of international financial markets has opened up wider access to external sources of finance. The growth of TNCs and the rise in the importance of global brands such as Accor, McDonalds, Thomas Cook have played a central role in the emergence of globalization in the travel industry. It was said about tourism that "hardly any other sector of the economy so clearly illustrates the global reach of multinationals" (Pleumarom, 1999). One reason for this is that, by its very nature, tourism services must be provided to consumers in different locations at the local level. This means that the service company has a special motive to go international in order to follow its customers, and at the same time it helps to control the quality of the services provided. Foreign direct investment (FDI) is the standard vehicle for tourism TNCs to expand their activities.

The various motives for FDI in tourism can be largely explained through the widely accepted "eclectic" paradigm of international production (Hornberger and Nevill, 2011). An eclectic paradigm argues that the scale, nature and growth of value added. The activities of TNCs outside their home country depend on the value and interaction between three main variables—ownership, location, and market internalisation. The interrelation of these variables and the response of firms to them vary by industry, country of origin, and destination of investment, as well as specific features of the firm. They also change over time as changes in technology, the business, and economic environment affect the competitive position of firms and their place of business that creates added value (Davydova, 2015; Song *et al.*, 2012; Havrylyuk *et al.*, 2021).

Consolidation is changing the nature of the global travel industry. For many travel companies, survival in the global marketplace demands mergers or acquisitions of

companies that supply different components of the whole product. The winners in this process are powerful vertically integrated travel companies that create travel value chains that provide customers with distribution, travel operations, flights, accommodation, insurance, entertainment, and more from a single source. The losers are the many small and medium-sized independent companies that have been ousted or taken over by these large organizations, which have ultimately become even larger and more powerful. Although most of the world's tourism is domestic, the growing importance of international trade and developments such as the creation of the European single market in 1992 has an increasing indirect impact on national tourism. Furthermore, if the growing competition in the world market affects the manufacturing, mining, and agricultural sectors of the national economy, then this indirectly affects the domestic tourism industry. From another standpoint, domestic tourism operators must compete with foreign firms that have penetrated their "home territory" or risk giving up their domestic market share.

At another level, there is a set of global industries, including financial, banking, and computerised booking services, which influence the operation and control of certain sectors in the domestic tourism industry. The international travel environment is vast, complex, and almost impossible to understand if left unstructured. It takes concentration to crystallise a situation. At the centre of current events in the global economy is the transnational corporation (TNC), which provides this structure and focus.

In essence, a TNC constitutes a diversified firm that transcends national boundaries and can be defined as "an enterprise that owns and controls income-generating assets in more than one country." The main purpose of a TNC was to generate long-term profit, and one of the most reliable ways to achieve and maintain this purpose was to reduce unit costs. Over the past 30 years, tourism may have suffered due to spatial visitor flows and foreign direct investment, but these in turn have had a profound impact on its economic and social development internationally. Foreign direct investment in tourism is either market-oriented or supply-oriented. The horizontal expansion associated with tourism is largely due to the emergence of new business centres around the world, government policies, and a mushrooming multinational infrastructure that offered travellers "service networks."

The purpose of the article is to clarify the significance of international tourism for economic processes throughout the world and in individual countries.

Materials and methods

The study is based on the research of articles on the development of the tourism sector and the creation of transnational companies around the world, from 1995 to 2015. Publicly available materials and additional research on them were investigated (Biggs *et al.*, 2011; Singh, 2021; Hassink *et al.*, 2019). Furthermore, the study examined the historical component of tourism development in the countries of Asia, North America, states located within the Caribbean and the Indian Ocean. The level of involvement of these countries in the development of tourism activities and the development of TNCs

is considered. The international tourism industry, which has become an important factor in accelerating the economic development of both developed and developing countries, represents only a new dimension of modern international economic relations. Its institutional formats are established based on theoretical developments, expressed in the functioning of classical institutions, and associated with the evolution of society. In particular, studying the origins of the phenomenon of tourism, approaches to the interaction of structural elements of the industry, the study defines conceptual, methodological, and even philosophical ideas between the supporters of the economic theory of tourism as a separate sphere of relations, and those that integrate laws in specific markets into a system of holistic relations.

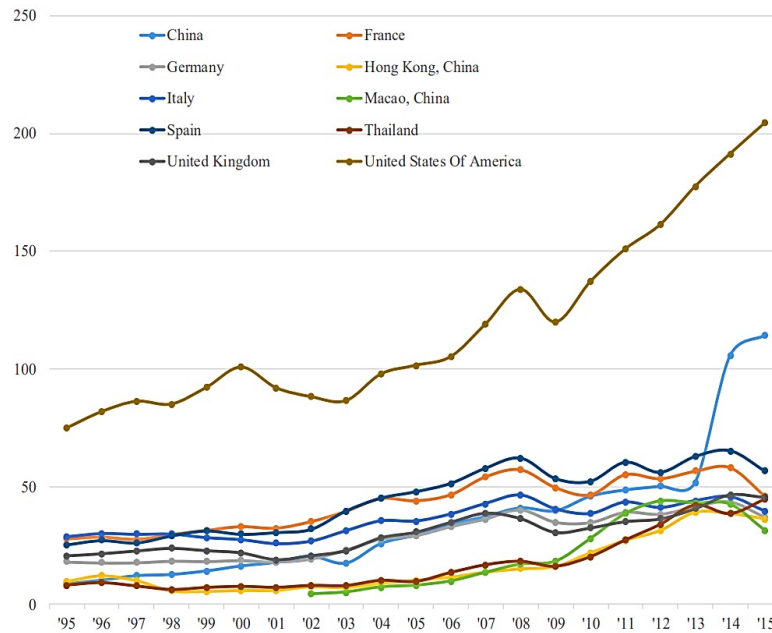
For this study, data on international tourism receipts by major destinations were used to assess the impact of globalization on tourism in North America, the Asia-Pacific region, the Middle East, and Europe. Analysis is one of the main research methods. With its help, the main components of the activities of TNCs and their impact on the transnationalisation of the tourism sector and economic growth in the studied countries were identified. The activity of TNCs for 20 years in countries such as the USA, Canada, Japan was analysed, forecasts were made regarding the further influence of large international companies on the world economy.

Results

Nowadays, international tourism occupies a leading position in the world economy and is an attractive investment. In particular, in 2015, world tourism accounted for 9% of GDP, which corresponded to 1.5 trillion USD, and 6% of world exports compared to 1975 characterizes the industry as a dynamic and influential global environment (World Tourism Organization, 2016). In 2016, international tourism accounted for 10% of the world GDP, 7% or 1.6 trillion USD in world exports, 30% in the structure of trade in services, and employment of every 11th person in the world. The global hotel industry received 550 billion USD in revenue in 2016. The leading companies were the British hotel chain InterContinental Hotels Group, which in 2015 made a profit of 24 billion USD with assets of more than 4,800 hotels worldwide, Hilton Worldwide and Marriott International with 4,278 and 4,424 hotels, respectively (Sardak, 2015; Stone *et al.*, 2020).

Considering the potential of the tourism industry and its investment attractiveness, a significant part of the capital, labour resources of the financial, transport, and manufacturing sectors is redistributed in favour of the tourism industry, including within TNCs. Within countries, economic activity in the tourism sector significantly contributes to the creation of the gross national product, including through a significant number of services sold directly in the industry and in related areas by suppliers of certain goods for the tourism enterprise (Figure 1). The effect of an increase in the gross product in tourism is primarily of regional importance, especially given the fact that the main proceeds of tourism enterprises go to regional trade, industry, and agriculture (multiplier effect).

Figure 1. International tourism receipts in major destinations (USD billion)
Figura 1. Ingresos por turismo internacional en los principales destinos (mil millones de USD)



Source/fuente: World Tourism Organization, 2016.

In the regional aspect, the function of smoothing (levelling) plays an important part, which is manifested in the fact that tourism contributes to the development of structurally weak regions. The expansion of TNCs in tourism in the 1970s and 1980s can be explained by the structure and growth of TNCs with the added value beyond their national borders. In particular, the concept of specific ownership or competitive advantage of TNCs refers to the ability of companies to meet the needs of current and potential customers, especially with regard to the quality of services, prices, and services associated with the purchase and use of products. Quality is probably the most important variable in determining competitiveness in the international travel industry. TNCs that have managed to create and maintain a consistent brand image and control quality tend to outperform competitors that failed to do so.

The emergence of TNCs in tourism significantly contributed to improved efficiency of operations, rational use of resources, and the growing globalization of the economy in the 1990s. But TNCs have also created many problems, especially with regard to the influence of TNCs on tourism development in developing countries. The relations between TNCs and the nation-state is the starting point for the current issue, which see tourism as a means of economic development in countries with declining economies and in developing regions.

While the “separation” between independent and corporate operations is changing in favor of the latter, the current business environment appears to offer two main options and opportunities for small businesses that cannot expect to compete in terms of size. To survive, smaller firms can do the following:

- join “mega-companies” in some kind of symbiotic relationship;
- do niche marketing.

Regarding the latter, in a tourism market thriving through segmentation, small businesses (which are still the backbone of the tourism industry in most countries) have real opportunities to develop facilities and services that are geared toward specific locations and types. As for the former, the global trend toward consolidation seems inevitable. The modern business environment requires organizations with sufficient resources, in particular management talent and funding, to tackle the toughest challenges that small travel businesses cannot.

Internal (endogenous) factors of the tourism market: the processes of demand, supply, and distribution of tourist products, the emergence of new intra-regional tourist segments, an increase in the range of travel, a variety of forms of recreation, an increase in short-term stays, an increase in the diversification of tourism development in the established tourist space, the growth of partnerships between large companies with small and medium-sized businesses, the creation of strategic tourism alliances, the role of the media in the promotion, advertising, and sale of tourism products, the number of employees, professional and qualification structure, increase in the importance of professional training, improvement of the organizational work, increase in the role of private tourism business, etc. (Table 1).

Static external factors:

- territorial and geographical: proximity to the sea, mountainous, and forest areas, the nature of the coastline, the position of the country in relation to the main suppliers of tourists, the location of the region on important transit routes, etc.
- climatic: natural landscapes, rivers, lakes, waterfalls, seas, mountains, pleasant climate, therapeutic mud and mineral waters, temperature and wind conditions, etc.
- historical and cultural: historical landmarks, memorial sites, museums, unique decorative and applied arts, customs and traditions of local residents.

Dynamic external factors:

- socio-demographic: demography of the population, age structure, degree of employment, welfare of the population, the presence of singles and couples, the level of education and culture, aesthetic requirements, the ratio of material and spiritual needs, urbanisation, the level of efficiency of the health care system, crime, and the environmental situation, etc.
- economic: the economic situation in the country, financial stability, income level, the share of funds allocated by society for travel expenses, prices of goods, etc.
- political and legal: crises, political instability, militarisation of the economy, toughening of tourist formalities, exchange rate fluctuations, military conflicts, unemployment, cooperation in tourism and other international economic relations, setting standards for tourism activities, control of tourism through administrative bodies, etc.
- logistics: development of housing, transport, service facilities, recreation areas, trade, etc.

Table 1. Factors that affect the travel market
Tabla 1. Factores que influyen en el mercado de viajes

Shareholder	Possible costs of attracting TNCs	Potential benefits of TNC participation
Tourist	Lack of choice due to consolidation. Prices may be higher due to a lack of competition between TNCs.	Lower prices due to economies of scale. Confidence in brands. A similar experience regardless of location. Ability to speak the native language on vacation.
Destination Tourism Officer	A small selection of jobs may be offered as TNCs are the only employer. Vulnerability: A decision to cut investment can quickly leave local populations unemployed. Leakage: Most of the money spent by the tourist does not make it to the destination, but instead is repatriated back to the TNC country of origin.	Job offers. Possible training, such as language skills. International standards for contracts (e.g. paid vacation, fixed hours).
Local person (not employed in tourism) at the destination	Loss of political power in comparison with TNCs due to the need to attract investment from TNCs. Loss of local culture due to foreign influences in language, food, architecture.	Investments by TNCs can create cumulative causal relationships (for example, investing in a local airport stimulates the economy as a whole).
People interested in the development and the environment	The more people travel farther and longer, the more damage to the environment, such as carbon emissions from flights.	TNCs care about the brand image and often pursue sustainable development policies and support charitable organizations.

Source: own elaboration. Fuente: elaboración propia.

There are several key areas for the global deployment of innovation in tourism. Firstly, during the 20th and 21st centuries, there was diversification in types of tourism. According to the territorial factor, internal (domestic) and international (foreign) tourism can be distinguished. By flow direction: inbound and outbound. By purpose of the tour: wellness, medical, cognitive (tour), professional, business, theoretical (research, search, communication, conferences and congresses, scientific), educational (short-term training), sports, shopping tours, adventure, pilgrimage, nostalgic (visiting relatives and places of origin), ecotourism (green tourism), exotic (thematic, sex tourism, alcohol, museum, theatre, esoteric (mystical), romantic, military, historical, UFO tourism), elite (tourism to the North Pole, exclusive tours, special conditions, and programmes), ethnic (ethnographic, sentimental, family), recreational (hunting, fishing), extreme and combined types.

By funding sources: social and commercial. By way of travel: pedestrian, aviation, sea, river, car, train, bicycle, horse, mixed. By type of accommodation: hotel, motel, guest house, sanatorium, hostel, camp, apartment, tents. By the number of participants: individual, family, and group tourism. By duration: short-term and long-term tourism. Ecological tours: mountain tourism, water tourism, speleotourism, forest, desert, industrial, rural tourism, suburban tourism, urban tourism, aviation tourism, space tourism. Consumption: permanent, seasonal, one-time, two-season, event (one-time or periodic). According to the institutional form of regulation: organized tourism, and informal (recreational) tourism. By development and agreement with the host: planned tourism and independent tourism. By the nature of tourist motivation: conveyor tourism and differentiated tourism. By age of tourists: children, youth, tourism for relatively

young economically active people, tourism for economically active middle-aged people, tourism for pensioners. By type of travel services: inclusive tours, package tours. By ethnicity: tourists have attributes of nationality, for example, American tourists, Japanese tourists, etc.

Consolidation of the tourism industry tends to favor tourism TNCs that provide them exclusively, or in partnership with other parties, a quality service chain at competitive prices, especially for business travelers, groups, and long-distance tourists. It is necessary to understand the structure of the travel system and the competitive behavior within this structure, the potential impact of the macroenvironment, and the emerging forces that affect it, for example, communication technologies, in order to change the rules of the market in their favor. The impact of politics on tourism is huge, as evidenced by recent history, for example, the potential for expansion in the PRC seemed like a hotelier's dream come true. However, recent turmoil in this part of the world has highlighted the need for hoteliers to expand more carefully and mitigate risk where possible.

While North American hotel firms tend to expand through contractual agreements, Asian companies typically seek to acquire companies through equity investments. Japan is often considered the leading investor in terms of total foreign direct investment. There seems to be no dominant country, although the US and the Pacific Rim countries, especially Japan and Hong Kong, are the most prominent. Today, Japan is a leader in the development of international trade and tourism, but tomorrow there may be emerging information technologies that will change the nature of society and tourism. They approach tourism from a communication perspective and show how information technology, including computer-based reservation systems (CRS) and tourism finance systems championed by the banking sector, are transforming tourism infrastructure in the 1990s.

Australia is also becoming a popular tourist destination. Australians have recently discovered the potential economic benefits of tourism. One of Australia's main tourism markets is Japan, which, as mentioned earlier, is a leader in reorienting global investment by TNCs. Bull's discussion sheds light on the net benefits of foreign direct investment in Australian tourism. He identifies four main theories for foreign investors and suggests that Australia's main tourism policy, like most other countries, is to generate significant net foreign income. Tourism can be a major factor in the development of hard currency. The governments of many nation states are trying to develop tourism in an attempt to reduce public debt or balance of payments without wasting non-renewable resources.

The democratizing countries of Central and Eastern Europe have acknowledged that developing the tourism industry is one of the most expedient ways to boost their economies. In particular, Sørensen and Sundbo (2014) point to the need for a coordinated economic strategy and a massive investment of capital, and suggests that the financing problem in Central and Eastern Europe is exacerbated by the existing debt incurred by the countries of this region. Hence, financing for the tourism sector in these countries is likely to follow one or more of three possible scenarios: that is, joint ventures, debt-for-equity swaps, and leasing.

The Caribbean is another region facing major challenges. Many believe that tourism can contribute to the economic development of the West Indies. During the 1970s, Caribbean tourism saw rapid growth, but the growth in cruise ship arrivals outpaced the growth in stopover arrivals, which appears to be a negative development. Partnerships are also about to take place in the global aviation industry. Airline passenger traffic (scheduled and charter) is projected to grow at an average annual rate of 5.7% worldwide. The growing share of commercial air travel will be international. Mega airlines are starting to cope with both traffic volume and competition in the coming years. Finally, the globalization of tourism affects countries around the world. For example, the Land of the Rising Sun has become an international economic force to be reckoned with, and the internationalisation of Japan and the implications for Japanese TNCs, many of which appear to be in the tourism and recreation industry, are discussed.

Discussion

An integral part of the political factor of globalization and one of the key drivers of global changes in society is its demographic dimension. Demographic globalization, embodying the most expensive model of consumer behavior, increases the socio-economic polarization of the population (Yessilov, 2015a; Yessilov, 2015b; Yessilov and Kalashnikova, 2015). The polarization of the modern world contains a very tough contradiction between people who have the opportunity to use all the achievements of technetronic civilization, and other people, a third of whom live in conditions “degrading human dignity.” According to Antoine de Saint-Exupéry, traditional poverty, which was perceived by the majority of the population as an organic state, began to be perceived by people as a deep self-inferiority, when the achievements of technetronic developed countries spread to the rest of the world. As an example of this provision, one can recall the discussions that took place in official circles in Spain during the time of Franco and Portugal during the tourism of Salazar.

Proponents of the development of this industry spoke of its obvious economic dividends; opponents argued that someone else’s life would come to the country, which would lead to a complete erosion of the ruling regimes. And so, it happened. Indeed, deprived of access to world information resources, the population of Spain and Portugal did not (sufficiently) realize the level of their poverty. The more these countries became open, the better they saw the flaw in their “ground” development strategy. Hence the pressure on political regimes to move towards liberalization (Karpenko and Stetsenko, 2018). However, it should be noted that the benefits for the tourism industry in this situation, although obvious, depend not only on the regime. Both geographic and financial factors are important here.

While the interdependent nature of tourist demand is largely determined by economic ties between destination countries, it is also a product of complementary and substitute relations between destination countries. Destinations are perceived as complementary if the fall in tourism prices in one direction increases tourism demand in other destinations. One explanation for this complementary relationship is that some countries can be visited in one trip as they are bundled into a holiday package. For example, Singapore,

Malaysia, and Thailand are often part of the same travel package and are very popular with Chinese tourists. Another explanation is that some countries are adopting common visa policies and removing border controls at their common borders, which allows travel through the country in a single visit. A striking example is the Schengen area, which includes 26 European countries. Unlike additions, the interconnection of some other directions contains elements of competition, since they are perceived as substitutes. For example, the Spanish islands (Balearic, Canary, etc.) and Greek islands (Crete, Corfu, etc.) are attractive summer destinations, while in winter Austria, France, and Switzerland are the main destinations for skiing. Tourists may well choose a destination after the rise in price of alternative ones.

Complementary and proxy relations between destinations are associated with a wider range of fundamentals such as climate, geographic proximity, cultural similarity, destination attractions/opportunities, and political reasons (e.g. visa policy). Empirical research captures the interrelations between destinations with the use of the concept of cross-price elasticity. Typically, among a set of alternative destinations, the value of cross-price elasticity varies from one source country to another, and elasticity changes over time (Li *et al.*, 2006; Peng *et al.*, 2015). This suggests that perceptions of the interrelations between destinations are more likely country and time dependent. In some other studies, special attention is paid to the substitution ratio (Dwyer *et al.*, 2009; Li *et al.*, 2013), since cross-price elasticity shows how intense competition between directions is—this is important, and companies in this direction need to formulate their price strategy (Song *et al.*, 2017). However, it is important to understand that it is in the interests of TNCs to own alternative destinations. Depending on their number, the financial weight of transnational travel companies may increase.

The institutionalization of business activity is driven by global travel networks, which are a system of functionally integrated enterprises of various industries in creating a global value chain. Based on which hotel conglomerates, supplemented by institutional catering units, provide rental services for tourist booking, transport, entertainment, and insurance. In addition, is with the use of consortia and conglomerate outsourcing management systems, franchising, and transfer of strategic planning functions to other international market entities to control the production process and reduce transaction costs. The specificity of global travel networks has led to a high degree of specialization within the Corporation and the functional content of services (Greenwood and Dwyer, 2015).

Global concentration, global synergy, global strategic motivation, sustainable development concept, and greening tourism activities are key strategies that ensure overall corporate success and interdependence of structural elements and units. The degree of countries' involvement in global tourism networks is determined by tourism and recreation potential, infrastructure development, sector financing, labor force involvement, and brand and tourism product, which determines the cost of services based on international value added (Lukianenko *et al.*, 2019). The multi-level nature of the inclusion of countries in global travel networks in terms of key indicators of international tourism development includes the added value created by the tourism industry, its share in the country's GDP, total investment in the tourism industry, and the share of employed workers. Financial

flows for each tourist, the inflow of foreign currency from tourism, formed clusters of states characterized by related trends in the influence on the world tourism market and the sale of a tourist product of high, medium, and low consumer value. The corresponding consumer value determined the level of income from the tourism industry in the context of the influence of key factors in the power system, logarithmic, and polynomial relations.

Thus, the institutional environment and economic institutions, in which the institution of social tourism occupies one of the leading places, have become the main actor in the economic life structured in the context of globalization in the global economy. The globalization of relations in tourism is a multifactorial and multidimensional process conditioned by the growth of mobility of the planet's population in the context of the emergence and spread of modern vehicles, information and communication technologies, and international forms of economic activity. TNCs, liberalization of relations of world economic activity, and socio-economic changes in society.

Conclusions

An important takeaway from this study is that TNCs' involvement in the tourism sector is no longer limited to TNCs based in North America and Europe. As global markets further consolidate, the trend towards transnationalism will intensify. In their quest to conquer global markets, TNCs continually exploit industry and environmental change by addressing trade challenges, avoiding political problems, bypassing regulatory obstacles, balancing costs, and technological advances.

In the future, tourism will mainly grow in developing countries. Many of these countries are at least partly dependent on international tourism to support their economic development. TNCs can contribute to the socio-economic development of these countries, for example, through foreign direct investment and the transfer of technology and expertise through management contracts or franchising. Effective use of this potential will require a better understanding of the behavior of TNCs on the part of the host government and the communities in which the TCNs have chosen. In the future, tourism will mainly grow in developing destinations. Many of these countries are at least partly dependent on international tourism to support their economic development. TNCs can contribute to the socio-economic development of these countries, for example, through foreign direct investment and transfer of technology and expertise, concluding management contracts or franchising.

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