

Trends in development of tourist business until 2020

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Introduction. The modern tourist industry is rapidly progressing. Its development promotes active economic growth in many countries of the world. Hotels and restaurants provide numerous opportunities to reduce poverty in many parts of the world. Today, tourism has become an independent industry; it constitutes almost 6% of the world gross national product, 5% of all tax levies and 7% of world investment.

According to the forecasts of the World Tourism Organization (WTO), tourism will actively develop in the future. Number of travelers to 2020 year will reach 1.6 billion people a year, which means an increase in tourist arrivals in 2.4 times compared with 2000. Daily expenses of tourists, with the exception of funds for air travel, will increase to 5 billion dollars a day. According to the forecasts of the WTO, it is expected rapid development of outbound tourism. Germany, Japan, the USA, China, Great Britain will be the largest suppliers of tourist streams. The economic backwardness of the countries of Eastern Europe is a real barrier to attracting the population of these countries to international tourism. The volume of tourism between the countries of Western and Eastern Europe will grow in mostly east-west.

Specialists of the World Tourism Organization have identified five most promising types of tourism in the XXI century:

1. **Cruises** - one of the most promising and rapidly growing kinds of tourism. At the beginning of 1980, the number of "cruise" tourists was 1.5 million persons, now - 10 million and their number are constantly increasing.

2. **Adventure tourism** - for fans of acute sensations. We can see constantly growing demand for ascent to the highest peaks of the world and excursions into sea depths.

3. **Cultural and cognitive tourism** will be actively developed in Europe, Asia, and the Middle East, respectively, the importance of protecting cultural monuments will increase.

4. **Business tourism** has become active now and will be developing in the future, which is associated with the rapid development of the world economy, the deepening of political and economic ties between different states in the world.

5. **Space tourism** will provide annual revenue of \$ 10 billion.

With the expansion of areas allocated for economic use, every year the landscapes suitable for society are reduced. Therefore, the study of the possibility of using low-value spaces for recreation is very relevant. The experience of using such landscapes has been accumulated in developed countries. The territory of Ukraine is characterized by significant areas of transformation landscapes as a result of mining developments, for example. So, waste landfills can be turned into golf courses; areas after extraction and processing of minerals - in reservoirs for water sports or sites for the construction of sports facilities.

Conclusions. The analyzed data show that the tourism industry is actively developing: the number of tourist arrivals in the world is increasing in all tourist macro-regions. Therefore, further scientific research should be devoted to finding ways to solve problems of development of tourism industry in our country.

References:

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