

ASSESSMENT OF IMPACT OF GLOBAL BUSINESS ENVIRONMENT ON INTERNATIONAL TOURISM BRANDS

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Abstract

In the article the concept of modern international tourism is considered. The certain estimation of influence of global factors of business-environment on the process of forming of international tourist brand of countries is presented. A role and place of sign measures is described in the sphere of tourism of international level in forming of international tourist brand of country. The distribution of the most influential factors in the groups of levels of perception of international tourist brand is conducted. The aim of research is theoretical principles and methodical approaches of forming of international tourist brand in the system of international tourism. Methodological basis of research is approach of the systems to the analysis of economic processes and phenomena in an international environment. The purpose of the work consists in a scientific grounding of theoretical and methodological principles of forming and keeping of international tourist brand of countries in the system of international tourism. Globalization, social and cultural identity at the level of separate tourist brand of a country and at the world level must dialectically co-operate and provide to tourists both the market of countries and objects interesting for a visit and market of tourist services of the world level, usually at the level of quality for any civilized tourist. However the factor of maintainance of originality as the main condition of authentication of international tourist brand of concrete country, maintainance of tourist attractiveness of this country must prevail, that conditions the essence of tourism as the method of cognition of different and usual culture, method of receipt of the new impressions. Only thus forming of international tourist brand of country becomes the mean of stimulation of demand on tourist services in a country.

Keywords: tourism, international tourism, business environment, tourism brands of countries, business environment factors.

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1. Introduction

On the modern stage of development of economy every enterprise which functions at the market must manage the competitive edges. The competitiveness of enterprise can be well-to-do not only due to high quality of products or affordable cost but also due to an effective management processes which take place on an enterprise. Any planning from a management processes on an enterprise must be based on the results of analysis of business-environment, which engulfs all key factors which influence business-processes of enterprise.

2. Literature Review

Objective reality of modern civilization development is swift distribution of processes of globalization on all standards of the world social-economic living. Globalization as independent and, to our opinion, an irrevocable process is predetermined by gradual elimination of economic scopes between the states and forming of the global economic system.

Activation of investment processes in the world strengthens a global competition both for the advantageous places of inseting of capital and for bringing of effective investor. Ukraine for today comes forward in quality of the recipient of investments, which actualizes strengthening of investment attractiveness. Provision of favourable investment climate in Ukraine remains the question of strategic importance, which realization a social and economic dynamics, efficiency of labour division, upgradability of national economy on this basis, depend on. On such conditions, an improvement of investment climate and increase of efficiency of investment processes is one of basic directions of public policy at the modern stage. At the same time realization of investment potential of a country is impossible without an international informative campaign which would provide communication with potential investors and positive investment image of Ukraine in outer economic space [1].

D. Kislov examines a place, role and value of branding, as the special type of the system of marketing communications of organs of state administration. Active introduction of marketing instruments in social and political life requires consideration of branding as computer-integrated type of marketing communications, which comes forward as an attribute of modern social relations in the conditions of globalization. In addition, at the design of civil society the specificity of state administration makes technologies of the use of state noncommercial branding some new, other specific lines and substantial signs which come forward is a problem from positions of modern interpretation. It is confirmed by an author, that a state branding is a form of social relations and co-operation between the structures of state administration and direct users of products of their activity and services [2]. State branding is an activity of the proper structures of organs of power of country and civil servants, aimed at embodiment of national and regional brands of a country in consciousness of its population in the internal measuring; in consciousness of state, corporate and international representatives of other countries. State branding is aimed at forming of positive image of state power and public policy in socium in the whole [3]. State branding is a form of social relations and co-operations between the structures of state administration and direct users of products of their activity and services. Conception of state branding in the systems of marketing communications is directed on the decisions of problems, which exist between power and socium by satisfaction of requirements in information about the accepted decisions in relation to state symbolism, ideological and culturological directions of development, holiday, and other events in a country [4].

T. Tsygankov investigated technologies of creation and measuring of force of a country brand. It is well-proven that existent approach to forming of the international rating of brands of the states needs methodical and organizational perfection, priority directions of producing a positive image of Ukraine and forming a stable brand are offered in the format of determination of global index of national brand [5]. It is expedient to carry out creation of positive image of Ukraine and forming of a stable country brand in the format of determination of the national brand index: a management is providing of stability of strategic orientation of economic development, prevention of loud international scandals of economic and political character; an export is the use of branding by national companies, commodity and regional diversification of export streams; investments and immigration are creation of “investment oasis”, reemigration of immigrants; people are forming positive attitude toward Ukraine of its habitants, achievement of popularity of healthy way of life; tourism is a change of relation of Ukrainians to service, perfection of tourist infrastructure; a culture and national riches is propaganda of positive and future activation of participation of Ukraine, in the world market of creative commodities and services [6].

At the same time, today there is not the unique theoretical approach to interpretation of global factors of business-environment, methodology of estimation of efficiency of their influence on the process of forming of international tourist brand of countries.

3. Purpose and research tasks

The purpose of the article is a study of influence of global factors of business-environment on the process of forming of international tourist brand of countries.

For achievement of this purpose next tasks were set:

- 1) to estimate influence of global factors of business-environment on the process of forming of international tourist brand of countries;
- 2) to discover, to generalize and describe the factors of forming of international tourist brand of country.

4. Materials and research methods

In the process of research were used methods of comparative and system analysis and synthesis; method of scientific generalizations; methods of quantitative and system analysis; economic design; methods of induction and deduction. Among the specific methods of research the method of expert estimations was in-process used, that enabled to define the degree of expressed of influence of positive and negative factors of forming of international tourist brand of Ukraine.

5. Results

Modern international tourism is an industry characterized by versatility and complexity combining various interrelated activities. Some specialists partially revealed qualitative characteristics of the tourism industry [7]:

- resource orientation in locations of tourism companies;
- the seasonal and cyclical nature of tourist services;
- high requirements to development of social infrastructures and information networks.

Despite the important role of tourism in the global economy, in social changes and cultural communication, the research into tourism development in natural and cultural environment began only in the 1970s [8, 9].

These days tourism can't be ignored in the study of the country identification on the international market and social communication growth. Influence of the business environment on comparative advantages of tourism brands of certain countries should be scientifically substantiated relating to others. The theory of international trade can explain the essence of one country's comparative advantage to another's in the context of tourism development. The comparative advantage is evident when a country has "advantage backup" in tourist services, where marginal costs of this service are lower. If each country specializes in those tourism services where it is strong, the marginal costs can be increased, resulting in more effective allocation of resources and economic prosperity. In other words, trade allows countries to specialize in the tourism services which are the most efficient (ie, where it has a comparative advantage).

Characterizing the country's international tourism brand, a consumer's opinion should be considered to determine motives to travel to a particular country (with a particular tourism brand) and the structure of potential consumers.

The major groups of factors determining demand and supply in international tourism services in the country are as follows (**Table 1**).

Table 1

Assessment of impact of global business environment on development of international tourism brands

Groups of factors	Assessment and indicators
political	safety, no conflicts (ethnic, interfaith, interethnic), compliance with international standards and rules to public order, human rights, and freedoms
economic	population's income, prices for tourist services, service availability (place and time)
demographic	population age and sex, residence place, employment form and job place
social and psychological	emotional state of potential tourists and travelers, social tension in society, certain groups' attitude to traditions and customs
resource and environmental	scope and level of tourism resources in an area, no conflicts in resource use in tourism development areas, environment

Let's characterize each group of factors. Assessing the impact of factors on development of the country's international tourism brand, let's remember the paper by [10] presenting an analysis of marketing factors. Let's analyze each group of factors determining a significance factor (from 1 to 10, where 1 – does not affect the development of international tourism brands, and 10 – significantly affects the development of international tourism brands).

1. Political factors.

Recently, the idea that the world tourism can contribute to creation of a new world economic order, help to eliminate an economic gap between developed and developing countries, and ensure sustainable development of the global community, focused not only upon the economy but also upon the social and cultural priorities, is considered to be an important trend in assessment of tourism impact on the development of the world society and specific tourist regions.

An analysis of the impact of political factors on formation of international tourist brands is presented in **Table 2**.

Table 2

Analysis of political factors affecting formation of the country's international tourist brand

Factor	Significance factor coefficient (1 to 10)	Priority for groups of perception of the international tourism brand
1. Threats		
Stability of the political environment	9	Political group
Type of political system	8	Political group
Corruption level	8	Economic group
Political risks	8	Political and economic group
2. Possibilities		
Development of the legal framework	6	Political and economic group
Institutional development of the country, primarily in relation to tourism regulation and business running conditions	9	Political and economic group
Enhancing energy security	5	Economic and consuming group
Weakening market regulation	6	Economic group
Degree of market integration	6	Economic group
Cooperation with international organizations	5	Political and economic group
The country leadership image	5	Economic and consumer group

Opinions on the tourism impact on the political structure are different. In some countries, obvious economic benefits from tourism lead to changes in the class structure, improving existing differences between social classes. In other countries, young and educated people are involved in employment and entrepreneurship, increasing average income, life quality in a tourist region and a country as a whole.

In 2005, Simon Anholt developed a «national brand index» concept (NBI) and published the first national brand ranking of countries. The aim of the Anholt NBI ranking was to assess an image and reputation of countries, and to monitor changes with countries' brand: their gain and weakening. Since 2008, with GfK Roper Public Affairs & Corporate Communications, Anholt has published an advanced NBI ranking, which is a unique resource for government agencies, for their better management of the country's reputation. The expanded NBI ranking evaluates the image of 50 countries according to the annual survey, conducted among 20,000 residents aged 18 years from 20 countries. This rating measures the power and attraction of each country in terms of its image, examining six aspects of national competence. Anholt combined these aspects in the so-called "National Brand Hexagon" [11].

NBI investigated brands of 50 countries. In each country, the survey respondents were offered a list of 50 countries. The surveys randomly selected 25 countries for assessment. Thus, each of the 50 countries received 500 scores from a country-respondent. Countries' brands studied by the NBI were selected based on the degree of political and economic influence in the world: in trade, business, culture, and tourism. The assessed countries represent the following regions [11]:

- North America: USA, Canada;
- Western Europe: UK, Germany, France, Italy, Spain, Ireland, Scotland, Sweden, Denmark, Holland, Belgium, Switzerland, Finland, Austria, Luxembourg, Flanders;
- Central and Eastern Europe: Russia, Poland, Czech Republic, Hungary, Turkey, Romania, Slovakia, Estonia, Lithuania;
- Asia-Pacific: Japan, South Korea, China, India, Thailand, Indonesia, Malaysia, Singapore, Taiwan, Australia, New Zealand;
- Latin America: Argentina, Brazil, Mexico, Chile, Peru, Cuba, Colombia, Ecuador;
- Middle East and Africa, the United Arab Emirates, Iran, Egypt, Saudi Arabia, South Africa, Angola, Kenya.

The Country Brand Index is calculated under a simple scheme. It is an arithmetic average of respondents' scores. For each of the six major brand parameters, 3 to 5 aspects were offered to be assessed by a seven-point scale, where 7 – the highest score, 1 – the lowest, 4 – average, reflecting a neutral attitude to this issue. The respondents should describe in one word each of the six key parameters to help to improve understanding of properties of the country's brand.

The first vertex of the hexagon – Export. Anholt understands export as that marketers call “an effect of the country-manufacturer”: to know where products are manufactured, whether the country-manufacturer has certain achievements in science, technology, creativity, to affect buyers' desire to buy or to avoid buying products made in the country. Association with specific industries form the country's image in this area.

The second vertex of the hexagon – state government – provides a respond to five questions: if the country is governed correctly and fairly; if the country cares of its citizens and respects their rights; if the country behaves responsibly towards the international world and safety; if the country behaves responsibly towards the environment; if the country behaves responsibly in reducing the number of poor people in the world.

Culture and cultural heritage show the global perception of the cultural heritage of each country and include an assessment of contemporary culture, such as movies, music, painting, literature, and sports. The respondents were offered to evaluate different aspects of cultural activities to reveal the brightest images associated with cultural «product» of the country [11].

The next parameter – the people. Overall friendliness of people is measured by how comfortable the respondents would feel while visiting the country. In addition, an attitude to people on a personal level was measured: whether the respondents wanted to have a close friend from a particular country. At the professional level: how desirable it to hire highly skilled workers from a particular country. Also, the respondents were asked to select from a list some adjectives to describe the stereotypical images of people around the world.

Next estimation, important for characterizing an international tourism brand, is tourism. The respondents assessed the country's attractiveness in three main areas: natural beauty, historical and cultural heritage, city life entertainment. Tourism potential is also rated by the following question: would you visit this country if money was not object and what experience would you expect to get from such a visit: adventure, spiritual pleasure or stress. The hexagon vertex “tourism” consists of four questions indicating the strength of the country's brand as a tourist destination: Would you visit this country if money was not object? How many natural attractions are in the country? Is any historical and cultural heritage in the country? How is city life, any entertainments? The first question assesses tourism potential based on the attractiveness of tourist destination regardless of country distant location or holiday cost. The next three questions are about most important aspects of tourists' interest when choosing a place for a holiday.

The natural attractions of the country – enticing beaches and untouched wildlife, farmland, or variety of landscapes, able to attract tourists. Ancient ruins, interesting architecture and historically significant places – everything that makes the country tourist destination are assessed in the second question. The third question studies influence of city's image and urban life on the country's touristic image [11].

The last parameter – immigration and investment. The country's ability to attract capital and talented specialists is measured not only by people's will to live, study or work in the country, but its economic prosperity, equal opportunities for all, and high life quality. The aim is to find out the country's potential to attract capital and talented specialists by investing and immigration.

Therefore, the “tourism” is the most interesting of the studied parameters to assess the country's international tourism brand.

Most politicians and economists underline the role of tourism as a source of foreign exchange earnings [3, 12], but this aspect is quite perfunctory, it works when tourists are interested in the country, its culture, social relations, national identity. Instead, the scientific community believes that in the near future only 30 countries will be existing in the common consciousness on a global scale, while other countries remain almost “anonymous” as a mass audience will perceive

their brands as unknown and not interesting. These 30 countries will maintain leading positions in politics and in other public activities using [13]:

- interpretation of culture as an important export product focused upon the world values, ideas, designs, and standards;
- presentation of the state and foreign policy that meets applicable international standards;
- systematic presentation of investment, trade and tourist publicity;
- careful environment preservation and formation of most important resources;
- consistent creation and promotion of own export products;
- concern about the presence in the global mass media information as a subject who has much to offer the world;
- emphasizing its goodwill for foreign visitors.

2. Economic factors.

Entrepreneurship in tourism includes: tour operators and travel agents – the main types of travel agencies [12], so-called core of the tourism industry; transport, accommodation, food, entertainment, hospitality industry and transportation services, tourism infrastructure.

Today, the global tourism accounts for 5 % of global GDP, 30 % of world exports of services and every 12th place in the world

In the development forecast by the World Tourism Organization (WTO), the most promising areas of tourism XXI century are determined (**Table 3**).

Table 3

The most popular tourist destinations in the world in 2020 under the WTO forecast

No.	Destination (country)	Estimated tourist arrivals mln. people	Share of the world market, %	Dynamics for 2000–2020, %
1	China	137.1	8.6	8.0
2	USA	102.4	6.4	3.5
3	France	93.3	5.8	1.8
4	Spain	71.0	4.4	2.4
5	Hong Kong	59.3	3.7	7.3
6	Italy	52.9	3.3	2.2
7	United Kingdom	52.8	3.3	3.0
8	Mexico	48.9	3.1	3.6
9	Russia	47.1	2.9	6.7
10	Czech Republic	44.0	2.7	4.0
	TOTAL:	708.8	44.2	–

Table 4 shows the forecast for distribution of international tourist arrivals, compiled by the WTO.

Table 4

Forecast for distribution of international tourist arrivals, mln. people

Region	2000	2010	2020	Dynamics for 2020/2000
Europe	366	526	717	95.90 %
East Asia	105	231	438	317.14 %
America	131	195	284	116.79 %
Africa	26	46	75	188.46 %
Middle East	19	37	69	263.16 %
South Asia	6	11	19	216.67 %
TOTAL:	673	1046	1602	138.04 %

Since there are no global indicators describing the tourism development, such as a turn-over in the industrial sector, the development of the tourism sub-sectors like hospitality or travels is often considered separately. For example, the tourism development in Europe. The sector of tour operators and travel agents in Europe, for example, in the mid-1990s consisted of about 44 000 enterprises.

An analysis of economic factors affecting formation of the country's international tourism brand is presented in **Table 5**.

Table 5

Analysis of economic factors affecting formation of the country's international tourist brand

Factor	Factor significance coefficient (1 to 10)	Priority for groups of perception of the international tourism brand
1. Threats		
National currency state	7	Economic and consumer group
Inflation rate	8	Economic and consumer group
Prices for goods and services in the country	8	Economic group
Level of the shadow economy	8	Political and economic group
Unemployment rate	6	Consumer group
Poor infrastructure	8	Economic and consumer group
Business risks	8	Economic group
2. Possibilities		
Level of bank lending rates	7	Economic and consumer group
High level of tourist services	9	Consumer group
Consistent creation and promotion of quality tourism products	9	Consumer group
Features of business participation in infrastructure development	9	Economic group
Tax cuts	6	Economic group
Increased GDP per capita	8	Economic and consumer group
Income growth	8	Economic and consumer group
Increased development of tourism infrastructure	9	Economic and consumer group
Increased efficiency of enterprises	7	Economic group
Geo location	5	Economic and consumer group
International activity of domestic companies	5	Economic and consumer group

An indicator describing the tourism dynamics and economic importance is the grown number of international visits, their substantial increase from 1950 shows dynamism in the tourism sector: international visits in Europe increased from 25.3 million in 1950 to 414 million in 2005, and according to forecasts, will reach 717 million in 2020, which means that they will be doubled in two decades (2000–2020). Key factors of this growth are twofold: on the one hand, the personal income growth in Europe, a long and healthy life, combined with a reduction in working hours, on the other hand, an improved transport infrastructure, aviation development.

Depending on the definition of the tourism sector, its contribution to the EU GDP varies between 4 (travel tourism) to 11 % (tourism industry). Accordingly, the number of people employed in

the tourism sector ranged from 7.3 to 20.6 mln., which is about 4–12 % of total employment. Approximately 99 % of European touristic companies are SMEs, most of which consists of 8 to 59 people.

In the second half of the 1990s, there have been rapid structural changes, resulting in 2002 in five largest companies provided even higher market concentration of 70 % of turnover. The concentration rates have been slowed, but the market competition will continue, especially because the annual growth rate of tour operators' turnover in the coming years will be around 100 %.

Hospitality also experiences concentration, but much slower than at travel companies and has not reached the same degree of market concentration. With significant deviations between the countries, the size of an average European hotel slightly increased from 45.3 to 48.0 of a room in the hotel during the period from 1995 to 2001, but the big hotel chains and brands in Europe are only between 10 and 20 % of total market.

Hotel occupancy rates increased slightly in the last decade of the 20th century. In general, the number of European hotel rooms grew more slowly than the capacity of hotels around the world. Markets potential has adapted to slowed growth of international visits to Europe. The growth rates in Central and Eastern Europe are higher the European average, which is expected to double the share of international visits to the region from 15 to 31 % by 2020 in the total number of visits to Europe.

Currently population mobility increases. Transport corridors connected countries and continents and opened new destinations for travelers. There are several stages of development of the global transport system [4]: XV–XVI centuries – development of navigation and great geographical discoveries; progress transport and communications in the XIX and XX centuries; current stage – economic, industrial and informational globalization. The fourth stage is expected to become a social globalization stage. Expanding relationships increase contacts, business trips for informative and entertaining purposes. Obviously, transport development provided tourism development, previously unknown regions are available, it is possible to move faster and further.

Globalization changed the passenger traffic scope and pattern and increased requirements for international and national transport systems. Large companies consider the entire planet as an area of its activity, their employees and representatives are forced to move frequently and quickly. The number of people, for whom daily business trips and travels are just normal life, is quickly growing. Business tourism, being one of the most profitable forms of tourism, shows annual growth [14].

A long-term perspective shows that demand in tourism is based on the desire to travel, depending on actual and expected economic state as well as personal and political safety. Periods of economic or political uncertainty lead to delays of arrival/ departure or pushes to select other areas.

3. Demographic factors

The biggest feature determining the role of tourism is its ability to generate maximum opportunities in employment. This is its most important social effect. Directly or indirectly tourism helps agriculture and industry: tourism can generate jobs, foreign tourists buy souvenirs and hand-craft products in significant amounts.

An analysis of demographic factors affecting formation of the country's international tourism brand is presented in **Table 6**.

According to UNWTO Secretary General Taleb Rifai, to make the national policy support the tourism sector, measures should be taken to remove obstacles for development, particularly complicated visa procedures, increased direct taxation and restrictions in transport junction. Tourism directly contributes 5 % into the global GDP and employs one of 12 employees. At the same time, the increased role of tourism in the global economy determines its liability in sustainable development. UNWTO highlights three goals of sustainable development: environmental protection, social justice and economic prosperity [15].

Demographic trends in Europe are characterized by an increased share of people over 65 years, which will increase from 16.2 % in 1999 to 26.3 % in 2040. This creates opportunities

even for the company of a new type of “long-stay” tourists who spend several months, particularly during the winter in areas with a more comfortable climate. A growing share of elderly tourists also allows predict that the share of travelers with disabilities will increase [16].

Tourists motives are quite stable. Business tourism covers about 20 % of all international visits to Europe, its share increased slightly by three percents since 1990, which may be due to economic liberalization in Western Europe and political changes in Central and Eastern Europe in this period. The other 80 % are interested in holiday, the most important choice criterion for them is proximity to the sea. Structural changes in demand in tourism reflect tendencies towards frequent but short journeys, due mainly to a shortened and flexible working week, and changed transport sector, such as low-cost flights, online booking, decreased trip preparation and costs.

The tourism industry contributes to employment in general and particularly reduces youth unemployment. In particular, concerning employment growth in the sector, HoReCa (hotels, restaurants, cafes) in the EU (93 % of those employed in tourism work in the EU) during the period 1996 to 2001, its growth was significantly higher than in total employment in all sectors [17]. The age structure of people employed in the HoReCa sector differs significantly from the European economy. Almost half of workers are younger than 35 years (37 % in all areas), and the share of the age group of 15–24 years is twice higher than the average for the European economy.

Table 6

Analysis of demographic factors affecting formation of the country's international tourist brand

Factor	Significance factor coefficient (1 to 10)	Priority for groups of perception of the international tourism brand
1. Threats		
Population aging	7	Economic and consumer group
High emigration rates	6	Economic group
High labor migration rates	7	Economic and political group
High intellectual migration rates	8	Economic and political group
Low level of education	7	Economic and consumer group
Poor quality of health care	9	Economic and consumer group
2. Possibilities		
High labor mobility within the country	7	Economic and consumer group
High labor migration rates	7	Economic group
High intellectual migration rates	6	Economic group
High education level	9	Economic and consumer group
High quality of health care	9	Economic and consumer group

4. Social and psychological factors

Globalization can be a significant factor able to destroy the socio-cultural identity of the host country, to “export” customs, traditions of economically dominant Western cultures, with goods promoted by Western economies to the host country's markets to provide additional income and normal conditions for visitors from developed countries. This is a substantial threat for a modern world in general and tourism in particular, expressed in fact that the focus of tourism development is shifted from the cognitive function of tourism valuing a socio-cultural identity above all as a factor of attraction of tourists committed to know the host country's culture, to visiting the country

in terms of priorities for tourism organizers: to obtain excessive profits at the expense of promoting culture, and travelers demanding familiar and comfortable living conditions under all circumstances, and goods and services, provided by these conditions.

An analysis of psychosocial factors affecting formation of the country's international tourism brand is presented in **Table 7**.

Tourism provides employment in labor-intensive services. It provides employment at hotels, restaurants and shops for workers with low and medium qualification skills. At the same time, tourism generates indirect employment in agriculture, transport and communications, logistics, construction and capital goods industries, creation of public infrastructure. This is particularly important in developing countries.

Table 7

Analysis of psychosocial factors affecting formation of the country's international tourist brand

Factor	Significance factor voefficient (1 to 10)	Priority for groups of perception of the international tourism brand
1. Threats		
High crime rate	9	Economic, political and consumer group
Poverty of local population	8	Economic, political and consumer group
Actual and potential religious, ethnic and national conflicts	7	Economic, political and consumer group
Unwillingness of local people to accept "outsiders"	9	Economic and consumer group
2. Possibilities		
Protection of human rights	8	Political and consumer group
Friendliness and hospitality of local people	9	Economic and consumer group
Developed socio-cultural environment	9	Economic and consumer group
Historical heritage	8	Economic and consumer group
Cultural attractions	8	Economic and consumer group
Museums	8	Economic and consumer group
Events	8	Economic and consumer group
Other cultural events and attractions	8	Economic and consumer group
Activity of prominent representatives of culture and art	8	Economic and consumer group

However, tourism growth terms and rates can form different social consequences. The construction boom may cause an increase in property prices, excessive employment during the tourist boom eventually brings unemployment to many workers during tourism activity recession. There are the "new rich" in the land sales for tourism development. Social and psychological expectations of the local population may be too high.

International tourism is broadly seen as a sphere of personal and social culture, disclosure of human spiritual potential, revival and preservation of national traditions and cultural heritage. Socio-cultural communication at the international level is the dialogue revealed through dialogue between different cultures in situations when interest in culture is revealed as well as the opportunity and need to discover interesting cultural traits, characteristics, traditions and more. There is a need to create opportunities to make this dialogue at a certain time in a certain place, around a certain event.

The current spread globalization promotes socio-cultural and intercultural relationships of peoples, creating opportunities for association of different people according to certain interests,

like sports (Olympic Games, football championships, etc.), cinema (film festival), and other mass entertainment events (carnivals). Various mass events are caused by the need of social and cultural interaction, requires a certain organization to hold events within the limited time as efficiently as possible and profitably. Big events consolidate efforts of the event participants from different countries towards their effective organization, concentration of investment resources and are considered to be an organizational form able to realize the potential massive event and meet the people's needs in intercultural relations.

Some cultural preferences are stored through tourists' interest. But at the same time such a "consumer" attention to culture, though perhaps also make host countries more aware of their history and culture, but by insisting on economic needs can lead to long-term changes in the local culture to meet the demands of mass tourism [9, 18].

However, despite these negative factors, culture and society develop as they adapt to interaction with the outside world.

The author proposed the basic scheme of interaction of participants of significant events in international tourism in formation of the country's international tourism brand shown in Fig. 1.

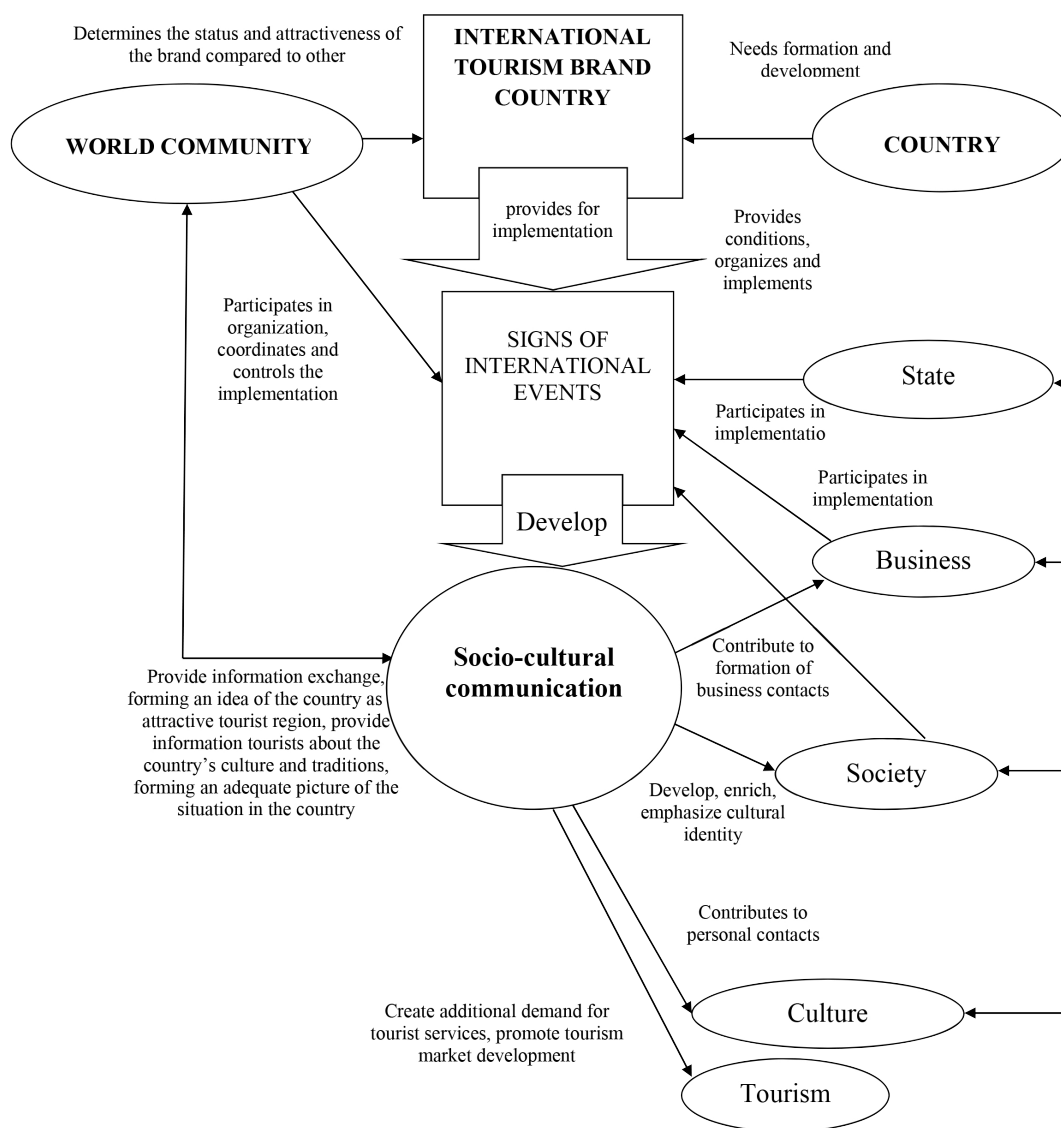


Fig. 1. The role and place of significant events in international tourism in formation of the country's international tourist brand

Fig. 2 presents trends of globalization impact on formation of the country's international tourism brand and development of tourism, culture, economy and society in interaction with the international community in implementation of macro international tourism (compiled by the author).

Describing areas of globalization influence on formation of the country's international tourism brand, it should be noted that increased globalization, particularly, reduced costs, increased transportable distance, expanding transport networks, increased quantity and quality of information on potential destination countries and tourist products at different quality and costs offered in different countries, made tourism much more affordable to people.

Tourism affordability increased profitability, so the tourism industry began to receive significant investment, it creates significant global supply of tourist services, products, destinations, countries. This supply should correlate with demand for tourist services, which means the entrance of the country trying to attract tourists to the global competitive market where consumers can reside at and visit any interesting place. Therefore, information about tourism benefits in each country, its national and cultural identity, interesting places to visit has spread from the country (or an operator serving this area) practically through the whole world.

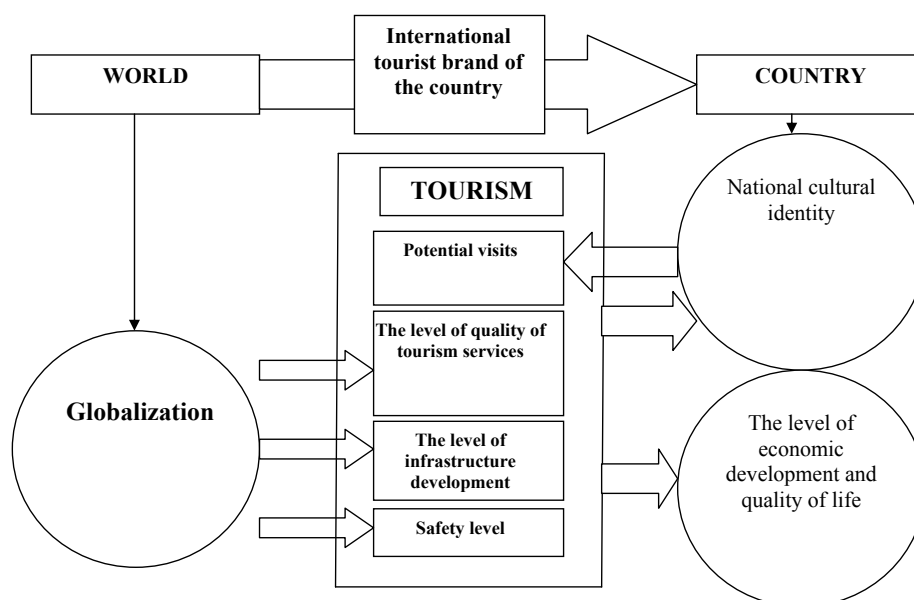


Fig. 2. Areas of globalization impact on formation of the country's international tourist brand

At the same time, a tourist planning to visit the country is accustomed to certain quality of tourism services, safety, infrastructure, which is often a prerequisite for choosing a particular country (region, events) as an object of the travel. Thus, a country, planning to spread information about own international tourism brand, should have the basis of information, become really competitive in quality services, visitors' safety and infrastructure development. Only under these conditions, the country's international tourist brand can be highly perspective on the global tourism market.

The relationship between the culture development and tourism development is not one-sided. As tourism significantly determines dynamics and nature of changes in culture and society in general, socio-cultural communication affects development of the tourism industry.

Thus, globalization and socio-cultural identity at a level of certain country's tourism brand and at a global level are dialectically interact and provide tourists with a market of countries and sites to visit and world-class tourism market in terms of quality normal for any civilized tourist. However, an identity preservation factor should prevail as the main condition for identifying specific international tourism brand and maintaining the country's tourist attractiveness, that is the

condition providing the tourism essence as a way to know other than usual culture, a way for new experiences. Only in this way formation of the country's international tourist brand is believed to become a means of stimulating demand for travel services in the country.

5. Resource and environmental factors

An analysis of resource and environmental factors affecting formation of the country's international tourism brand is presented in **Table 8**.

Till the mid-80's environmental policy on reduction of anthropogenic impact on the environment and natural resources on expenditure in many countries was based on recognition of the priority of administrative and legal measures. One of positive results was establishment of a structure of government agencies and NGOs, whose functions include ensuring environmental activities from the local to the national levels. Instead, the quality of the environment is a priority for most types of tourism activities.

Furthermore, tourism should be based on principals of international and national environmental law, standards and regulations that govern various activities of economic entities and individuals by environmental safety criteria. This trend in environmental activities is constantly evolving, although effectiveness of measures declined slightly. The problem is the lack of stimulating environmental motivation when focusing only upon administrative and legal measures. That's why since the late 80s to the present the methodology of national environmental policy focuses on economic methods that promote optimal use of the environment, including – in the tourism activity. These methods in tourism can be either stimulating (incentives, such as taxation, state support of environmental conservation projects, etc.) or restrictive (fines, restriction of the use of natural resources, etc.). The difficulty of these methods for tourism practical purposes is to overcome the subjectivity when determining the importance of a negative impact on the environment of certain forms of tourism and compensating this influence events.

Table 8

Analysis of resource and environmental factors affecting formation of the country's international tourist brand

Factor	Factor significance coefficient (1 to 10)	Priority for groups of perception of the international tourism brand
1. Threats		
Climate and other environmental and geological conditions that provide for the possibility of natural disasters (earthquakes, tsunamis, floods, etc.)	8	Economic, political and consumer group
The low level of environmental safety in the country	8	Economic and consumer group
2. Possibilities		
Favourable climatic conditions	8	Economic and consumer group
Natural resources	8	Economic and consumer group
Favorable geographical location of the country	7	Economic and consumer group

The current approach to resource and environmental policy should be changed if humanity is going to ensure sustainable development. The concept of sustainable development provides integration not only of the economy but also politics into the management, protection and restoration of natural resources and environment conditions. Implementation of the concept requires changes in domestic and international politics of each country. Searching correlation between environmental and socio-economic development is required to provide economical and efficient use of natural resources, to support the environmental safety of society and at the same time to guarantee the necessary quality of tourism services and the host regional people's welfare.

Thus, analyzing the main groups of the business environment factors affecting formation of international tourism brands, it should be noted that production of goods and provision of services in tourism result in a number of direct and indirect economic effects causing social changes. At the same time, perception and exchange of cultural values, development of social communications as a result of the tourism development in each region and in the world are equally important [6].

Limiting negative effects of the tourism growth and enhancing the country's tourism competitiveness at the national level may largely be solved by control of forms of implementation, content and location of different tourism projects and control over intensity of visitors flow through the effective and efficient planning.

The country should be the primary regulator of the tourism market, coordinator of tourism events and should focus not only on economic benefits of tourism development (the market makes tourism subjects focus on it), but on the issue of national identity, culture preservation and development, society through communication with other countries, environmental conservation especially considering a solution of these problems as a means to stimulate demand for travel services in the country, as a tool to enhance its competitiveness in the international tourism market.

Thus, the tourism development, which in modern conditions on a global scale has become quite dynamical and significantly affects the global economy as a whole and the economy of certain countries, is considered for any country to be a factor determining the institution character, considered by leading modern scientists and specialists as the "rules of the game" in a society that direct human interaction to achieve a certain goal. Tourism in the modern world affects formation of the rules allowing the domestic economy to function in new conditions, close to the international standards and samples. In this sense, it is important to determine what kind should be the tourism in the country if the main goal should be achieved – the development of its economy, which should focus on ensuring its economic competitiveness based on attraction of required investment.

Thus, the driving force behind the evolution of the global economic system is the permanent instability of the system due to uneven development of its separate elements and inner relations. Inadequate rates and directions of development processes in the system and environment have a significant influence.

Being a phenomenon that lies in demand, the tourism contribution to the economy should be considered in terms of visitors and their role in buying goods and services. However, this problem can lie in supply; in this case the tourism is understood as productive activities aimed primarily at meeting the visitors' needs or substantial interest in a product consumed by visitors. The tourism development promotes qualitative changes in the institutional environment, specific for innovative development, increases the ability of the country, its regions and cities for events like "Euro 2012" in Ukraine; describes the willingness of the tourism industry and local infrastructure to ensure proper quality of tourist services.

Particular influence on tourism development is provided by global challenges of the XXI century:

- economic relations, complicated and developing;
- principles of labor distribution in terms of market relations in the regions and continents;
- optimizing interaction of various transport;
- improving technology under modern requirements of consumers and society as a whole;
- reducing harmful effects of tourism and transport, serving tourists, on the environment through new forms of energy and transport.

Generalizing existing views on the impact of the global environment in formation of the country's international tourism brand, we can say that today the region promotion in the tourist market is affected by two factor groups: controlled and uncontrolled. The uncontrolled group includes media, social and cultural features of the region, celebrities, famous products and films, tourists' testimonials and so on. The other category of factors – controlled – includes marketing strategies, covering development of the regional tourism product, slogan, design style, healthy style, logo. They themselves are not considered to be the region brand, but reflect it.

Considering the assessment of all groups of factors for each group of levels of perception of the international tourism brand, the following influential political, economic, demographic, social, psychological, and resource and environmental factors are believed to be the most important (**Table 9**).

Table 9

Distribution of the most influential factors in groups of levels of perception of international tourism brands

Group of level of perception of the international tourism brands	The most influential factors of positive impact on formation of international tourism brands
Consumer group (actual and potential tourists)	<ul style="list-style-type: none"> – favorable geographic location; – acceptable level of tourist services; – availability of natural, historical, cultural and religious values, picturesque areas; – consistent creation and promotion of quality tourism products; – local people's friendliness and hospitality, developed socio-cultural environment
Economic group (potential investors, representatives of the financial and banking sector, insurance industry and business, business structures in the tourism industry: tour operators, travel agents, advertising agencies operating in the international tourism market)	<ul style="list-style-type: none"> – favorable geographic location; – opportunities to participate in infrastructure development; – availability of natural, historical, cultural and religious values, picturesque areas; – standard of living, prices for goods and services in the country; – institutional development of the country, primarily in relation to regulation of tourist areas and business conditions
Political group (tourism authorities of foreign countries (or other appropriate institution) responsible for implementing international tourist relations; international tourist organizations)	<ul style="list-style-type: none"> – stable political environment; – availability of natural, historical, cultural and religious values, picturesque areas; – local people's friendliness and hospitality; – living standards; – demographic structure, availability and potential religious, ethnic and national conflicts

It should be considered that the degree of significance factors will be different for different countries – consumers of the international tourism brand, because these factors should be considered when selecting countries and groups of countries as target audiences for the country's international tourism brand.

6. Discussion

The conducted research is given by possibility to select the followings progress of world market of tourist services trends: growth of volumes of grant of tourist services and profits from tourist activity; deceleration of rates of growth of world tourist market; expressed seasonality which is expressed in the unevenness of streams of tourists; the structure of tourist trips after aims changes in the world; among local markets, which become more interesting for tourists and have most, selected China, this country arrives at the prospects of development above all things due to most charges on organization of tourism. The indicated tendencies are confirmed the analysis of statistical information and analysed in the context of conditioning for development of international tourist brand of the world countries.

7. Conclusions

1. Thus, brand of territory as an object of tourist interest is under impact of different risks which determine the whole perception of this territory from the side of tourists. Risks show by itself the set of factors, different by the character and degree of influence, which can have both subjective and objective character, in any case difficultly controlled, serve as a reason of onegative situations in a region, which, in its turn, reduce the level of positive perception of tourist brand. At the same time it does not reduce complication of prognostication of risks and management of them that proves the actuality of problem of the practical use of risk management with the purpose of decline of risks which really influence the positive image of that or other territory.

Consequently, analysing the basic groups of factors of influence of business-environment on forming international tourist brand it should be noted that producing goods and grant of services in the sphere of tourism results in the row of direct and indirect economic consequences,

majority from which stipulates social changes. At the same time no less important is perception and exchange, development of social communications, cultural values as a result of development of tourism in every concrete region and in the world in the whole.

2. Overcoming of problems of limitation of negative consequences of growth of industry of tourism and increase of tourist competitiveness of a country at the state level is possible to a great extent by the control of forms of realization, maintenance, places of embodiment of tourist projects of different scales and management of visitors streams intensity, due to the effective and rational planning. Thus, the development of tourism, which in modern terms on a world scale gained an enough substantial dynamics and considerably influences the world economy in the whole and, is for any state a factor, which determines the economies of concrete countries, gains a character of re-erecting of institution, what leading modern scientists and specialists, examine as a “rule game” in society, that send human co-operation to achievement of certain goal. Tourism in the modern world influences formation of exactly those rules, which enable a domestic economy to function in new terms, close to the world standards. It is important to define in this sense, that tourism in a country must be the necessary condition of performance of the main goal – development of its economy, which must be oriented on economic competitiveness on the basis of bringing investments necessary for this purpose.

Consequently, the motive force of evolution of the global economic system are permanent violations of stability of this system as a result of unevenness of development of its separate elements and relations into it. Considerable influence in this sense is rendered by disparities of rates and directions of processes of development, which take place both in the system and in an external environment.

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