

Секція: Туризм

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EUROPEAN TOURISM: A CONCEPTUAL ASPECT

The new type of consumer of tourist services, which was formed in Europe in the 80s, is more aware and independent. At the same time, tourism in Europe is formed under the influence of changes in the quality of tourist services. Tourists from different countries are more demanding in terms of the offered European tourist services. They seek a wide range of impressions and pleasures, show activity and independence [1; 3].

Let's consider the concept of formation of the main tourist flows of European tourism. The flow of tourists to historical, cultural, political and economic centers originated at the onset of the development of European tourism. France is considered a classic country of tourism. As early as the 18th century, France had diverse economic and political relations. This made France the first major tourist center in Europe. Just like Spain and Italy, France had its unique image. Gradually, European tourism spread to Italy, Switzerland, Austria and a number of other European countries [2; 4].

European tourist centers have expanded with recreational trips to the Mediterranean coast. It gave rise to a tourist flow clearly directed from north to south. Currently, European tourism is embracing the northern part of Europe and Scandinavia. It should be noted that a distinctive feature of tourism in Europe is a prevailing tourism between European states themselves [1; 3; 5].

Considering European tourism as a complex social and economic system, the dynamics and geographical distribution of tourism in Europe should be noted. The dynamics of tourism are influenced by large-scale events in the world economy and politics. This also includes the social and economic situation in individual countries. For example, in the first half of the 80s, the energy crisis intensified and energy prices increased. At the same time, tourism expenditure in the main European countries which were “suppliers” of tourists has significantly decreased. Average annual departures during this period reduced dramatically [1; 5].

It should be noted that the leading European countries with large expenditures on tourist trips are Great Britain, Germany, France, etc. At the same time, summarizing the world experience in the area of European tourism, the European Commission developed a forecast of the main trends of European tourism (hereinafter, the “Forecast”). Basically, the Forecast reflects the further strengthening of the established trends. In particular, the Forecast clearly shows the transformation of international tourism, taking into account individual needs in the form of a flexible recreation program [2; 4].

The first paragraph of the Forecast emphasizes the possible increase in the quality of European tourism produced by the European tourism industry. The last paragraph of the Forecast assumes that the offers will be adjusted to the needs of each group of consumers. That is, the tourism industry, which adapts to tourist demand, creates a new tourist product. At the same time, tourist services form new segments of consumers, which require improving the quality of services. Improving the service level, clear operation of European travel companies and other traditional means are widely used by travel companies on a large scale.

Trends in the formation and development of the structure of the tourism industry in Europe are influenced by demand in the tourism market. The European tourism industry traditionally includes: tourist accommodation

companies, vehicles, tour operators, travel agents, resorts that regulate the organization of tourism, etc. At the same time, the majority of those employed in the tourism sector spend money on accommodation, restaurants and tourist services.

With the development of European tourism, the role of state and public institutions is growing. A system of institutions for the promotion and activation of tourist activity has been formed. It included: ministries and regional institutes, national institutions, special tourism administrations, international special-purpose organizations and special-purpose departments of international environmental organizations, etc. [1; 2; 5].

The development of the international nature of tourist communication among the population of European countries contributed to the emergence of international institutions. Their number is gradually increasing and forming an extensive global network. This gave rise to the formation of a legal basis in European countries – tourism legislation.

Literature

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