

GLOBAL TOURISM PRODUCTION SYSTEMS: TOPICAL ISSUES

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The advancement in information technology fuels the growth and revitalized structure of capitalism central to the network society [1]. Over the past 20 years many new concepts have appeared but the essence remains the same.

Reconfiguring tourism with a network society means that the tourism industry has been changing all the time and new ways of tourism got used to appear and disappear [2].

Nowadays, there is a boom in technologies and innovations that leads to changes and improvements in the tourism industry. Digital connectivity became an integral part of our everyday life. People (including tourists) all around the world share information every day, every minute. Online booking platforms, personalization of basically everything (as it is in post-Fordist model) and mobile technologies constantly changed the way we travel.

In the 21st century sustainable and eco-tourism has appeared in fashion. Thanks to network nodes and ties systems [1, p. 26], the information «flies» very quickly, resulting in people getting up-to-date and relevant facts in the shortest terms, as Prof. Pettersson Lofquist says in his lectures.

Moreover, remote work gave humanity the opportunity to travel and work at the same time. That means that nowadays people are able to travel much more, take longer vacations (and work during the vacation) and in general live in the tourist areas, working from home. Example: earlier, a traveler needed to buy tickets at the ticket office firstly, get all the necessary information about the country he is traveling into from friends/books/brochures etc., take enough money and do even more complicated things. Nowadays, a traveler books his plane and hotel online in 10 minutes, check the weather in google, use internet resources to exchange currency and get appropriate information etc.

The essence of technology is technique, «the totality of methods rationally arrived at and having absolute efficiency in every field of human activity» [1]. The role and impact of network technology are described below.

Connectivity: the internet and mobile networks enable constant communication and connectivity. Language translation apps break down language barriers and make it easier for travelers to interact with locals [3, p. 175, 184–186].

Deterritorialization: the deterritorializing operation of digital communication contributes to globalization of production, finance and trade, the global consumption of cultural and entertainment commodities per Pettersson Lofquist lectures.

Mass opinion: people got used to listen and agree with mass opinion. Political situation thoughts, trends on Instagram or some prejudices are created mostly on the internet nowadays. Mass opinion plays a huge role in any industry, including tourism [1, p. 56–57].

Social Media: social media platforms allow travelers to share their experiences through photos, reviews, and recommendations. People often rely on reviews and recommendations from friends or influencers on social media when making travel decisions, this interconnectedness has a direct impact on tourism trends [3, p. 180–186].

In summary, network technology has revolutionized the travel industry by making information more accessible, enhancing communication and automating different processes.

According to Molz and Paris, the situation of network technology in tourism is that social media and connectedness are developing fast, technologies help flashpackers hugely to stay connected, updated and motivated to continue their traveling and still being connected to family. «While corporeal mobilities and physical places are still just as important to the flashpacking experience, new virtual realms have been developed that allow travelers to be fully integrated in their multiple networks and maintain a sustained state of co-presence between the backpacker culture and their home culture» [3, p. 179]. «Flashpackers play the role of creators, mediators, and sharers within the hybrid physical–virtual spaces that have emerged» [3, p. 182]. These people are called so because of traveling not only with backpacks now but also with technologies. Being connected gives the backpackers and fans (followers on social media) the feeling of safety and participation (in case of followers).

Moreover, fast interaction and collaboration between tourists are also possible due to modern technologies. There is an opinion that being too connected to your home place makes you disconnected, disconnected from local culture, the traveling and new experience, as suggested by Molz and Paris [3, p. 186].

An individual, influenced by reflexive thinking, critically examines the images and marketing strategies presented by various tourist destinations. Recognizing the role of design and marketing in shaping the tourist

experience, they consciously seek out destinations that align with their personal values, avoiding those that rely heavily on standardized and commodified representations, per Dennis Judd [4].

A person, driven by their network identity and the desire for social connectedness, actively participates in travel practices that involve interactions with friends and relatives. They use their social network to gather recommendations, share experiences, and maintain relationships, emphasizing the role of travel in fostering and maintaining social bonds within their network as asserted by Gössling, Cohen & Hibbert [5].

A traveler, shaped by their network identity, actively engages in constructing their own composite images of potential destinations using information from social media, websites, and travel writers. They curate a personalized experience by blending various sources, reflecting their unique identity within the broader context of their social network's travel culture, based on Dennis Judd [4] and Barney [1, p. 150].

An individual, experiencing loneliness in their daily life influenced by individualization, engages in reflexive travel planning. They consciously choose destinations and travel practices that offer opportunities for social connectedness, such as group tours, communal activities, or visiting friends and relatives, recognizing travel as a means to overcome feelings of isolation as asserted by Gössling, Cohen & Hibbert [5].

A reflective traveler, considering the discussions on Fordist and post-Fordist tourism environments (Fordist t.e. are characterized by standardized, mass-produced services, emphasizing efficiency and cost-effectiveness. In contrast, post-Fordist tourism embraces unique experiences, catering to individual preferences and a shift away from mass standardization), seeks unique and varied experiences. They are aware of the impact of image production, place infrastructure, and the role of tour operators in shaping their travel experience. This reflexivity guides them to choose destinations that offer a mix of authenticity, local flavor, and diverse activities, based both on Gössling, Cohen & Hibbert [5] and Dennis Judd [4].

An individual, influenced by their network identity and the social emphasis on mobile lifestyles, perceives travel as a status symbol. They actively engage in travel practices that align with the mobility expectations of their social group, using travel experiences to enhance their social status within their network [5].

In summary, reflexivity and network identity come together to shape motivations and choices individuals make in their travel experiences. The critical examination of tourism as a commodity chain and the recognition of travel as a response to changing social conditions provide a framework for understanding how reflexivity and network identity influence travel behaviors in a world full of individualization and loneliness.

In a globalized and standardized world where cultural experiences can sometimes be homogenized for mass appeal, tourism reflexivity becomes crucial. It helps communities and tourists alike to reflect on the preservation of authentic cultural practices and traditions, preventing their commodification and destruction, per Urry, Larsen [2, p. 24–25].

Tourism reflexivity encourages stakeholders to consider the social implications of tourism, such as the potential for cultural appropriation, exploitation of local labor, or the exacerbation of socio-economic inequalities. By critically examining these issues, tourism can be developed with a more ethical and socially responsible approach [1, p. 22, 150].

As tourism often has negative consequences, reflexivity is essential in understanding and mitigating these impacts. This includes considerations for resource use, waste management, and the preservation of natural habitats.

In a dedifferentiated, globalized world, tourism reflexivity fosters a sense of global citizenship among tourists. It encourages an awareness of the interconnectedness of the world and the recognition that travel decisions can have far-reaching consequences [1, p. 28].

Let's pay attention to some important aspects of the globalization of tourism and its global production, commodity chains in tourism production, interconnectedness in the network society.

Globalization in Tourism: Globalization refers to the interconnectedness of economies, cultures, and societies. In tourism, globalization is evident in the internationalization of travel flows, the spread of tourism-related businesses globally, and the cross-cultural exchange facilitated by travel.

Example: A tourist from China visits a boutique resort in Italy, books the accommodation through an online platform, explores local attractions and eats Spanish cuisine. The globalization of tourism is evident in the seamless integration of services, bookings, and experiences across different nations and cultures.

Commodity Chains in Tourism Production: Commodity chains trace the process of production from raw materials to the final product. In tourism, the commodity chain concept helps to develop the complex network of activities and inputs involved in creating the tourist experience.

Example: The commodity chain of tourism includes inputs such as image creation, place infrastructure, and tourism providers. For instance, the design and marketing of a destination's image contribute to the overall value of the tourist experience.

Tourism Production System: The tourism production system involves the conscious shaping of the tourist experience by various actors and institutions. Understanding tourism as a production system highlights the interplay between different inputs and the dynamic nature of the industry [4].

Example: Tourism providers, including tour operators and hotel corporations, act as gatekeepers in the tourism commodity chain. They coordinate diverse services, create packages, and use information technologies to reach a global audience. This highlights the systemic nature of tourism production, where multiple actors contribute to crafting the overall tourist experience [1].

Interconnectedness in the Network Society: The network society, characterized by the widespread use of information and communication technologies, plays a crucial role in shaping tourism. It facilitates global access, enhances competition, and transforms the way tourists engage with the industry [3, p. 175].

Example: Online platforms connecting tourists with providers, social media influencing travel decisions, and the use of information technologies for marketing exemplify the role of the network society in tourism. These interconnected digital networks contribute to the globalization of tourism services and experiences.

Importance of Understanding Tourism Production: Understanding tourism as a production system is essential for a lot of reasons. It helps in addressing challenges in accurately defining tourism as an industry, as highlighted in the article by Dennis Judd [4].

Example: By understanding tourism production, researchers and policymakers can overcome skepticism about tourism as a genuine industry. This knowledge aids in developing precise valuations for experiences, addressing issues of globalization, and ensuring sustainable practices in a dynamic and competitive environment.

While global tourism offers immense economic and cultural opportunities, there's an urgent need for a sustainable approach to preserve our invaluable cultural heritage. Collaboration between stakeholders, governments, and local communities is vital in ensuring the longevity of these sites for future generations.

In conclusion, the globalization of tourism, the concept of commodity chains, and understanding tourism as a production system are interconnected in the network society. Examples from the articles highlight the pivotal role of digital networks, the complexity of various inputs, and the importance of a systemic approach in comprehending and navigating the multifaceted challenges of the globalized tourism industry.

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ЗОВНІШНЯ ТОРГІВЛЯ УКРАЇНИ В УМОВАХ ВОЄННОГО СТАНУ: ПРОБЛЕМИ ТА СПОСОБИ ЇХ ВИРІШЕННЯ

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Торгівля є провідною та найбільш прибутковою галуззю економіки більшості країн світу, адже зосереджує велику кількість господарюючих суб'єктів та найманих працівників. В свою чергу, участь країни у зовнішній торгівлі відображає її статус у міжнародних економічних відносинах, рівень розвитку та застосування інформаційно-комунікаційних технологій у торгівельній діяльності, загальний стан національної економіки.

Значний вплив на здійснення Україною зовнішньої торгівлі мало введення 24 лютого 2022 року воєнного стану. Окрім іншого, доцільним є зазначити, що положення Указу Президента України «Про введення воєнного стану в Україні» не містять жодних прямих тверджень щодо зміни порядку здійснення державою експорту чи імпорту, а також встановлення заборон на економічну взаємодію (торгівлю) із державою-агресором [4]. При цьому, зовнішньоторговельний оборот України, майже за два роки активних бойових дій на території країни, зазнав значних змін, зокрема через окупацію та масовані ракетно-артилерійські обстріли, а також через надто потужний військовий потенціал у держави-агресора.