

The journal has had 40 points in Ministry of Education and Science of Poland parametric evaluation. Annex to the announcement of the Minister of Education and Science of 05.01.2024 No. 32318. Has a Journal's Unique Identifier: 201159. Scientific disciplines assigned: Physical culture sciences (Field of medical and health sciences); Health Sciences (Field of medical and health sciences). Punkty Ministerialne z 2019 - aktualny rok 40 punktów. Załącznik do komunikatu Ministra Edukacji i Nauki z dnia 05.01.2024 Lp. 32318. Posiada Unikatowy Identyfikator Czasopisma: 201159. Przypisane dyscypliny naukowe: Nauki o kulturze fizycznej (Dziedzina nauk medycznych i nauk o zdrowiu); Nauki o zdrowiu (Dziedzina nauk medycznych i nauk o zdrowiu).  
© The Authors 2024;  
This article is published with open access at Licensee Open Journal Systems of Nicolaus Copernicus University in Torun, Poland  
Open Access. This article is distributed under the terms of the Creative Commons Attribution Noncommercial License which permits any noncommercial use, distribution, and reproduction in any medium, provided the original author (s) and source are credited. This is an open access article licensed under the terms of the Creative Commons Attribution Non commercial license Share alike. (<http://creativecommons.org/licenses/by-nc-sa/4.0/>) which permits unrestricted, non commercial use, distribution and reproduction in any medium, provided the work is properly cited.  
The authors declare that there is no conflict of interests regarding the publication of this paper.  
Received: 08.04.2024. Revised: 16.04.2024. Accepted: 29.04.2024. Published: 30.04.2024.

## **Theoretical and methodological basis of researching the essence of international tourism**

**O. M. Mozolev**

**Khmelnyskyi Humanitarian-Pedagogical Academy, Khmelnytskyi, Ukraine**

Mozolev O. M., Doctor of Pedagogical Sciences, Professor, Professor of the Department of Theory and Methodology of Physical Culture and Valeology, [orcid.org/0000-0002-3677-4433](https://orcid.org/0000-0002-3677-4433)

### **Abstract**

The article analyzes the theoretical and methodological foundations for studying the essence of international tourism. Considering the category “international tourism”, it has been established that it has characteristic features that distinguish it from other types of tourism. One of them is the crossing of state cordons, which is associated with the most important formalities: registration of foreign passports and visas, completion of military procedures, currency and medical control. We have identified the main features of international tourism: systematic development, sensitivity to market changes, steady changes in the supply and position of tourist services, an increase in the range of these services. International tourism is an important stimulus for the development of world trade, which leads to increased activation of international trade exchanges. Nowadays, international tourism is viewed as an independent type of international connections. Without regional cooperation, international tourism cannot develop successfully.

International tourism is a rich phenomenon that combines economic, social, cultural and environmental aspects. It has an inexhaustible potential for sustainable development, and it has connections with the rich wealth of the economy, which implies a new place in the socio-

economic life of countries and peoples. International tourism has the potential to integrate, consolidate, embrace constructive dialogue, solidarity and mutual understanding between peoples. Thus, international tourism is an influx channel of “public diplomacy”.

**Key words: international tourism; research methodology; essence of the concept; characteristic features.**

## **ТЕОРЕТИЧНІ ТА МЕТОДОЛОГІЧНІ ЗАСАДИ ДОСЛІДЖЕННЯ СУТНОСТІ МІЖНАРОДНОГО ТУРИЗМУ**

**О. М. Мозолев**

Мозолев Олександр Михайлович – доктор педагогічних наук, професор, професор кафедри туризму, теорії і методики фізичної культури та валеології Хмельницької гуманітарно-педагогічної академії. [mozoliev64@gmail.com](mailto:mozoliev64@gmail.com) orcid.org/0000-0002-3677-4433

В статті проаналізовано теоретико-методологічні основи дослідження сутності міжнародного туризму. Вивчаючи категорію «міжнародний туризм», встановлено, що вона має характерні особливості, які вирізняють її від інших видів туризму. Однією з них є перетин державних кордонів, який пов'язаний із певними визначеними формальностями: оформленням закордонних паспортів і віз, проходженням митних процедур, валютного та медичного контролю. До основних особливостей міжнародного туризму нами віднесено: системність розвитку, чутливість до ринкових змін, постійні коливання в попиті та пропозиції туристичних послуг, зростання асортименту наданих послуг. Міжнародний туризм є важливим стимулом розвитку світової торгівлі, що сприяє розширенню й активізації міжнародного торгового обміну. Водночас міжнародний туризм розглядають і як самостійний вид міжнародних зв'язків. Без співпраці країн міжнародний туризм не може успішно розвиватися.

Міжнародний туризм – це багатогранне явище, що поєднує економічні, соціальні, культурні та екологічні аспекти. Він має невичерпний потенціал для постійного розвитку, має зв'язок з багатьма галузями економіки, що зумовлює його провідне місце у соціально-економічному житті країн і народів. Міжнародний туризм має здатність інтегрувати, консолідувати, сприяти конструктивному діалогу, солідаризації та

взаєморозумінню між народами. Таким чином, міжнародний туризм є впливовим каналом «народної дипломатії».

**Ключові слова:** міжнародний туризм; методологія дослідження; сутність поняття; характерні особливості.

**The statement of the problem.** In the modern world, tourism is one of the most developed branches of the world economy. International tourism is a powerful lever of influence on the development of political, social, and economic relations between countries.

International tourism actively affects the development of the economy of countries. Its influence is manifested in the fact that it is a reliable source of foreign currency income, a means of increasing the employment of the population and a significant factor in strengthening the prestige of the country in the world. The development of international tourism contributes to the diversification of the economy, including construction, trade, agriculture, production of souvenirs, communication and other industries. The development of the world economy and the improvement of people's well-being contribute to the increase in demand for international tourist services. The development of international tourist ties is an important means of normalizing the international situation, strengthening friendship between peoples and deepening mutual understanding.

**Analysis of previous research and publications...**The analysis of scientific and special literature allows us to distinguish such areas of international tourism research as: social, economic, sports, educational, recreational, entertainment, extreme, medical, etc. Many domestic and foreign scientists devoted their work to the study of the problems of the development of international tourism in Ukraine, in particular, the theoretical and methodological foundations of the development of tourism in the world and in Ukraine were studied by: V. Demko, N. Dekhtyar, O. Zakharchenko, O. Kirdan, H. Kish, T. Krasnodied, V. Lagodienko, O. Lytvyn, K. Pavlov, N. Syroid, N. Trusova and others.

**The aim of the study** To analyze the theoretical and methodological foundations of the study of the essence of international tourism.

**Main body** To establish the essence and meaning of international tourism, Abswe will first characterize the category "tourism". The definition of the concept of "tourism" is necessary for understanding its content, structure, internal and external processes of regulation, understanding the impact on the economic and social development of the country.

Tourism is a complex socio-economic phenomenon characterized by many definitions. An unequivocal definition of the concept of "tourism" that fully characterizes its content, essence and significance for society does not yet exist.

The concept of "tourism" began to take shape with the beginning of the mass movement of a significant number of people for meaningful leisure time. Article 1 of the Law of Ukraine "On Tourism" defines that "tourism is a temporary departure of a person from his place of residence for recreational, educational, professional, business or other purposes without performing paid activities in the place where the person is leaving" [1]. At the same time, according to N. Opanasyuk, A. Okhrimenko, and S. Popovych, the current Law of Ukraine "On Tourism" (with amendments) does not correspond to the trends in the development of tourism in Ukraine and the world and needs substantial comprehensive reformation to ensure interests and requests of society and business, taking into account international experience [2].

In modern scientific literature, you can find many definitions of the concept of "tourism", which differ significantly from each other. This is due to the fact that tourism simultaneously performs economic, social, political, humanitarian and other functions. That is why the authors provide an interpretation of the concept of "tourism" considering it from various aspects and the functions it performs. In the modern sense, according to the definition of many scientists, tourism is a social phenomenon that is associated with a voluntary temporary change of permanent residence and movement to another country or another area within the borders of one's country in one's free time for the purpose of pleasure or recreation, health and medical, guest, cognitive services, religious or professional and business purposes.

According to the definition of N. Syroid, the main characteristics of tourism are: departure from the usual environment (from a permanent place of residence); the temporary nature of the trip (limited to a period not exceeding 12 consecutive months); without carrying out a paid activity in the place of stay (the main purpose of the trip should not be an activity that is paid from the source of the place visited); consumption of hotel, restaurant, transport, excursion and other services; the purpose of the trip is leisure, recreation and rest, visiting friends and relatives, business and professional purposes, treatment, religion and pilgrimage, other purposes [3, p. 6].

Tourism is a rather specific sphere of the economy, which, in addition to the implementation of economic functions in entrepreneurship (making a profit by the entities of the tourism market), performs important social and public tasks. Therefore, tourism activity contributes to the restoration of people's efforts and working capacity, the rational use of free time and the organization of leisure activities of the population. The tourism industry, taking

into account its significant impact on the economic and social development of the country, the extensiveness of economic relations, needs regulation, support and close control by the state [4].

Tourism plays an important role in the establishment of international foreign economic relations. As evidenced by the practice of international relations, international tourism at all stages of its development was a factor in strengthening world peace, improving understanding between peoples, expanding trade, scientific and cultural cooperation, and establishing good-neighborly relations between states [3]. Active tourist exchange is increasingly considered as an important component of primarily socio-economic and cultural integration processes, as an inseparable link in the development of international humanitarian cooperation.

International tourism can be considered as a socio-economic process associated with the provision of tourist services to persons outside the country of their permanent residence and aimed at satisfying spiritual, physical and other non-commercial needs. Thus, international tourism is one of the types of tourism. It covers trips of tourists traveling outside the country of permanent residence.

The concept of "international tourism", as well as the concept of "tourism", is interpreted differently not only by individual specialists, but also by tourism organizations.

According to the definition adopted by the United Nations (UN), "international tourism is travel for tourist purposes outside the country of permanent residence on the basis of interstate agreements taking into account international customs."

According to the definition of the World Tourism Organization (WTO), "international tourism is the activity of people who travel and stay in places located outside their usual environment for a period not exceeding one consecutive year, for the purpose of recreation, with business and other purposes" [5].

In modern domestic and foreign scientific literature, there are many approaches to defining the concept of "international tourism", which can be grouped into several groups:

- international tourism as a type of recreation;
- international tourism as a system and form of spending free time through the use of travel services that combine active recreation and strengthening of a person's health with the improvement of his general culture;
- international tourism as a form of population migration;
- international tourism as a complex socio-economic phenomenon.

Studying the category "international tourism", it can be noted that it has characteristic features that distinguish it from other types of tourism. One of them is the crossing of state

borders, which is associated with certain formalities: issuing foreign passports and visas, passing customs procedures, currency and medical control. These rules are introduced by the state in order to combat illegal migration, international terrorism, drug trafficking, prostitution, and to comply with the established order of entry into or exit from the country. Special services check compliance with the passport and visa regime, requirements for vaccination (vaccination), rules and conditions for the cross-border transportation of things, goods, currency and currency exchange transactions [6]. Simplifying or complicating these formalities affects international tourist flows, increasing or limiting them, respectively.

The main features of international tourism should also include systematic development, sensitivity to market changes, constant fluctuations in the demand and supply of tourist services, constant growth of the range of services.

In international tourism, depending on the direction of the tourist flow, it is customary to distinguish two forms - inbound and outbound tourism [4]. Inbound tourism is when citizens of other countries visit Ukraine for tourist purposes. Outbound tourism is when citizens of Ukraine visit other countries of the world for the purpose of tourism.

Foreign tourists, paying for goods and services, ensure the inflow of foreign currency into the budget of the country that receives them, and thereby activate its balance of payments. Therefore, the arrival of foreign tourists was called active tourism. On the contrary, the departure of tourists is associated with the outflow of the national currency from the country of their permanent residence. International payments related to this kind of tourist operations are recorded in the liabilities of the balance of payments of the country - the supplier of tourists, and tourism is called passive [7].

The division into active and passive, taking into account the peculiarities of the reflection of the financial results of tourist activity in the balance of payments, is peculiar only to international tourism and does not apply to domestic tourism.

International tourism is an important stimulus for the development of world trade, which contributes to the expansion and activation of international trade exchange. At the same time, it is advisable to consider international tourism as an independent type of international relations. International tourism cannot develop successfully without the cooperation of countries [8]. If a country remains indifferent to the needs of foreign tourists, then trips to that country will not be massive.

The rapid development of international tourism mainly took place in countries where appropriate legal, economic and stimulating conditions were created. The functioning and development of international tourism depend on various factors. The main ones are: legal,

economic, social, demographic, scientific and technical, social. The rapid development of international tourism is not possible without a positive attitude of public opinion to the processes of tourist exchange [9].

On the basis of the analysis of the thematic orientation of the works of Ukrainian scientists, using general scientific methods of analysis, synthesis and generalization, O. Kirdan [5] singled out four directions of the scientific search for understanding the content and essence of international tourism:

1) dissertations covering the economic component of the development of international tourism;

2) scientific works in which the processes of globalization and European integration of Ukraine into the system of international tourism are characterized;

3) publications in scientific periodicals in which the main approaches to defining the concept of "international tourism" are outlined; features and modern trends of its development are characterized; the general structure of the international market of tourist services was analyzed; the role of international tourism as a priority area of the economy of many countries of the world is determined;

4) training manuals, textbooks, methodological recommendations, which offer a thorough theoretical, methodological and practical toolkit for the organization of international tourism, analysis of the dynamics of international tourist flows, the formation of modern forms of development and state regulation of international tourism.

In their writings, researchers highlight various political, social, economic, and communication aspects of international tourism. They note that regardless of the sphere involved in the process of international tourist exchange: business, business, educational, sports, health, religious - universal human values are the main mechanism for the exchange of ideas and knowledge, an important factor in their assimilation and implementation in people's everyday practice [9].

International tourism has the ability to integrate, consolidate, promote constructive dialogue, solidarity and mutual understanding. After international tourist trips, as a rule, a person's consciousness changes dramatically, his ability to perceive new things is activated, and his creative abilities are awakened. The involvement of different layers of the planet's population in international tourist activity increases and expands the number of communication channels between people and states, which contributes to the mutual understanding of peoples, the transformation of still "closed" societies into more open ones, into those that will gradually

and voluntarily join the world society, thus contributing integration of humanity on the basis of tolerance and humanism [10].

**Conclusions** International tourism is a multifaceted phenomenon that combines economic, social, cultural and environmental aspects. It has an inexhaustible potential for continuous development, has a connection with many branches of the economy, which determines its leading place in the socio-economic life of countries and peoples.

International tourism is an influential channel of "public diplomacy". An international tourist, carrying out interpersonal communication, as a representative of a specific people, a specific culture, combines rest with learning about the lifestyle, history, culture, traditions, customs of his and other peoples.

### References:

1. Pro turyzm. Zakon Ukrainy № 324/95-VR. Vid 15.09.1995.
2. Opanasiuk N.A., Okhrimenko A.H., Popovych S.I. Pravove rehuliuвання turystychnoi diialnosti v konteksti reformuvannya zakonodavstva Ukrainy pro turyzm. Journal «ScienceRise: Juridical Science», 2021. № 3(17). S. 9-17. DOI: 10.15587/2523-4153.2021.238875
3. Syroid N.P. Teoretychni pidkhody do vyznachennia poniattia «turyzm»: yoho sutnist ta kharakterni oznaky. Ekonomika, upravlinnia ta administruvannya. 2020. № 3(93). S. 3-8. [https://doi.org/10.26642/ema-2020-3\(93\)-3-8](https://doi.org/10.26642/ema-2020-3(93)-3-8)
4. Dekhtiar N.A. Svitovyi rynek turystychnykh posluh i priorytety rozvytku turyzmu v Ukraini. monohrafiia. Kharkiv : FOP Liburkina L. M..2021. 470 s.
5. Kirdan O. Mizhnarodnyi turyzm u suchasnomu naukovomu dyskursi. Ekonomika ta suspilstvo. 2023. № 51. <https://doi.org/10.32782/2524-0072/2023-51-35>
6. Lytvyn O. Mizhnarodnyi turyzm: katehoriia ta chynnyky rozvytku. Ekonomichni horyzonty. 2022. № 1(19). S. 95-104. [https://doi.org/10.31499/2616-5236.1\(19\).2022.275007](https://doi.org/10.31499/2616-5236.1(19).2022.275007)
7. Kish H.V., Zozulynets Kh. Mizhnarodnyi turyzm ta yoho vplyv na sotsialno-ekonomichniy rozvytok Ukrainy. Suchasni chynnyky rozvytku mizhnarodnykh vidnosyn ta zovnishnoi polityky derzhavy: ekonomichni ta instytutsionalni aspekty: materialy Mizhnarodnoi nauково-praktychnoi konferentsii (m. Zaporizhzhia, 27 zhovtnia 2018 r.). 2018. S. 49-53.



8. Mozolev O.M. Turyzm yak suchasnyi vyd rekreatsii studentskoi molodi. Aktualni problemy rozvytku osvity v sferi turyzmu, fizychnoi kultury ta sportu : materialy IV vseukr. nauk-prakt. konf. (Khmelnyskyi, 26 liutoho 2021 r.) : KhHPA, 2021. S. 92-95.
9. Kyrylov Y., Hranovska V., Boiko V., Kwilinski A., Boiko, L. International tourism development in the context of increasing globalization risks: On the example of Ukraine's integration into the global tourism industry. *Journal of Risk and Financial Management*, 2020. № 13(12). P. 303-309.
10. Matsuka V.M. Stratehichni napriamy rozvytku mizhnarodnoho turyzmu v Ukraini. Osoblyvosti intehtratsii krain u svitovyi ekonomichnyi ta polityko pravovyi prostir : materialy VI Mizhnar. nauk.-prakt. konf. Mariupol. 2019. S. 149-150.

#### **Список використаних джерел:**

1. Про туризм. Закон України № 324/95-ВР. Від 15.09.1995. <http://zakon1.rada.gov.ua/laws/show>
2. Опанасюк Н.А., Охріменко А.Г., Попович С.І. Правове регулювання туристичної діяльності в контексті реформування законодавства України про туризм. *Journal «ScienceRise: Juridical Science»*, 2021. № 3(17). С. 9-17. DOI: 10.15587/2523-4153.2021.238875
3. Сироїд Н.П. Теоретичні підходи до визначення поняття «туризм»: його сутність та характерні ознаки. *Економіка, управління та адміністрування*. 2020. № 3(93). С. 3-8. [https://doi.org/10.26642/ema-2020-3\(93\)-3-8](https://doi.org/10.26642/ema-2020-3(93)-3-8)
4. Дехтяр Н.А. Світовий ринок туристичних послуг і пріоритети розвитку туризму в Україні. монографія. Харків : ФОП Лібуркіна Л. М..2021. 470 с.
5. Кірдан О. Міжнародний туризм у сучасному науковому дискурсі. *Економіка та суспільство*. 2023. № 51. <https://doi.org/10.32782/2524-0072/2023-51-35>
6. Литвин О. Міжнародний туризм: категорія та чинники розвитку. *Економічні горизонти*. 2022. № 1(19). С. 95-104. [https://doi.org/10.31499/2616-5236.1\(19\).2022.275007](https://doi.org/10.31499/2616-5236.1(19).2022.275007)
7. Кіш Г.В., Зозулинець Х. Міжнародний туризм та його вплив на соціально-економічний розвиток України. *Сучасні чинники розвитку міжнародних відносин та зовнішньої політики держави: економічні та інституціональні аспекти: матеріали Міжнародної науково-практичної конференції (м. Запоріжжя, 27 жовтня 2018 р.)*. 2018. С. 49-53.

8. Мозолев О.М. Туризм як сучасний вид рекреації студентської молоді. *Актуальні проблеми розвитку освіти в сфері туризму, фізичної культури та спорту : матеріали IV всеукр. наук-практ. конф. (Хмельницький, 26 лютого 2021 р.)* : ХГПА, 2021. С. 92–95.
9. Kyrylov Y., Hranovska V., Boiko V., Kwilinski A., Boiko, L. International tourism development in the context of increasing globalization risks: On the example of Ukraine's integration into the global tourism industry. *Journal of Risk and Financial Management*, 2020. № 13(12). P. 303-309.
10. Мацука В.М. Стратегічні напрями розвитку міжнародного туризму в Україні. *Особливості інтеграції країн у світовий економічний та політико правовий простір : матеріали VI Міжнар. наук.-практ. конф. Маріуполь. 2019. С. 149-150.*