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ABSTRACT

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Spatial Polarization in the System of International Tourism

Yuri Gumeniuk^a & Yulian Huk^a

ABSTRACT

In tourism, the region has come to be seen as an important driving force, linking disparate segments of the industry and enabling the formation of destination networks (Milne 1998). This dependence is deepened by the fact that complex ecosystems, models of culture and economic identity, on which the development of tourism depends, are also regional in nature. Currently, community-oriented approaches occupy a prominent place in tourism development plans of various taximetric calibers around the world. Also, stakeholders are aware that local cooperation, trust and networking are important components of successful tourism development. Tourism is often seen as a key element that allows local communities that have suffered the devastating effects of economic restructuring to rebuild and strengthen their economic position in the regional and national economy. That is, it becomes expedient to talk about the transformation of the essence of city-forming factors that lead to the life sustainability of the settlement.

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I. BACKGROUND

R. Inglehart (1977) formulated the theory of post-materialism, the idea of which was that people have two types of values: material and so-called post-material - these are the values of freedom, free cooperation with other people, etc. However, in the 70s of the XX century in his research, he recorded the predominance of post-material values only in two countries of Northern Europe.

Ye. Holovakha, researching the values of the citizens of the USSR in the 1980s, came to the conclusion that they corresponded to those that R. Inglehart considered material. That is, common material values dominated the population of the USSR and the countries of Western Europe even fifty years ago. However, in half a century, the population of Europe moved to post-material values. Instead, in Ukraine, as in the countries of Eastern Europe, material values still prevail. However, it should be noted that the situation with values in Eastern European countries is much better (Te, shcho Zelenskyi lider viiskovoho chasu – bezsumnivno. Chy bude vin spromozhnyi staty liderom myrnykh chasiv?). Nowadays, in European countries, the defining value is benevolence, that is, openness to people, to the world. Such a mental feature probably contributed to the fact that EU countries are now world leaders in the number of international arrivals. The population of developed countries is primarily interested in the possibility of self-realization and a friendly attitude towards others .

A. Maslow, who used H. Murray's theory of personality to build a pyramid of needs, came to similar conclusions in his time. American psychologist H. Murray (1938) proposed to the scientific community

a theory of personality, which is formed by motives and needs. So he actually considered a need to be "the ability or willingness to react in a certain way to certain specific circumstances." Theories of personality that are based on needs and motives suggest that our personality is a reflection of behavior that is determined by needs. H. Murray divided the needs into two groups:

- 1) primary/viscerogenic needs – physiological needs;
- 2) secondary/psychogenic needs – which are of great importance for the psychological comfort and well-being of a person.

A. Maslow (1943), for his part, correctly indicated the criterion by which needs are lined up in a hierarchy. This is the dominance of unsatisfied needs over satisfied ones.

On the one hand, the consumption of a recreational and tourist product satisfies the primary need for rest and restoration of the body's vital forces. But the way in which this satisfaction takes place already concerns psychogenic needs, and as society develops, secondary needs begin to dominate when consuming a tourist product.

It is believed that the era of mass tourism fell on the 1950s. and lasted until the beginning of the 21st century. that is, it was a period when the population of Western European countries overestimated life priorities. And although tourism researchers do not directly connect this with the mass craze for travel, J. Holloway notes that after World War II, tourists wanted to see the places of famous battles with their own eyes. This became an impetus for the development of friendly relations and gave rise to interest in the culture of other peoples. In essence, he said, in other words, that spiritual values began to dominate the mentality of citizens of developed countries.

II. THE RESEARCH PROBLEM AND AIM

The purpose of writing the article is to solve the problems of spatial reflection of the tourist system through the prism of cognitive psychology and human behavior, which is manifested as a reaction to incentives for recreation.

III. LITERATURE REVIEW

T. Chang, S. Milne and D. Fallon (1996) propose to interpret tourism as a transactional process that includes exogenous and endogenous efforts of local residents and entrepreneurs. S. Milne (1998) also points to the need to achieve a balance between structure and agency, and not try to interpret one at the expense of the other. That is, cultural and ecological dimensions must be more effectively involved in clarifying development processes and determining the results of tourism-related activities.

The difficulties associated with the demarcation of economic, cultural and social geography led to the need for the formation of "new" fields of knowledge that recognize the dialectic of "structure and agency". The term "new" in this case did not mean the creation of new disciplines, but rather was used as a designation to facilitate the classification of a wide range and variety of works that cross interdisciplinary boundaries to improve the system of knowledge construction. Thus, A. Sawyer (2000) noted that the traditional questions of the study of production, circulation and exchange in economic geography were not rejected, but were rather rethought to cover its cultural and social structure.

Such a combination of approaches allowed researchers to interpret space in a new way, its role in the formation of tourism and its ability to change under the influence of tourism. As noted by D. Massey (1993: 155), space is "constructed of relationships, as the simultaneous coexistence of social relationships and interactions at all spatial scales, from the most local level to the most global." The

results of studies by Ringer (1998) and Rojek and Urry (1997) emphasize the active role of tourism in the social construction of space through the destination.

A destination is thus not simply identified as historically constructed in space, it is actively mediated and operates in conjunction with 'external' and 'internal' factors throughout the 'life cycle'. S. Squire, P. Crang and others (1998) adopt a consensus that the geography of tourism must take equally seriously both the economic and cultural dimensions

P. Crang and B. Malbon (1996: 704–711) suggest two ways of smoothing the differentiation between culture and economy:

- 1) "cultural regulation of the economy";
- 2) "cultural materialization of the economic."

The first is related to the discursive construction of organizational identities and work spaces (social relations of production), while the second is related to social relations of consumption, "in which culturally significant goods and experiences become objects and subjects that are offered and consumed" (Crang & Malbon 1996: 709).

As 'consumer culture' develops in terms of 'you are what you buy' and 'where you go' (Featherstone 1987, 1995), this inevitably affects the tourism industry. These trends are widely associated with the emergence of a "new middle class" that (Bourdieu 1984; Knox 1991; Zukin 1991) calls cultural producers. Thus, P. Bourdieu (1984) claims that suppliers of symbolic goods and services shape consumption as an arena of social differentiation, as they strive to more closely link certain consumer preferences and lifestyle practices with class segments. However, according to P. Jackson (1993), the problem of consumption and identity becomes even more problematic when advertising begins to recognize "several identities in one person".

P. Glennie and N. Thrift (1992: 423–43) argue that individuals are becoming "increasingly fragmented, following certain styles of life, which may or may not resonate with each other, but which require specific people to be taken as a model in order to imitate them. Similarly, P. Jackson and N. Thrift (1995: 227) seek to "rethink traditional approaches to 'identity', emphasizing its changing and dynamic nature, rather than seeing identities as something fixed or unitary'.

IV. METHODOLOGY

This paper employs a qualitative approach in examining the processes and challenges of the spatial component of the international tourism system. The research is based on open sources of information from official institutions. In the process of writing the article, such methods of scientific knowledge as the descent from the abstract to the concrete, system-structural, analysis, synthesis, induction and deduction were used. The authors' research is based on several economic theories and approaches. In particular, theories of post-materialism, theory of personality; theory of human motivation; theoretical concepts of local initiative, models of the tourism system, etc.

V. DISCUSSION

The most difficult task in the process of researching the phenomenon of tourism is the characterization of the features of the tourist route. The destination (place of rest) is one of the factors that attract tourists, but it is not always decisive. Sometimes the main factor can be the vehicle that the tourist is traveling on, that is, a cruise ship or a regular passenger jet plane, according to J.C. Holloway and N. Taylor (2006), can be tourist destinations. However, according to a number of researchers, the destination has a clear geolocation. Since it is important for our research to conduct a broadband

diagnosis of the spatial polarization of appropriate activities in tourism, we will consider them from the aspect of combining functional and geographical principles.

J.C. Holloway and N. Taylor (2006) suggests grouping all destinations into five groups: The first includes a traditional vacation, during which the tourist spends most of the vacation in a certain recreational area, if possible going on excursions to see the sights that are located on the outskirts.

The second group consists of territories that are basic points for getting to know the surrounding areas.

The third group includes routes consisting of two or more points that are equally attractive to tourists.

The fourth group is tours with long itineraries, which involve a short stay in certain points (cruise with calls to port cities).

And finally, places in which travelers stop only for the night make up the fifth group. Such stops can be both planned and spontaneous and are convenient transit points, in which motor tourists have a special need. In some cases, these places are attractive to tourists in themselves, but their main function is to provide temporary accommodation for weary travelers.

Thus, the requirements of the spatial polarization of appropriate tourist activity are fully covered by the first group and partly by the second. However, it should be noted here that the author equates the destination with a tourist route, which at the same time has the characteristics of a system, as it contains a number of components and destinations in particular. A system is a collection or interconnected combination of things, elements or components that form a single whole (Hall 2008).

Tourism has a number of reasons for being considered a system, as it is surrounded by the socio-political and eco-technological environment with which it interacts. Actually, within the framework of tourist activities, transport, attractions, settlements, catering establishments interact with each other, etc. In the 1970s, general systems theory was applied to the concept of tourism, leading to the emergence of a number of theories.

Thus, C. Gunn (1979) proposed a "holistic system of tourism", which consists of five components, namely: tourist, transport, attractions, services, facilities and information. N. Leiper (1979) developed a model of the tourism system based on the theory of systems and identified five main components: tourists, generating regions, transit routes, destination regions and the tourism industry operating in physical, cultural, social, economic, political and technological environments. This enabled him to conceptualize tourism as an open system.

N. Leiper identified four components of the model.

- I. Human component: Tourist
- II. Geographical component: Generating region, transit route region - Destination region
- III. Industrial component
- IV. Eco component

All these aspects structurally constitute a general tourist system.

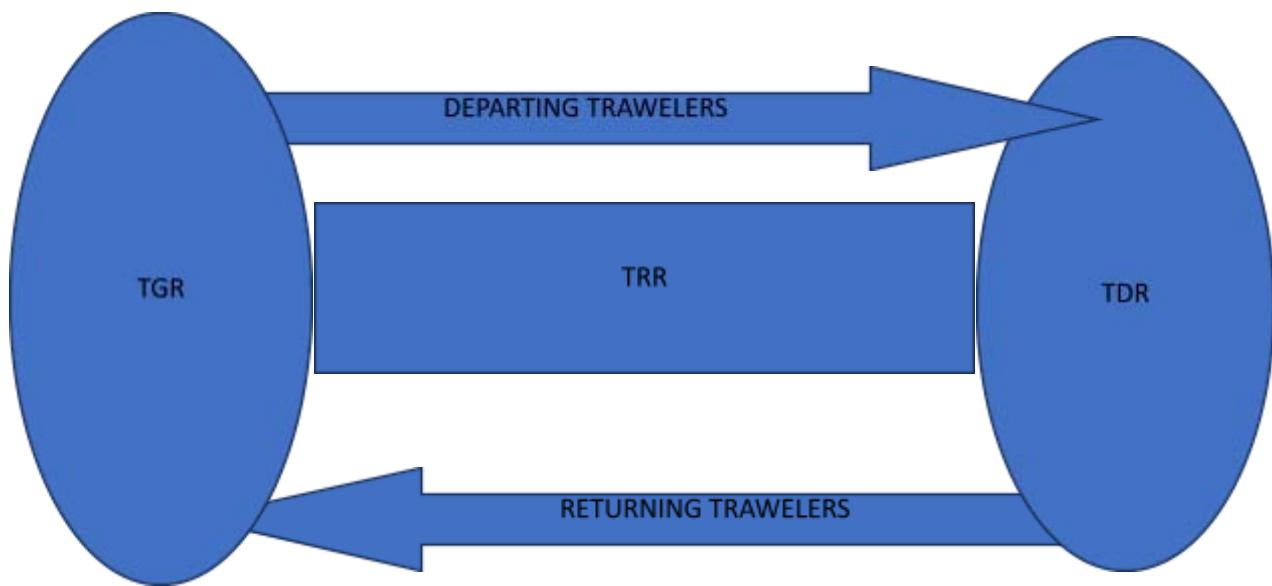


Fig. 1: Leiper's model of tourism system components.

The human component consists of tourists who make tourist trips to a destination that satisfies their interests. At the heart of this is a motivational impulse that prompts a tourist to travel to a certain destination. According to the UN Tourism definition, "Travel / traveller: Travel refers to the activity of travellers. A traveller is someone who moves between different geographic locations, for any purpose and any duration (IRTS 2008, 2.4). The visitor is a particular type of traveller and consequently tourism is a subset of travel." (<https://www.unwto.org/glossary-tourism-terms#T>). In other words, tourists are temporary residents of a destination who, after consuming a tourist product, return to their place of permanent residence. That is, this definition interprets tourism from the side of demand, describing exactly what tourism is for a tourist namely the system.

The geographical component is the territories involved in the tourism process that generate tourists, regions of transit routes and destinations. Thus, we have at least three geographical zones that are the environment of the tourism system.

1. A tourist-generating region (TGR) Is a place of permanent residence of a tourist from which he sets out on a trip and where he returns after its completion. It is also considered the starting point of a trip or a geographical area of demand. In other words, the territory where enterprises are located, the work of which provides households with such a level of personal income that satisfies the consumption of the tourist product. We should note that the amount of personal income used depends on the amount and quality of the capital involved in the production function, the concentration of which corresponds to the essence of the industrial, and now mostly post-industrial agglomeration.

According to G.M.S. Dann (1977), it is the geographical environment associated with the motivational and behavioral model that is the factor that "pushes" tourists to travel. "Pushing" factors are desires or aspirations that arise in the mind of a person under the influence of social, psychological and economic factors.

Psychological factors such as everyday environment, curiosity, self-esteem, relaxation, prestige, family relationships and social interaction swarm in the mind and motivate the population of the tourist generating region to travel. Instead, the influence of family, reference groups, social classes, culture, and subcultures are social factors. Demographic characteristics such as age, gender, education, marital

status are also influencing factors. Economic factors are the personal income used in combination with the available leisure time which play a vital role in the tourist generating region. It is quite obvious that in industrial or IT agglomerations, high household incomes and an increase in free time of their members are recorded. Indirect proof of this is the fact that in a number of EU countries, an experiment was successfully carried out with the transition to a 4-day working week (Zavershivsya naybilshiy u sviti eksperiment z perehodu na 4 denniy robochiy tizhden)

Also, such factors as ticket sales, the presence of tour operators, travel agents, as well as marketing and advertising activities in the region of departure, play an important motivating role to start a tourist trip.

2. Transit route region (TRR). A transit route is the territory through which a tourist travels to get from the place of permanent residence to the destination. It provides stops that can be used for the convenience of tourists (gas stations, food services, rest, overnight stay, etc.), the presence of various attractions on the travel route that can be visited by tourists. At the same time, it should be noted that RTM under certain conditions can be interpreted as a destination (5th group of destinations according to J. Holloway).

Thus, in the case of a sea, river, railway, etc. cruise, the destination for the tourist is the vehicle on which he spends the main time (living, eating, resting), which is periodically interrupted by stops (excursions, shopping, etc.) in the port cities of the ship or other transport tool. In fact, port cities are mostly interpreted by the tourism business as destinations, which they are for tourists vacationing there. Thus, A. Casado-Diaz (2021) notes that cruise tourism is an important and growing source of visitors to destinations. However, the growth of cruise tourism for some global tourist destinations is becoming a challenge for local communities due to the overload of a large number of "cruise" tourists.

At the same time, we believe that its value lies precisely in the fact that it "takes" cruise tourists outside the geographical boundaries of the destination for a period of time, as it were, "staying in a hotel" (sleep, food, relaxation, etc.), thus reducing the anthropogenic load. Hrvoje Caric and Peter Mackelworth (2014) believe that cruise tourism, due to its mobility, is often one of the first forms of tourism to move to a new economic environment, and is encouraged by countries with economies in transition that seek to increase the inflow of foreign currency into the country's balance of payments.

That is, in the case of cruise tourism, we have reason to consider the route of the vehicle as the destination, and the vehicle itself as the region of the transit route. Since the port of departure (arrival) also needs to be reached, here we are also dealing with the region of the transit route behind Leiper, which, however, does not have a clear spatial identification. Tourists who intend to stay in a vehicle for a long time usually do not spend vacation time getting there, using airplanes whenever possible. Thus, in the case of cruise tourism, the region of the transit route and tourist destination is maximally overlap (see fig.1). The transit route can be covered by various types of transport or their combination according to the needs of the tourist. Thus, the region of the transit route is a mandatory component of the tourist system.

P. Potier (1963) believed that development is transmitted along the main transport highways that connect the most important industrial centers. As a result, the territory of this transport route, due to the increase in cargo flows, the spread of innovations, and the development of infrastructure, receives additional development impulses. Thus, they become development corridors that, in combination with growth poles, form the spatial framework of the economic growth of the country and its large regions.

3. Tourist Destination Region (TDR). The region of the tourist destination is the main element of tourism, as it is chosen by the tourist to visit, and in which the offer of tourist products is formed. The scope of providing tourist services by a destination depends on two factors, namely, the tourist resources on its territory and its ability to transform these resources into goods and services. A

tourist cruise vehicle meets the specified characteristics, but it is difficult to call it a region and even more so a spatial pole, since it itself is constantly moving in space. At the same time, there are reasons to consider it a tool of asymmetric smoothing in relation to the destination, as it "pulls" a certain number of its visitors and establishments that provide them with tourist services.

Tourists of the younger generation mostly need modern tourism products that match their interests and are available at the destination. Quality recreational and tourism resources that are absent or lacking in the tourist-generating region and that are available in the destination region form the main attractions that attract tourists to the tourist destination region.

The industrial component consists of businesses and organizations that provide and promote tourism-related products through attractions, accommodation, accessibility and amenities. Enterprises and institutions of the tourism industry function as the basis of the tourism system, since tourism cannot function without at least one aspect of the industrial component. The tourism industry combines the activities of enterprises of many branches, namely:

- Manufacturers of tourist services;
- Temporary accommodation facilities;
- Vehicles;
- Organization of entertainment;
- Maintenance of tourist attractions;
- Retail.

The mentioned entities of economic activity are located in different geographical components, some in the region that generates tourists, some in the destination region, others on the transit route. Travel agents of tourism product manufacturers are usually located in the region that generates tourists. They carry out marketing activities, motivating tourists to visit specific destination regions, developing individual tourism products. On the other hand, tour operators usually form a tourism industry in the destination region, which can partially begin to function already at the transit stage. The tourist industry is a combination of the results of the activities of the following subcomponents.

Lodging establishments, a subcomponent consisting of hotels, motels, sanatoriums, boarding houses, home hotels, etc., that provide temporary accommodation for tourists.

The transport sector consists of four types of transport: air, rail, sea and road. In the transportation industry, there are a number of carriers that transport tourists from the tourist-generating region to the destination region through the transit route region. This is one of the most important components, since tourism cannot take place without the movement of people and only the transport industry provides it.

The entertainment industry is the products provided in the destination region by service providers that aim to bring pleasure, enjoyment, fun, excitement, entertainment and recreation to make tourists' leisure time fruitful and lively.

The attractions industry (natural and cultural heritage, attractions, climate, beaches, events, sun, snow, etc.) consists of tourist experiences based on which tourists ultimately receive a high level of satisfaction. Attractions are unique to destinations because they are not present in the region that generates the tourists.

The shopping industry is a sub-component unique to the destination region as tourists wish to purchase goods (souvenirs) that are associated with and traditional to a particular destination.

The last component in Leiper's tourism system model is the environment in which it functions. Since tourism is an open system, it must interact with the external environment, the circumstances of which affect the quality of the functioning of the tourism system and vice versa. These circumstances have both a positive and a negative impact on the system of international tourism.

The components of the external environment that affect the system of international tourism are as follows:

1. Political factors
2. Economic factors
3. Socio-cultural factors
4. Technological factors
5. Eco-factors
6. Legal factors

The tourism system will function effectively under the condition of a stable political situation. If the countries of the tourist-generating region and the tourist-receiving region develop partnerships, international tourism will flourish.

Economic factors are directly related to GDP per person in the country of the tourist region, personal disposable income and standard of living of the tourist. Balanced income and expenses of tourists feed the international tourist flow and are directly proportional to the global financial situation.

Social or cultural factors have a significant impact on the international tourism system. Depending on the attitude of the local population in the destination region to tourists from the generating region, and how receptive cultural values are in the destination region, the international tourist flow fluctuates.

Technology is also an important factor influencing the international tourism system. It should be noted that IT significantly transforms the system of international tourism, removing unnecessary transactions from it. So in (<https://smartcitycluster.org/en/blog/cluster-news/smart-tourist-destinations/>) it is noted that the journey nowadays does not begin at the airport, but with inspiration and ends with the pleasure of shared memories. Smart travel destinations should accompany the visitor through the three stages of the journey, making it a quality recreational experience from start to finish.

- The inspiration phase (before the trip) should be filled with texts, photos, videos, audio, infographics, maps. For this, it is advisable to use a large amount of data in various formats, which should be perfectly structured in terms of destinations, products and services in order to participate as actively as possible in the tourist's choice. Thus, the ESRI Story Map developed informs the tourist about this or that destination in an innovative and inspiring format.
- Smart solutions (while traveling): Hyper-connectivity thanks to new technologies, applications and platforms makes the travel experience much easier and more flexible. The traveler constantly interacts with suppliers, travel services and other networked tourists, helping them make the right decisions on the ground. In addition, new virtual reality technologies allow destinations to offer innovative and unique experiences. So Holavr provides access to a shared virtual reality experience for groups of friends or families.
- Satisfaction from shared memories after a tourist trip is a chat that provides companies and destinations with knowledge of the degree of satisfaction of tourists, in order to apply a system of continuous improvement and develop new loyalty mechanisms. Thus, ITELIGENT's NetOpinion is an opinion analysis system that not only evaluates tourist reviews, but also connects them to tourist resources (hotels, restaurants, museums, etc.) based on user comments using sophisticated AI-based analysis systems.

- Eco Factors are associated with significantly greater biodiversity in the region of the tourist destination than in the region of generating tourists. However, anthropogenic pressure is exerted on the ecosystem of the destination region by tourists from the generating region and subjects of the tourism industry.
- Legal factors belong to the system of ensuring law and order in the region that generates tourist flows, the region of the transit route, and the region of the tourist destination. These laws protect tourists and organizations of the tourism industry, promote the proper development and management of tourism and components of the international tourism system (<https://www.tourismbeast.com/tourism-system/>).

The status of a tourist pole is ensured by the following indicators:

- RTR of a global level;
- Economic sustainability;
- Stability;
- Scientific and technical potential;
- Demographic potential;
- Management quality.

The multipolar system of international tourism is noted

- The presence of many tourist poles;
- Relatively long-term achievement of indicators that allow territories to maintain the status of a tourist pole;
- The comparative level of indicators of the functioning of tourist poles;
- Rof the status of a tourist pole by other tourist poles and the international tourist community;
- The presence of multilateral institutional tools and mechanisms for coordinating interests between tourist poles in the form of international organizations (UN Tourism etc.) and informal associations (lockal tourist assosiation etc.);
- Availability of tools and means of influence of tourist poles on stakeholders.

Multipolarity prevents the establishment of a monopoly of a global tourist pole, facilitates the conclusion of strategic alliances and the distribution of spheres of influence between global tourist poles. Thus, it tends to form a balance based on the distribution of spheres of interest. Multipolarity also fosters competition between global tourism destinations for influence at the regional level.

The rethinking of traditional views on tourism has led to the emergence of a new cultural geography that uses the tools of sociological and cultural studies to study the multiplicity of behavior patterns, meanings, consumption trends and identities formed in and through the spheres of leisure and tourism. S. Milne (2010) notes that the cultural analysis of economic relations provides us with a new theoretical approach, thanks to which it is possible to reveal the "glocal" nature of tourist activity.

At the same time, Feldman (1994) and Clark (2000: 8) established a clear connection between the growth of regions and industries and active network activity, which became the basis for the assumption that successful regional economies in the world economic system must be either "smart", or by the learning regions. Thus, according to Hansen (1992) and Castells (2000) networks are part of the dynamics of organizational creativity aimed at building and maintaining competitive links with the global economy.

M. Howlett, M. Ramesh, R. Rhodes, N. Scott, R. Baggio and others (2008) note that inter-organizational networks, as the most effective form of cooperation, are characterized by participants who go beyond organizations and structures and involve their perception of common

values. Such a combination creates opportunities for the transfer and exchange of knowledge, which is the driving force behind the introduction of innovations and increased competitiveness. Knowledge and ideas circulate through business systems through relationships and networks connecting economic actors, and as a result, they enable and constrain what individual actors can and do, know and think. Networks also constrain and facilitate how stakeholders can apply their knowledge and ideas: "they are the means by which the knowledge, skills and resources needed to develop, exploit and commercialize new ideas are distributed and coordinated" (Wilkinson 2008: 25). Thus, the efficiency of an individual firm depends on the behavior of others with which it is directly or indirectly connected.

As noted by R. Freeman (1984: 46), "to be an effective strategist, you must deal with those groups that can influence you, and to be responsive (and effective in the long run), you must deal with those groups that you can influence". This becomes even more evident when the area of interest is a destination where the experience and satisfaction of tourists, as well as the overall economic success of the region, is directly linked to many types of firms and other organizations. Thus, certain firms are located in the tourist destination, others in the tourist accumulation region or on the transit route, playing an important role in their effective spatial combination. The effectiveness of a destination depends to a large extent on the connections between these different actors, not just on their individual characteristics (March and Wilkinson, 2009).

As the context of the international tourism system becomes increasingly fragmented and unstable, its stakeholders are forced to adapt the principles of cooperation to everyday practice, especially in the areas of planning and marketing. Bramwell and Sharman (1999) identify three potential benefits of consensus-based collaboration:

1. It can prevent the costs of resolving conflicts between interested parties;
2. It can legitimize collective action if stakeholders are involved in decision-making processes that affect their activities;
3. Willingness to cooperate can improve the coordination of policies and related activities.

Pforr (2006) noted that the costs associated with the planning of tourist destinations involve the involvement of public and private agents to reach consensus and converge the strategies of firms and institutions to achieve common goals. Cooperation, as a dynamic process-oriented strategy, can be an effective means of managing the complex planning process at local, regional, national and international levels (Lemmetyinen and Go, 2009). The interdependence between economic agents, terms of sales, supply, information, development and access to other companies from the surrounding network (Ford et al., 2003), gives local tourism enterprises to become important components of tourist hubs. That is, the consequences of the process of industrial disintegration of industrial agglomerations are being ascertained in the tourist market.

Communities and destination administrations are also trying to form alliances between network firms, between the private and public sectors to develop competitive tourism products. At the same time, networks are primarily based not on spatial proximity or common interests, but on trust and reciprocity. In this case, the competitiveness of destinations and indicators of tourism development will depend not only on the base of natural and cultural resources of the destination, but also on the ability of stakeholders to use new technologies and their own human capital to create unique tourism products.

In order to better understand the role of the local in the global, it is necessary to measure the impact of ICT on the evolution of the concept of the local community and the mental attraction of the destination. It is necessary to find out how profoundly fundamental technological shifts will affect the perception and construction of tourist spaces, as well as the results of their territorial development.

This complexity and uncertainty is compounded by the fact that e-business can transform consumer behaviour, value chains, business organisation, community perceptions and, as a result, development outcomes. A new configuration of articulated economic spaces and management scales is being formed in the tourism industry (Milne & Ateljevic 2001)

VI. CONCLUSION

In some places, tourist economic spaces reach such a scale that further consolidation leads to excessive tension both between the host community and tourists, and between all stakeholders of the tourism pole and the environment. In this case, it is advisable to talk about the application of the mechanism of asymmetric smoothing of excessive spatial concentration of tourist activity. Spatial polarization in the system of international tourism consists in the identification of the territory on which tourist activity subordinates all other types of appropriate activity, and is sufficiently attractive for such a number of foreign tourists, whose arrival can be served by international airports, seaports, etc.

Asymmetric smoothing (negative) of spatial polarization in the system of international tourism, in our opinion, consists in transferring a number of industries from the region of generating tourists (industrial agglomeration) to the periphery, revitalizing its industrial heritage and, if possible, bringing it into the tourist circulation, which will allow certain measure to relieve tourist flows to the region of the tourist destination. This will also be facilitated by the trend of shortening the working week in the leading countries of the world to 4 days, since the rest of the week can be spent in a properly equipped recreational area within the limits of the place of permanent residence. This way of spending leisure time should be considered a budget alternative to a "weekend trip."

Since it is difficult to move recreational and tourist resources from the destination to the periphery or to the region of generating tourists, the loss of the share of tourist demand can be partially compensated by increasing its attractiveness for freelancers. On the basis of the formation of an inter-organizational network, the regional destination has the opportunity to attract business structures from outside the tourist region, thus raising its own competitiveness. Since in this case the economic landscape of the destination is geographically limited and it can be complicated only by attracting an additional component from the outside, such a phenomenon can be considered an asymmetric smoothing of spatial polarization.

There are also reasons to interpret cruise tourism as a tool for asymmetric smoothing of spatial polarization in international tourism, and from this point of view, it is advisable to involve the land transit region more closely in the tourist circulation. Thus summarizing the above, we have reason to interpret tourism as a system of interaction of stakeholders of different taxonomic levels for the realization of human recreational needs.

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