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## **DEVELOPMENT OF TOURISM BUSINESS IN THE CONTEXT OF INFORMATIZATION OF THE WORLD ECONOMY**

The research aims to study the influence of the informatization of society on the development of tourism in the context of global trends.

The authors determine structural changes in the global market of tourism services on a regional basis, according to types of transportation of international transfers of tourists.

Global tourism market is developing rapidly in space and time. The world formed five mega-regions of tourism development – Europe, America, Asia and Oceania, Africa and the Middle East, which attract the main tourist flows and a significant portion of the world's capital investment in the tourism industry. Most tourist MNCs are based in the countries which are centers of international cash flows, so-called triad: USA – Western Europe (Germany, France, the United Kingdom) – Japan, and in recent times – Asia (Hong Kong).

In the global tourism market, the structural changes were detected on a regional basis, by types of transportation of international transfers of tourists. A close relationship between the market trends in tourism and air travel has been proven. Structural changes of tourism services are shifted toward the individualization of needs through the use of global resources.

The computerization of the world economy and globalization of markets create conditions to develop new and innovative business models in the international tourism industry. It is proved that the use of Internet resources increases tourism business revenues from the sale of tours, booking airline tickets and other related services.

It is proved that the informatization of society is an important prerequisite for the creation of innovative business models in the tourism sector.