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FEATURES OF DEVELOPMENT OF TOURISM AT THE PRESENT STAGE

***Abstract:** The relevance of this topic is determined by the fact that today, in many countries of the world, the tourism industry, which includes a number of industries such as transport, communications, hotels, banks and other areas and has a high investment multiplier, is developing rapidly. The tourism business, being the leading direction of the socio-economic, cultural and political activities of the Republic of Moldova, is becoming a sector of the economy, allowing to receive high incomes. The main economic functions of the tourism industry are expressed in the additional demand for investment, new strategies and technologies for managing financial resources. In addition, the creation of infrastructure, new jobs, an increase in government revenues, and the inflow of foreign currency are being stimulated. It is based on a complex system of relations between suppliers and consumers of relevant services, between travel agencies and their competitors, as well as between business partners.*

The organization of activities of travel companies provide for the sequence of such stages as: the choice of a market niche; development of a tourist product; determination of the volume of services provided; improving pricing; expanding advertising and research; attraction of investments; interaction with other companies and government agencies. The importance of tourism for the economy of any country is analyzed from the standpoint of its relative share in the global volume, as well as the importance of tourist activities for the economy of each individual direction. At the same time, despite the significant potential, Moldova belongs to the region with untapped opportunities for the development of tourism. In this regard, the article discusses the problems of the growing role of tourism in the country's economy, the possibilities and prospects for the development of tourism in the country, the key importance of the area of accommodation, as well as incentives from the state to develop this sphere.

Key words: globalization, strategy, tourism, tourism industry, tourist services.

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1. Introduction

Currently, tourism is one of the leading and fastest growing sectors of the global economy. In many countries, tourism plays a significant role in shaping Gross Domestic Product, activating foreign trade balance, creating additional jobs and providing employment for the population. Tourism has a huge impact on such key sectors of the economy as transport and communications, construction, agriculture, production of consumer goods and others, i.e. acts as a stabilizer of socio-economic

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development. In turn, the development of tourism is influenced by various factors: demographic, natural-geographical, socio-economic, historical, religious and political-legal.

According to the forecast of the World Tourism Organization, the growth of the tourism industry will be irreversible in the XXIst century, and by 2020 the number of international tourist visits will be 1.6 billion units [10]. As is known, this sector of the economy is the fundamental basis of many developed and developing countries of the world. Travel and tourism provide over 11% of international investment and bring to the treasury of the states 302 billion dollars in tax revenues. All this proves that the topic of tourism today is one of the most relevant, and tourism is currently one of the most profitable types of business in the world. As in any business, tourism has its own laws of development, problems and benefits associated with them, as well as ways to solve these problems and methods for extracting maximum profit. The tourism industry can be described as “a set of hotels and other accommodation facilities, means of transport, catering facilities, entertainment facilities, educational, business, recreational, sports and other facilities, organizations engaged in tour operator and travel agent activities, as well as providing excursion services and guide services – translators”. The scale of tourism over the past few decades has increased at an impressive pace, and the share of tourism products in the gross global product is increasing.

Tourism is also a tourist enterprise, primarily the activity of tourist organizers and middlemen. Today, the number of travel companies has greatly increased, and fierce competition forces them to occupy their niches in the market. There are firms engaged in individual countries or destinations, there are firms that work only to receive tourists. There are those that work with groups, and those who organize trips on an individual order. There are tour operators who completely organize trips and offer ready-made itineraries at a discount to other travel agents, and there are travel agents acting as intermediaries between the tour operator and the client. Travel agents are flooded with information about various tours, from which they select the right and most affordable price for the client.

In a market economy, tourism throughout the world has become one of the most significant economic sectors, and for some developing countries it is the basis of their existence (Thailand, Cyprus, Malaysia, etc.).

2. Tourism as a socio-economic phenomenon

Today, the existence of a modern person is difficult to imagine without traveling, constant movements associated with professional activities, with rest, with the search for new sensations and with many more aspects of human existence. Such a desire to travel has not only objective reasons caused by the peculiarities of modern civilization, but also with the deep existential foundations of being. Initially, tourism emerged as a sphere of recreation and entertainment, but later, it became an

intensively developing sector of the economy, in which the share of living labor is high, accelerated depreciation and a high rate of return on investments take place.

For many countries, tourism is the fundamental basis of the economy and an important source of foreign exchange earnings. This is especially important, first of all, because tourism is an aggregated sector of the economy, including sub-sectors that create and implement a comprehensive tourist service, and sub-sectors that are indirectly involved in this process. Moreover, the cumulative result of the work of industries repeatedly increases through the system of multipliers of private economic effects arising at the appropriate level in the hierarchical ladder of production.

Modern science considers tourism as a complex socio-economic system. The UN Statistical Commission gives the following definition of tourism: "Tourism is a set of relationships and phenomena that occur during the movement and stay of the non-native population until the stay does not become permanent residence and is not associated with income generation." A similar definition of tourism was formulated by the World Tourism Organization at a conference in Manila in 1981: "Tourism is one of the types of outdoor activity, which is a journey made in order to know certain areas, new countries and combined in a number of countries with elements of sport". A distinctive feature of all the functional definitions of tourism is found in highlighting the characteristic features of the objects and subjects of tourism, which reflect the goals of the activities, tasks and functions of the relevant organizations, forums or legislative documents.

Modern economic science considers tourism as a complex socio-economic system, in which a diversified industrial complex, called the tourism industry, is only one of the constituent components. It arose in that period of development of society, when the need of a person to receive information about new places, traveling as a means of obtaining this information was the objective law of the development of human society. At a certain stage of development of the economy, when the need for travel has increased dramatically, the producers of these services appeared. This has led to the formation of a particular type of tourism product that can be bought and sold in the consumer market. Since tourism is not a commodity of the first vital necessity, it therefore becomes a vital need of a person only at a certain level of his income and at a certain level of wealth of society.

In the modern world, tourism is considered as a socio-economic phenomenon that has a direct and indirect impact on the development of the entire infrastructure associated with it. Moreover, tourism has an industrial form; acts as services that cannot be accumulated and transported; characterized by a high level of efficiency and quick return on investment; is a pioneer in the economic development of new areas; acts as an effective means of protecting nature and cultural heritage, and is compatible with almost all sectors of the economy and human activities. The tourism industry is a specific sector of the economy, which includes the activities of tourism enterprises in the provision of a complex of tourist services, individual services to tourists and the sale of tourist goods in order to meet human needs arising during

the period of his trip. It develops together with other sectors, such as transport, public catering, trade, socio-cultural sphere, sanatorium-resort complex and others, and is an incentive for the socio-economic development of the territory.

The country's economy and tourism closely interact with each other. General economic factors affect tourism both positively and negatively. The positive impact factors are: real income growth; more even distribution of income; stable position of the currency and others. At the same time, the factors of negative impact on tourism are: economic crisis phenomena; rising unemployment; salary cuts; unstable political and economic situation. Tourism is viewed as an economic phenomenon from two sides: as an economic complex, the development of which is largely explained by global economic relations, processes and relations, and as a major catalyst of economic growth. In this capacity, tourism serves as a channel for redistributing gross domestic product. Since the purpose of the activities of tourist enterprises is to obtain and increase income, its choice is influenced by the following factors: the presence and volume of demand; profitability level; capital intensity and others. Moreover, in the conditions of the market and a high level of competition, companies in the tourism business are able to achieve success; they are able to create and implement long-term strategies whose main elements are: a system of goals; resource management principles; rules for the implementation of management actions; understanding of the activities of competitors; internal and external restrictions; course and program of action; situational strategies and financial plan.

From the point of view of the strategy of management of financial resources of tourist enterprises, an important direction is the assessment of the effectiveness of their activities. It should be based on the most informative financial indicators in the composition of which the most representative are: the dynamics of income and its structure; cost levels and profitability indicators; working capital management and cash flow; asset utilization and investment efficiency. In this aspect, performance measurement should reflect the ability of companies to obtain an appropriate level of income. In the process of strategic financial management, the most important evaluation parameters are:

- the potential for the formation of financial resources, namely: capital market and credit market conjuncture; loan practice; operational leverage; profit formation policy; depreciation policy; tax policy; level of solvency; weighted average cost of capital;

- the level of investment efficiency – the conjuncture of the financial and commodity market; the level of profitability of investment projects, investment policy; structure of resources; asset structure of implemented investment projects; asset turnover of realized investment projects;

- level of financial security – the level of stability of commercial relations with customers of tourism services; current assets management policy; composition of current financial liabilities; capital structure; cash flow management policy; self-financing level; financial risk management policy; financial risk insurance forms; methods of diagnosing the financial crisis;

– the level of quality financial management – the effectiveness of relations with counterparties for financial activities; the breadth of financial information; financial management efficiency.

The methodology for determining the financial performance of a travel company, for effective resource management, provides for ranking the totality of indicators into categories such as: a general assessment of the financial situation and their changes during the reporting period; analysis of the financial stability of the company; analysis of liquidity and solvency of the company; return on equity and sales. Economic potential needs of the company should be considered in terms of the economic situation and in terms of their financial situation. At the same time, it is necessary to assess the economic potential, both from the point of view of the economic situation and from the standpoint of the financial situation, since these aspects of activity are interrelated: the irrational ownership structure, its poor quality composition can lead to a deterioration of the financial situation and vice versa. Unjustified freezing of resources in accounts receivables and stocks can adversely affect a company's ability to cope with current payments and an increase in borrowed resources – which makes it necessary to turn the company's assets into repayment of debts to creditors. Also, they are constantly faced with the need to create an optimal asset structure; various deviations can lead to a decrease in performance indicators.

The effectiveness of the tourism enterprise is a comprehensive reflection of the final results as a result of the use of financial resources. It is determined by the cost indicators characterizing the results of activities, namely: the volume of services provided the amount of profit received, profitability, savings of resources, labor productivity and other profit per unit of total costs, the cost per unit of service, the profitability of the tourist product, the share of the increase in services due to intensification AI activities; indicators of efficiency of use of fixed and circulating assets – the total capital productivity and capital productivity of the active part of fixed assets, the profitability of fixed assets, the capital intensity of a product unit, materiality; indicators of efficiency of use of funds, namely: the turnover of funds, the profitability of working capital, the profitability of investments, the payback period of investments.

Based on the fact that the main goal of the business is to increase revenues, the financial strategy should be aimed at increasing the wealth of the owner. This goal can be realized using the criterion of economic value added, or EVA (Economic Value Added). The concept of EVA was developed on the basis of A. Marshall's theory of economic income and the theoretical developments of F. Modigliani and M. Miller. Its essence consists in comparing the cost of capital used in business, as a rule, it is a weighted average cost of capital WACC (Weighted Average Cost of Capital), with the return from the use of this capital. The profitability of the used capital ROCE (Return on Capital Employed) is calculated as the ratio of net profit to the average for the year value of capital involved in the business. The difference (ROCE – WACC) should be as positive and as large as possible. If this difference is multiplied by the amount of the capital involved in the business, then we get the

indicator of the added economic value of capital EVA. It is this indicator that should first of all interest the owner, as an indicator reflecting the increase in his wealth.

The calculation compares the company's net profit from operating activities after taxes and the total value of its capital, both its own and borrowed. If a firm exceeds the total value of its capital in a certain reporting period, this means that it has a positive EVA for the given period and increases its value. If the firm's EVA is negative, it means that during the reporting period the firm could not cover all its costs and thereby reduced the company's value for shareholders. The cost of capital in the EVA method is defined as the weighted average (WACC). It embodies the fundamental principle that a company must generate income that covers the cost of the entire capital invested in the company.

At the same time, a financial management strategy should be part of an overall enterprise strategy. The task is to formulate the main strategic goals of the business and monitor their achievement, which can be achieved through a balanced scorecard of BSC (Balanced Scorecards). The essence of the system is that financial indicators alone, which characterize past events, are not enough for a comprehensive assessment of the state of the enterprise. They must be supplemented by a system of indicators characterizing the external environment of the enterprise and its relationship with customers; internal processes, as well as the ability of the enterprise to learn and grow. It involves the creation of a system of indicators measuring the results achieved, and indicators showing the processes that ensure the achievement of these results, which must be linked to each other, since to get the first you need to implement the latter. In practice, this leads to the formulation of target values, both in quantitative and qualitative parameters, reflecting the implementation of the project.

Having a multi-dimensional character, the BSC covers the links between the strategic and operational levels of management, past and future results, as well as internal and external aspects of activity. At the same time, the sphere of finance is one of the key components of a balanced system of performance indicators, and financial results are key criteria for evaluating the current activities of an enterprise. As a rule, the financial goals that are at the head of the organization's goals should be interconnected with the marketing goals, since they define the key market segments on which the company intends to focus its efforts on promoting and selling its products, and the travel agency – the routes. Then, key performance indicators are defined: customer satisfaction, customer retention, new customer acquisition, market share in target market segments, and customer loyalty to the supplier of products or services. The effectiveness of business processes is determined by the number of attracted customers and the final financial result. A properly constructed balanced scorecard should contain both the resulting indicators and performance drivers. Thus, the financial performance of travel companies due to the effectiveness of the formation, distribution and use of financial resources. If an enterprise has a stable financial position, it is efficient, takes precedence over other enterprises in the system in terms of attracting investments, obtaining loans, and choosing suppliers.

3. Development of tourism in the world and the Republic of Moldova

Under the current conditions, the tourism industry is one of the most important, which constantly contributes to the development of various areas of the world economy. At the same time, tourism has a beneficial influence on society as it allows to create new jobs in various related branches of the economy, assures the development of communication systems, increases the level of population culture, professional training, etc. The rise of international tourism dates back to the 50s of the last century. So, by 1960, the number of tourists traveling abroad reached 71 million people. The period from 1961 to 1970 was accompanied by a further rise in the tourist business, as evidenced by the increase in the number of foreign tourists, whose number in 1971 reached 168.4 million people.

In 1969, in accordance with the resolution of the UN General Assembly, the non-governmental organization IUOTO was reorganized into an intergovernmental United Nations World Tourism Organization (UNWTO). Their activities are aimed at the implementation of international cooperation of States in the field of tourism and are fully consistent with the principles of modern law. The main objective of the UNWTO is to promote and develop tourism in order to contribute to economic development, international understanding, peace, progress and universal respect for and respect for human rights and fundamental freedoms for all without distinction of race, sex, language or religion [10]. The 80s were preceded by a period of tourist upturn. For 30 years, the number of participants in international tourist relations has grown 11 times. Tourism by this time was developed all over the world, but its growth was uneven in different regions. The increase in international tourist exchanges in Europe, Africa and Latin America was at the level of world average indicators, and in the countries of the Middle East it exceeded them by more than 3 times, in countries of South Asia – more than 5 times, in East Asia – more than 10 times. During this period, the states of Europe and North America remained at the leading positions, both in receiving foreign tourists and in sending citizens abroad. Among the countries that were “suppliers” of tourists, included Japan and Australia. The states of North Africa and Asia became the main competitors of the southern European countries of the Mediterranean.

In the period 1985–1992 there have been important democratic changes, the processes of political democratization, the formation of market relations. The foreign policy of the Soviet leadership to end the Cold War and end the confrontation with the West, the slogans “publicity” and “restructuring” aroused wide interest from the international community, which did not slow down to reflect in such a sphere of international relations as tourism. Subsequently, despite the existing problems, the development trend of the tourism industry in the world was observed. So, in 1998, the number of tourist trips increased by 2.5% and amounted to 635 million people, while income from tourism (not including transport) increased by 0.28% to \$ 439 billion, despite the fact that during the period from 1989 to 1993, the growth in revenues decreased from 10% compared with 1994–1998.

According to the World Tourism Organization at the UN (UNWTO) in 1950, the number of tourists all over the world was only 25 million. After 45 years, this figure has grown more than 20 times and amounted to 528 million people. In the XXIst century, the number of tourists continues to grow steadily (in 2000 – 675 million, in 2005 – 795 million, 2010 – 935 million, 2012 – more than 1 billion people). The tourism industry that has developed in the period after the Second World War today produces up to 10% of the world gross domestic product. The annual increase according to the UN World Tourism Organization (UNWTO) is 3–4% and will continue in the coming decades, which coincides with the long-term forecast “Tourism: the Outlook for 2030”.

International tourism continues to show growth despite terrorist threats and crises. Note that in 2016, tourists made 1 billion 235 million international trips. Compared to 2015, the number of tourists increased by 46 million people. After the crisis of 2009, in the period 2010–2016, the positive dynamics of international tourist traffic was achieved. The growth of this indicator over a long period was last recorded in 1960. For comparison: in 1950, 25 million tourists traveled the world, in 2013, 1 billion 87 million tourists were recorded, which is fifty million more than in 2012. At the end of 2016, overseas trips made over 300 million tourists more than in the pre-crisis 2008 [21]. The Asia-Pacific region remains the leader in terms of the increase in inbound tourist traffic + 8%, compared to 2015. In the same period, steady growth is observed in all subregions: Oceania + 10%, South Asia + 9%, North-Eastern and South-East Asia + 8%.

The scale of the tourism industry can be judged by the fact that at present in the industry, according to international tourist organizations, there are about 100 million workers of various levels, different specialties and qualifications. The tourism industry employees include not only employees of tourist operators and agencies, but also employees of hotels, tour agencies, employees of transport infrastructure organizations, cleaning companies, translators, as well as representatives of many other professions. The presence of such a complex and dynamically changing infrastructure, which today covers almost all countries of the world, with the exception of points of heightened socio-political and natural-climatic danger, gives the tourism sector a new quality.

International tourism in the world is extremely uneven, which is primarily due to the different levels of socio-economic development of countries and regions. The most developed international tourism received in Western European countries. The share of this region accounts for over 70% of the global tourist market and about 60% of foreign exchange earnings. Approximately 20% are in America, less than 10% are in Asia, Africa and Australia combined. This development of international tourist relations led to the creation of numerous international organizations that contribute to the improvement of the work of this area of international trade. Many highly developed countries of the West, such as Switzerland, Austria, France, have built a significant share of their wealth on tourism revenues.

Currently, international tourism is developing rapidly. And every year more than 1.2 billion people travel around the world. Tourism contributes to humanity cultural exchange, creates the basis for people to more deeply explore the culture of other nations. A trend in the development of international tourism helps the tourism industry to more effectively organize business in tourism. According to UNWTO Tourism Highlights data in 2016, the number of international arrivals reached 1 billion 235 million and increased by about 46 million of tourists, while at the same time providing 10% of world GDP, 7% of global exports of goods and services, 30% of service exports and 11th of jobs [21]. At the same time, following the global economic and financial crisis of 2009, 2016 was the seventh consecutive year, marked by the steady growth of international tourism. At the same pace, revenues from international tourism have also increased [20].

The so-called Global Tourism Organizations UNWTO, a quantity of international tourists spending over 7% in 2017, reached a total of 1,322 million people [7]. The equilibrium of the Mediterranean countries, the results of the Balkan region, reached Europe. Thus, in 2017, international tourist arrivals at Europe reached 671 million people, which is 8% more likely to be in 2016 years. Rost has been driven by the results in the South and Mediterranean European (+ 13%). Western Europe (+ 7%), thus re-establishing a sustained pace in Northern Europe and Central and Eastern Europe (+ 5%). In this period, significant growth reached Africa – 8% compared to 2016 yo. The region consolidated its lead in 2016 and reached a record 62 million international tourists. North Africa saw an increase of 13% in Africa, and 5% in Saharan Africa. At that time, compared to the 2016 year-old Asia Pacific region, it has secured a 6% growth, registering 324 million international tourists. In South East Asia rose to 10%, Southeast Asia – 8%, Oceania – 7%. The number of tourist trips to Northeast Asia increased by 3%. The Middle East in 2017 registered 58 million international tourists.

In North and South America, an increase of 3% registered 207 million international tourists in 2017, with most of the destinations having positive results. South America (+ 7%), followed by Central America and the Caribbean (+ 4%), the latter showing clear signs of recovery from the effects of hurricanes. In North America (+ 2%), sustained results in Mexico and Canada contrasted with a decrease in the United States. Thus, 2017 was characterized by steady growth in many directions and sustainable recovery in those that suffered in previous years. The results were partially shaped by the global economic recovery and steady outgoing demand from many traditional and emerging markets sources, especially the recovery of travel expenses of Brazil and the Russian Federation after several years of decline. However, international travel continues to grow, strengthening the tourism sector as a key factor in economic development. At the same time, tourism is essential for creating jobs and prospering communities around the world [7].

According to the latest estimates of the World Tourism Organization (UNWTO), international tourism revenues grew by 6% in the first six months of 2018 after a record year of growth in 2017. In all regions of the world, there was a steady

increase in the number of tourists who arrived in January–June 2018. Growth was driven by strong demand from major markets, helped by a boom in the global economy. This happened after a record annual growth in tourist flows in 2017 [9].

The forecast shows that the number of international tourist trips should reach 1.56 billion people by 2020, of which 1.18 billion people will travel within their regions (meaning Europe, America, Africa, etc.), and only 377 million people will make long journeys to other regions of the world. However, during the period under review, long journeys to other regions of the world will grow faster than travel within their regions. The ratio between intra-regional and inter-regional travel will vary from 82:18 in 1995 to 76:24 in 2020. At the same time, the following distribution of tourists by regions is expected: 717 million tourists will remain in the lead, East Asia / Pacific region will take the second place – 397 million tourists, America will take the third place – 282 million tourists will follow (in order descending) Africa, Middle East and South Asia.

Thus, tourism is a competitive and balanced economic sector that efficiently exploits the representative heritage of the Republic of Moldova, promotes Moldovan hospitality at high standards, ensures diversity of citizens' leisure. Most actions have been taken to make tourism more efficient in capitalizing on heritage resources, increasing visitor flows and promoting the positive image of the country. As a service sector, tourism contributes to the development of the economy through the accumulation of capital in about 12 types of branch activities, attracting in its activity about 20 branches related to about 140 services related to the tourism sector: transport, production and marketing of goods, equipment, souvenirs, cultural, sports, leisure, medical services, etc. [6].

In order to regulate the tourism industry in the republic, a number of legislative acts have been adopted over the years. Thus, in the years 1997–2003, there were developed and implemented:

- The Concept of Tourism Development in the Republic of Moldova in 2005 (Government Decision No. 912 of 8.10.1997, Official Gazette 1997, No. 74–75, Article 769, repealed by the Government Decision No. 796, 25.10.12);

- The Strategy for the Sustainable Development of Tourism in the Republic of Moldova in 2003–2015 (Government Decision No. 1065 of 2.09.2003, Official Gazette 2003, No. 196–199, art. 1118, repealed by the Government Decision No. 796, 25.10.12);

- Tourism Law (No. 798-XIV of 11.02.2000);

- Government Decision No. 615 of 11.07.2001 for the approval of the Regulation on the Tourism Registry (Official Gazette No 78–80/641 of 12.07.2001);

- Government Decision No. 1470 of 27.12.2001 on the introduction of the tourist contract, the tourist voucher and the statistical record of the movement of tourists at the border of the Republic of Moldova (Official Gazette No. 161/1484 of 31.12.2001);

- Order on Approval and Implementation of the Nomenclature of Functions in the Field of Tourism, Criteria for the Granting of the Tourism Patent and the Regulation on the Patent Practice for Tourism (2001);

- Government Decision No. 74 of 28.01.2002 regarding the improvement of the situation in the tourism industry (Official Gazette No. 017 art. 139 of 31.01.2002);
- Government Decision No. 643 of 27.05.2003 regarding the approval of the Methodological Norms and criteria for the classification of the tourist reception facilities with functions of accommodation and serving the table (Official Gazette No. 099 of June 6, 2003 art. 680).

Also during this period, prerequisites for the development of tourism in the country were created, as this systematized framework regulating the operation of the branch and allowed the correlation of the strategic options with other sectoral strategies. At the same time, it is necessary to note that both the Tourism Development Concept in the Republic of Moldova in 2005 and the Strategy for Sustainable Development of Tourism in the Republic of Moldova in the years 2003–2015 have a low degree of achievement, as well as a insignificant impact on domain. The main problems in the implementation of these documents were drawn up in the absence of a clear, realistic and coherent vision; in the coherence of goals and actions, only 20–30% were found after 5 years of implementation; the actions are grouped differently based on different reasons of the governors, namely according to the needs to manage the branch, by forms of tourism, according to the assumed priorities, the development of the destinations. Moreover, the Strategy for the Sustainable Development of Tourism in the Republic of Moldova in the years 2003–2015 contained an excessive number of priority directions for the development of the area of about 20 dispersed on 144 shares allocated for 89 purposes. At the same time, it was based on a limited number of comparable performance indicators of the tourism sector as well as result indicators, and quantitative indices were predominantly determined for the activity of intermediaries on the tourist market and partly of the accommodation sector and the road network.

Thus, the problems and malfunctions, registered during the period 2003–2013, necessitated the elaboration of intervention measures to achieve the purpose of tourism reform and development, including: increased capacity for tourism management; a coherent framework for tourism development; sectors specific to the tourism industry; domestic tourism and reception; tourism promotion of Moldova. For these reasons, in order to establish the state's priorities for tourism development, the Government has developed and approved the tourism development strategy "Tourism 2020". The new "Tourism 2020" strategy laid the foundations for reforming the tourism industry in Moldova, which contributed to the growth of domestic tourism in the year 2014 by 9% and by another 8% in 2015 [1].

According to the Strategy, the development and valorisation of forms of tourism is carried out on three basic directions. The first direction steers the active forms of tourism, to which tourism refers: viticulture, business, rural, spa, religious and excursions. The second – forms of tourism that require impetus include tourism: cultural, gastronomic, social, sporting, automobile, weekend, urban, nostalgic, ecological. The third – forms of perspective tourism, are related to tourism: academic, transit,

aquatic, medical or health, adventure. It is necessary to mention that in the Republic of Moldova there is a great diversity of tourist attractions located at small distances from the main cities – hotel centers. Thus, there are over 15 thousand anthropic tourist attractions and over 300 important natural areas. There were several thousand prehistoric resorts, about 400 settlements from different historical periods, about 50 ancient fortified fortresses, about 500 early medieval settlements, numerous medieval fortresses in the land, 6 medieval stone fortresses (at different conservation stages), over 1000 protected architectural monuments, about 50 Orthodox monasteries. This patrimony is relatively uniformly dispersed within the national territory, and its value motivates enough tourist visits. Regrettably, the state of degradation of heritage makes it unattractive.

As a result of the analysis, it was found that for the external tourism of the Republic of Moldova, for example, the beginning of the 1990s was one of the most productive periods. Thus, in 1992, the country was visited by 292,000 people [2]. After that, for 2 years, the domestic tourism registered a sharp decrease – 26 thousand people, and the best result was obtained in 2004. The number of domestic tourists and tourists traveling through travel agencies and tour operators varies in 2010 compared to 2009, in 2011 it has been rising in 2012 as well, and the number of tourists is growing steadily: 23555 – in 2009, 27965 – in 2012. Although the number of arrivals of foreign tourists in the country through travel agencies and tour operators is increasing, the figures are quite modest: 9189 – in 2009, 12797 – in 2012. At the same time, the number of foreign citizens entered into Moldova increased from 1,480.6 thousand in 2009 to 2272.9 thousand in 2012, or 1.5 times. At the same time, the mobility of Moldovan citizens increased. Thus, the number of Moldovan citizens leaving the country increased by 3% from 2009 to 2012, from 5131.4 to 5311.0 thousand people. The number of economic operators holding tourism licenses increased from 238 in 2003 to 444 in 2012. At the same time, the number of employees decreased from 1927 in 2003 to 1472 in 2012.

According to the National Bureau of Statistics of the Republic of Moldova in the year 2015 in the Republic of Moldova, the total number of tourists reached 240 thousand people (190 thousand foreign tourists, 37 thousand tourists and Moldavian tourists – participants in domestic tourism and 15, 5 thousand foreign visitors arriving in the country) [4].

Among the countries with the largest number of Moldovan tourists in recent years are Turkey, Bulgaria, Greece and Romania, which are currently considered the top four leaders, the most attractive for Moldovan tourists. The share of these four countries constituted, in 2015, 88% of all organized tourism trips. Ukraine has suddenly lost its position on the foreign tourism market of the Republic of Moldova. The number of Moldovan tourists in Ukraine decreased from 14.8 thousand persons in 2005 (the market share is 26%), which exceeds by a little over 3 thousand, in 2015, the fact that it was less than 2% on the Moldovan foreign tourism market. Germany's share of the Moldovan external tourism market has also fallen (from 9.7% in 2000

to 0.3% in 2015). At the moment, the leader on the foreign tourism market of the Republic of Moldova is Turkey. Tourist services, relatively accessible and quality, are attractive for Moldovan tourists. In 2015, Turkey ranks first in the foreign tourism sector in the Republic of Moldova (69.7 thousand persons). There is also growing interest in Bulgaria. Taking into account the active position of the Bulgarian government to support tourism in the country, it can be assumed that the number of Moldovan tourists visiting Bulgaria will continue to grow and will reach the level of 2015 (55.7 thousand people).

The interest of Moldovan citizens in the low priced segment is directed to the direction of tourism towards Greece, which, under the simple economic conditions in which the country is located, is supported by the government. In 2010, the number of Moldovan tourists in Greece reached 2.0 thousand, which rose from 40% to 100% annually. As a result, in 2015, the number of Moldovan tourists in Greece reached 21.1 thousand (exceeding by 11% the number of foreign tourists). Tourism directed to Romania ranks fourth in foreign tourism, with third place being occupied by Greece in 2014. Nevertheless, taking into account the increase by 13% (up to 20.8 thousand persons), a further increase in the number of Moldovan citizens among the tourists visiting Romania [3] can be expected.

The analysis confirms that one of the basic criteria of the mass tourism of the Moldovans is, was and remains, in an average perspective, the price of the tourist trip. The main purpose of Moldovan tourists abroad is summer sea vacation, rarely in the mountains. Studying the state of the tourism industry in Moldova over the last 10 years, we note that domestic and foreign international tourism, over a longer period of time, is characterized by a dynamic dynamic of the directions. After analyzing these data, considered being provisional, their dynamic trend can be determined. The trend of changing the indicator of foreign tourism in the Republic of Moldova during the investigation period (2006–2015) and the projected increase until 2017 has been highlighted. However, in the last years, a steady trend of the increase in tourist arrivals is observed. According to the statistical data submitted by the Tourism Agency of the Republic of Moldova in coordination with the National Bureau of Statistics, in January–March 2018 travel agencies and tour operators have provided tourist services to 35.6 thousand tourists and tourists, 27.6% more than in the corresponding period of 2017. The increase in the number of tourists and tourists was conditioned by the increase in the number of participants in the emitting tourism (+ 43.3%) and the receiving tourism (+ 6.8%). At the same time, the number of participants in domestic tourism decreased (–11.7%).

During January–March 2018 the number of foreign tourists and excursionists who visited Moldova and benefited from the services of travel agencies and tour operators, was 1600. Thus, of the total number of foreign tourists, 77.3% came for recreation and recreation purposes, 17.9% – business and professional and 4.8% – treatment. According to statistical data, the most significant shares in the total number of foreign tourists and tourists arrived in the Republic of Moldova came

from the Romanian citizens (23.2%), the Russian Federation and Ukraine (12.9%), Austria (9.1%), Germany (2.9%), United Kingdom of Great Britain and Northern Ireland (3.5%), France (3.2%), Israel, Turkey and Italy (3.0%), Portugal (2.0%), the Netherlands (1.8%), Poland (1.4%), Bulgaria (1.3%), Finland and Estonia (1.2%). Analyzing the departures of Moldovan citizens abroad through travel agencies and tour operators, it is noticed that during January–March 2018, they were in the number of 27,800 tourists and excursionists, 43.3% more than the period similar in 2017. Most Moldovan citizens went abroad for leisure, recreation and recreation purposes (98.0%). The citizens of the Republic of Moldova preferred to travel mainly to Egypt (33.6% of the total abroad), Romania (28.0%), Bulgaria (10.6%), Ukraine (7.6%), Turkey (1.4%), Italy (2.0%), Czech Republic (1.6%), United Arab Emirates (1.5%), Austria (1.1%), Hungary (1.0%). The number of tourists and excursionists participating in domestic tourism in January–March 2018 constituted 6.2 thousand, down 11.7% compared to the same period of 2017. The movement of Moldovan residents within the country for tourism purposes was organized in especially by the travel agencies and tour operators in the municipality of Chisinau (30.0%), the development centers Centru (35.4%) and the South (34.6%).

In 2017 tourism agencies and tour operators have provided tourist services to 285.0 thousand tourists and excursionists, 21.7% more than in 2016. The increase in the number of tourists and tourists was conditioned by the increase in the number of tourists emitter (+ 29.4%) and receiving tourism (+ 11.7%). At the same time, the number of participants in domestic tourism has decreased (–7.7%). Of the 17.5 thousand foreign tourists and tourists who visited the Republic of Moldova in 2017 and benefited from the services of travel agencies and tour operators, 78.3% came for recreation, leisure and recreation purposes, 17.2% – business and professional and 4.5% – treatment. More significant weightings in the total number of foreign tourists and tourists arrived in the Republic of Moldova came from the citizens of Romania (16.7%), the Russian Federation (9.6%), Ukraine (7.2%), Germany (6.8%), Poland (6.3%), United Kingdom of Northern Ireland (4.7%), Austria (4.6%), the United States of America (3.4%), China and the Netherlands (3.1%), Japan (3.0%), Italy (2.5%), Finland, France and Turkey (2.1%), Slovenia and Greece (2.0%, 5%), Israel (1.3%) and Denmark (1.2%).

Through travel agencies and tour operators in the year 2017, 229.3 thousand tourists and excursionists went abroad, or 29.4% more than in 2016. Most Moldovan citizens went abroad for recreation, leisure and recreation purposes (98.9%). The citizens of the Republic of Moldova preferred to travel mainly to Turkey (35.7% of the total abroad), Bulgaria (23.4%), Romania (13.6%), Greece (10.3%), Egypt (4.4%), Ukraine (3.3%), Spain (1.4%), Italy (1.1%), Montenegro and the Czech Republic (1.0%). The number of tourists and excursionists participating in the domestic tourism in the year 2017 constituted 38.1 thousand, down 7.7% compared to the year 2016. The movement of the Moldovan residents within the country for tourism purposes was organized mainly by the agencies tourism and tourists in the municipality of

Chisinau (45.8%), development regions Center (27.2%) and South (24.1%). The priority forms of tourism in Moldova are rural, viticultural and wine-making, cultural and health-improving tourism.

4. Conclusions

Thus, in the current conditions of globalization, the effective development of tourism can become one of the key elements that allow creating conditions for achieving the strategic goals of a country's development. As a result of an effective state policy, the tourist industry will ensure the growth of quality of services, will significantly increase the flow of tourists and the inflow of financial revenues to the country's economy, ensure the growth of tax deductions to the budget, as well as the development of related industries and increase employment. The importance of tourism for the economy of different countries is connected with the growth of jobs in hotels and other means of accommodation, in restaurants and other enterprises of the food industry, in transport and in related service industries. In addition, the successful development of the tourism industry creates a multiplier effect, i.e. development of related industries. The third advantage is the growth of tax revenues in the budgets of all levels. In addition, tourism has an economic impact on the local economy, stimulating the export of local products.

The Moldovan tourism industry, at this stage, faces an unsolved problem and is not distinguished by its competitiveness on the world market. Among the most important reasons, with a poor prognosis, we will highlight the deficiencies found in the use of modern forms, methods and mechanisms of strategic tourism management in Moldova. It is necessary to adopt a national concept of tourism development, to harmonize a series of documents and normative and strategic documents in accordance with the norms and recommendations of international organizations. As a basis for the implementation of the strategic mechanisms of tourism development it is necessary to elaborate and implement measures based on modern scientific methods of international strategic management and marketing. In order to overcome the negative trends in tourism development, it is necessary to activate the state policy in this area, to give tourism the status of a priority economic direction, to create legal, organizational and economic bases for the formation of a modern competitive tourist complex, which with active support and direct assistance from the state. Thus, the following directions can be mentioned as the main directions for improving the management of the tourism industry in the republic:

- urgent reform of the national tourist complex in order to ensure its access to international markets, the creation of a competitive tourist product, accelerated development of the services sector, attracting foreign tourists and an increase in foreign exchange earnings in the republic;

- preparation and implementation of a regulatory framework adapted to international standards in the process of managing a tourist complex;

- public support for the private tourism sector;
- the creation of a wide range of advertising and information products, ensuring the promotion of national tourist product in major international tourist markets.

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